

★ 2026 ADVOCATES GUIDE







WELCOME

Dear Alzheimer's Advocate,

Thank you for your commitment to the fight to end Alzheimer's and all other dementia. You are the reason we keep moving forward — and this year, we have every reason to believe our work can lead to more historic breakthroughs.

We are at a pivotal moment for our movement. Disease-modifying treatments and new diagnostic and screening tools now exist — and ensuring that every American can access them is one of our most urgent tasks. At the federal level, state capitals, and everywhere in between, your advocacy is making that happen.

At the federal level, we're working to advance the bipartisan **Alzheimer's Screening and Prevention (ASAP) Act**. When it passes, early detection will finally become a reality for the millions of Americans who need it most. Alongside the ASAP Act, we are urging Congress to increase funding for Alzheimer's research at the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention's (CDC) BOLD program and to cosponsor the **AADAPT Act** — which expands virtual dementia training for primary care providers so that more Americans receive the right diagnosis at the right time.

And the fight doesn't stop at the federal level. Across the country, advocates are making meaningful progress — advancing policies that improve care, expand access, and ensure that Alzheimer's remains a priority in every state capital.

In this guide, you'll find the tools you need to engage federal and state elected officials and make an impact all year long — in meetings, on social media, and in your communities. For the latest fact sheets, talking points, and updates on our key policy priorities visit **portal.alzimpact.org**. That's where you'll find everything you need to make your case to policymakers, whenever and wherever the opportunity arises.

Your voice is powerful. Your story matters. And the work you do — here this week and throughout the year — will be felt by families across the country for decades to come.

Thank you for joining us in the fight. Be sure to follow our social media accounts and use **#ENDALZ** to continue the conversation online.

Sincerely,

The Alzheimer's Association and AIM Public Policy Team

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2026 ALZHEIMER'S DISEASE FACTS AND FIGURES



OVER
7 MILLION
Americans are living
with Alzheimer's



1 in 3

older adults dies with
Alzheimer's or another
dementia

Between 2000 and
2024 deaths from heart
disease have decreased **3.8%**



while deaths from
Alzheimer's disease
have increased over **134%**



In 2026, Alzheimer's
and other dementias
will cost the nation

**\$409
BILLION**

By 2050,
these costs
could rise
to nearly

\$1 TRILLION



It kills more than
breast cancer and
prostate cancer



COMBINED

The lifetime risk
for Alzheimer's
at age 45 is

1 in 5
for women

1 in 10
for men

NEARLY
13 MILLION

Americans provide
unpaid care for people
with Alzheimer's or
other dementias



These caregivers
provided more
than 19 billion
hours valued over

**\$446
BILLION**

3 out of 4

Americans say
lifestyle behaviors
are important
for brain health,



but only
46%

strongly connect
these behaviors to
reducing dementia risk



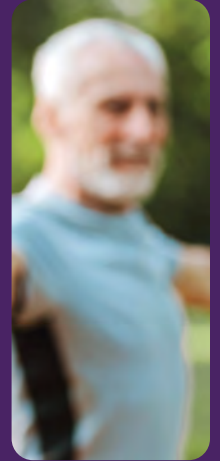
For more information, visit alz.org/facts

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ALZHEIMER'S  ASSOCIATION®

BRAIN HEALTH IN AMERICA:

Understanding and Supporting Lifelong Cognitive Health



NEARLY

90%

of Americans say maintaining brain health as they age is very important, and

99%

view brain health as equally or more important than physical health.

YET ONLY

9%

say they know a lot about how to maintain their brain health.

3 out of 4

say lifestyle behaviors matter, but only



46%

strongly connect these behaviors to reducing dementia risk.

3 in 4

are interested in brain health programs, but

73%

cite cost as a top deciding factor.



2 in 3

want brain health guidance from a provider, but only

14%

have discussed maintaining brain health with their doctor.



Midlife (ages 35–64) is a key time to act on brain health.

