E-01 Identify and promote culturally-appropriate strategies designed to increase public awareness about dementia, including Alzheimer's disease, to reduce conflicting messages, decrease stigma, and promote early diagnosis.

E-02 Create awareness by contributing public health information and data about cognitive health and impairment to national reports and partners.

E-03 Encourage public health entities to provide links on their Web sites to local, state, and national dementia resources, including those specific to Alzheimer's disease and caregiving, such as www.alzheimers.gov.

E-04 Coordinate national and state efforts to disseminate evidence-based messages about risk reduction for preserving cognitive health.

E-05 Promote consistency of cognitive health messages among national, state, and local levels using models such the National Diabetes Education Program.

E-06 Identify and promote strategies for the public about how to communicate effectively and sensitively with persons with dementia, including Alzheimer's disease, and their families.

E-07 Promote advance care planning and advance financial planning to care partners, families, and individuals with dementia in the early stages before function declines.

E-08 Promote appropriate partnerships and strategies to educate and increase local participation in clinical trials and studies on cognitive health and impairment.

E-09 Develop strategies to promote the availability of services for people with younger-onset dementia, including Alzheimer's disease.

E-10 Promote awareness of abuse and exploitation and support related prevention efforts as they relate to persons with dementia, including Alzheimer's disease.