

National Capital Area Chapter Strategic Plan (FY 09 – FY 11)

Goal: Increasing Concern and Awareness of the Disease and the Association

Mobilize forces that will amplify the level of concern for Alzheimer's disease as a nationwide movement and dramatically raise the level of awareness of the Association as the leader in the fight against Alzheimer's disease.

Strategy: Increasing and influencing public concern about and knowledge of Alzheimer's disease

Strategy: Increasing awareness, recognition, and relevance of the Alzheimer's Association relative to other voluntary health agencies (VHAs).

Strategy: Increasing the amount of resources that are dedicated to strategic communications (PR, advertising and marketing)

Goal: Advancing Advocacy

To increase the reach, influence, and effectiveness of advocacy as a tool for advancing the mission

Strategy: Building and sustaining a culture of advocacy and capability to improve policies that affect research and care

Strategy: Amplifying the power of Alzheimer's Association advocacy efforts that target and cultivate new Alzheimer's disease champions throughout the government, private sector, and grassroots level

Strategy: Raising the priority of Alzheimer's related policies in government

Goal: Enhancing Care and Support

To develop and promote quality support, care, and services across diverse cultures, with a special emphasis on early detection and develop a variety of services for persons with Alzheimer's and their caregivers

Strategy: Promoting early detection and brain health to reduce the stigma of Alzheimer's disease, increasing the understanding of evidence on modifiable risk factors, developing culturally competent community-based interventions, and initiating appropriate surveillance of the burden of Alzheimer's disease

Strategy: Sustaining and broadening the Association's Quality Care Initiatives to provide comprehensive and specific quality care resources and training options to help care professionals (including aides, nurses, physicians, and other health providers) enhance care to persons with dementia.

Strategy: Offering a standardized set of culturally competent and language-sensitive services that span the continuum of Alzheimer's and addresses the needs of persons with the disease and caregivers and engages the person with Alzheimer's in planning whenever possible.

Goal: Accelerating Research

To increase financial support of both biomedical and social/behavioral research

Strategy: Accelerating the progress in treating and preventing Alzheimer's disease by probing the earliest origins of the disease to identify novel targets for diagnosis (e.g., research on biomarkers in blood and cerebrospinal fluid), disease tracking, and therapy

Strategy: Reducing the burden of Alzheimer's disease through funding and facilitating research on early detection, eliminating physician barriers to early detection, identifying cost-savings and quality-of-life factors associated with early detection with special consideration for multicultural populations, broadening the understanding of mild cognitive impairment (MCI) and its place in early detection, and enhancing participation in clinical trials

Strategy: Facilitating communication between scientists and among scientists, lay audiences, and throughout the Association with self-sustaining mechanisms

Goal: Growing Revenue Support of the Mission

To provide the financial resources that will facilitate achievement of the strategic plan, by capitalizing upon a full range of donor sources, significantly enhance revenue support of the Association's full mission in a collaborative manner

Strategy: Increasing revenue to support the Mission Focus recommendations