46% of adults say participation in formal brain health programs should begin during this period.



38% say it is the right time to start taking steps to support brain health.

Healthy habits by adults are inconsistent.

Daily or most days:

50% get seven hours of sleep

34% are physically active

39% follow a healthy diet

42% do mentally stimulating activities



Even though most believe these behaviors support brain health.

For more information, visit alz.org/facts

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ALZHEIMER'S  ASSOCIATION®

★ TIPSHEET: SPARK SOCIAL MEDIA CONVERSATIONS

Social networks enable direct interaction with policymakers, as most run (or at least monitor) their own social media accounts to gather feedback from constituents. With just a handful of simple actions you can make a big difference in the fight to end Alzheimer's and all other dementia.

@ TAGGING

Mentioning or tagging is an easy way to engage legislators online. On most major social networks, simply include their "handle" (i.e., @SenatorName) in your post. Make sure you use their official government account rather than their campaign or personal accounts.

X REPOSTING AND COMMENTING

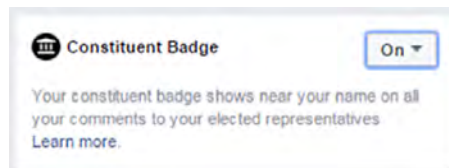
Reply and comment on policymakers' posts to raise the issue of Alzheimer's. You can also share their posts adding your thoughts. Share posts from AIM, the Alzheimer's Association or fellow advocates, and tag your legislator to bring them into the conversation.

HASHTAGS

#ENDALZ is a hashtag commonly used by the Alzheimer's community. There are also hashtags specific to legislation or actions we are supporting. Please make sure the hashtag matches the message you are sending.

≤3 REMEMBER THE "RULE OF THREE"

Mentions, tags and hyperlinks are all interactive and clickable parts of a social media post. It is best to include no more than three in a single post. Including too many can distract from your primary message.



IDENTIFY YOURSELF AS A CONSTITUENT

Legislators want to hear from their constituents online. Visit [fb.com/townhall](https://www.facebook.com/townhall) to turn on Facebook's "constituent badge." On other platforms, mention your town/neighborhood in your profile and include photos from recognizable local events or landmarks.

📍 SHARE IN LOCAL GROUPS

If you're part of any local community or neighborhood social media group, you can share your meeting there as

well. You can tie in a call for community members to become advocates themselves. Please see your group's rules regarding political content.

f FIND COMMUNITY EVENTS ON FACEBOOK

After following your elected officials, visit [fb.com/events](https://www.facebook.com/events) and check out the "popular with friends" category. Select "interested" for any local community events you see and Facebook will notify you of similar events in the future. Make sure to go early and stay late to network and discuss the Alzheimer's crisis. And don't forget to wear your purple!

in GET LINKEDIN

Elected officials aren't your only audience. You can connect with legislative staff, local influencers, other advocates and community allies via your professional network. You can share AIM posts, your own letters-to-the-editor and relevant Alzheimer's information.

★ TIPSHEET: SPARK SOCIAL MEDIA CONVERSATIONS



ADVOCACY BINGO

Have some fun and engage on social media by completing the Advocate Bingo card below. Be sure to use **#ENDALZ** in your posts. Mark your card when you take one of the actions.

Complete the AADAPT action alert	Mention your U.S. Senators in your X post	Post your “Why I’m an Advocate” photo, story or video	Show us your purple pride (i.e., your wardrobe)	Ask your social network followers to take action
Watch and share one of AIM’s YouTube videos .	Comment on another advocate’s post	Comment on Your U.S. Senator(s) Facebook Page or tag them in a post	Use an Alzheimer’s related image as your Zoom or video background	Text ALZ to 888.438.0144
Reply to your members when they post about our priorities	Send an email to friends/family urging them to take action			Share a 1 minute “ Why I’m an Advocate ” video
Tag your state official in a social media post	Complete the FY27 Appropriations action alert	Make an “ask” on one of our priorities via a video	Complete the ASAP action alert	Repost or share a post from the Alzheimer’s Association
Take a picture with an #ENDALZ sign or paddle	Follow 3 other advocates NOT from your state	Have a pet? Show us how they’re taking action	Comment on or reply to one of AIM’s posts	Post a celebration of AIM’s Advocate of the Month



SHARE THE PICTURE

Images and videos increase the likelihood your post will be noticed. Tag any individuals, organizations and locations featured in your photo or video. If it includes an elected official or their staff, be sure to get their permission before posting. Share multiple photos on a single post.



BROADCAST YOURSELF

Consider sharing a “live” video stream on Facebook, X or Instagram. Make sure you have a steady device and you promote it in advance so your followers know to tune in. Save video clips so you can share highlights later for those who missed it.



★ 10 TIPS AND TRICKS: MEETINGS WITH ELECTED OFFICIALS

1 COORDINATE, COORDINATE, COORDINATE

Before the meeting, plan with your team on who will open the meeting, who will make introductions, who will make the asks, etc.

2 BE PREPARED

For in-person meetings, make sure you've packed everything you need! Do you have any fact sheets or member materials you may need for the meeting? Information sheets on each of our legislative priorities can be found at portal.alzimpact.org.

3 SHOW UP EARLY

As the saying goes, early is on time. If you are in-person, make sure to arrive 10-15 minutes early as you may have to go through security depending on the building.

4 LIMIT DISTRACTIONS

Try to limit any distractions before the meeting. Make sure to silence your phone and turn off any alerts before the meeting starts.

5 SHARE YOUR STORY

The most important part of this meeting is you — your voice and your story are incredibly important. Try to tie your personal story to the asks. Personalizing our legislative priorities can help policymakers connect to our cause.

6 BE PASSIONATE AND BE KIND

Your passion is what sets you apart from the dozens of other meetings an office will have throughout the day. Don't be afraid to stand out and be you. Showing your appreciation and saying "thank you" goes a really long way. Saying a few kind words throughout the meeting can make an impact and change the tone of the whole meeting.

7 SHOW YOUR SMILE

Don't forget to smile! As an organization, we always aim to be positive and make a good impression during our meetings.

8 DRESS TO IMPRESS

For in-person meetings business casual is appropriate, and purple or other ways to represent the Alzheimer's Association is always encouraged.

9 POST AND SHARE

Before you leave the meeting, ask the group if you can take a group photo/screenshot for social media. Make sure to tag the elected official and use [#ENDALZ](https://twitter.com/ENDALZ) to connect the meeting to our community online.

10 FOLLOW UP

After the meeting, use the QR code below to tell us how it went. And, let us know if Association staff need to follow up with the elected official and their staff.



★ CONGRESSIONAL MEETING CHECKLIST

Below are some suggested ways to successfully plan a group meeting with elected officials.

BEFORE THE MEETING

- » Work with your local public policy staff to assign roles for each meeting, with the Ambassador as lead, where appropriate.

- » Confirm you have the meeting information on hand. If it's in-person, do you have the address and know where to go?

- » Who is responsible for sending materials prior to the meeting? This is typically done by the Ambassador or local public policy staff, but it's a good idea to check beforehand.

- » Check out the latest information about our federal priorities on alzimpact.org.
- » Wear purple and make sure you have all of the materials you need!

AT THE MEETING

- » Identify the lead advocate who will handle introductions. Who we are, why we're here, etc.

- » Who will open the meeting and discuss the impacts of Alzheimer's and dementia on the member's constituency?

- » Who is going to tell their story and show how it relates to the first issue?

- » Who is going to make the first "ask"?

- » Who is going to tell their story and show how it relates to the second issue?

- » Who, if applicable, is going to make the additional ask(s)?

- » Who is going to conclude the meeting and ask for a screenshot/photo of the group?

AFTER THE MEETING

- » Who will post the photo from the meeting to X and Facebook?

- » Who will submit the meeting report to alzimpact.org?

- » Who will follow up with the legislative office?



★ STATE ADVOCACY 101

State governments are essential to addressing the growing Alzheimer's and dementia public health crisis, and advocacy at the state level is vital to the work the Association does to meet the care and support needs of individuals living with dementia and their families. Together with our advocates, we work to ensure state policymakers take bold action, effectively implementing policies to reduce the long-term impact of the disease on state budgets and improve the lives of everyone impacted by dementia. State officials make important decisions on policies that can have a direct effect on the state's Alzheimer's and dementia community. We need your voice added to our state advocacy efforts to help advance critical policy solutions. Below outlines the various ways you can get involved and take action to ensure state governments prioritize dementia!

GET TO KNOW YOUR STATE LEGISLATORS

State legislators are generally more accessible than members of the U.S. Congress, and are even more so when session is out and they are at home in their districts. For part-time legislatures, mid-summer, fall, and early winter may provide opportunities to connect with your legislator in the community and for scheduling meetings in the district. For full-time legislatures, recesses come at intervals throughout the year, offering potential opportunities for engaging with your state legislator in your community. Join the mailing list for your state legislators. This will allow you to find out about and attend community events, such as constituent coffees and town halls where you can speak publicly on Alzheimer's issues and raise awareness.



BECOME AN ALZHEIMER'S STATE CHAMPION

By cultivating deep one-on-one relationships with every member of Congress, Alzheimer's Ambassadors have been instrumental in making Alzheimer's a national priority. Alzheimer's State Champions are volunteers working to replicate that successful model in every state by developing multifaceted, year-round relationships with targeted state officials. Alzheimer's State Champions participate in state advocacy events and seek out opportunities to connect with their assigned legislator throughout the year. They also sustain steady, year-round engagement with their lawmakers to help keep Alzheimer's and dementia issues top of mind and cultivate a deeper relationship with their state lawmakers through social media posts, letters-to-the-editor and other personal communications with their legislators. You can be the voice for thousands of families living with dementia in your community and can help ensure that our state leaders take action in support of the vital programs and services that they rely on.

PARTICIPATE IN STATE ADVOCACY EVENTS

Your state advocacy day provides an opportunity to increase the Association's presence in the state capitol and to build relationships with state policymakers. These events bring advocates together to ask lawmakers to support critical policies impacting those living with Alzheimer's. To learn more about your state's advocacy day and priority legislation visit alzimpact.org/state.

VISIT
**ALZIMPACT.ORG/
VOLUNTEER**
TO LEARN MORE.



★ WAYS TO SAY THANK YOU

Frequent thank yous, particularly in public settings, are the key to building lasting and mutually beneficial relationships with your legislators. Thank them for meeting. Then thank them for agreeing to your asks. There's always something to thank them for.



BE SOCIAL

Ask for a photo during your meeting and promptly post on social networks, “tagging” or “mentioning” your legislator. In addition to your legislator, you can ask to tag the staff who attended to help solidify those relationships and thank them for their work.



LOCAL MEDIA

Work with local Alzheimer's Association staff to submit a letter-to-the-editor or write something for your company/ community newsletter.



FOLLOW-UP EMAIL

One attendee should send a prompt follow-up email with requested information, a summary and your thanks.



HANDWRITTEN NOTES

ALL attendees should send cards to each legislator/staffer they met. Add a personal story and/or photo!



ALZHEIMER'S & BRAIN AWARENESS MONTH

Join meetings during June's Alzheimer's & Brain Awareness Month or invite legislators/staff to join the conversation online.



COFFEES AND ASSOCIATION EVENTS

Work with Alzheimer's Association advocacy staff to plan a “Coffee with Congress” event or engage your elected official in a community event.



RECORD A VIDEO

Record a brief 20-30 second video of yourself mentioning your legislator and share on your social media channels.

! REPORT YOUR MEETINGS

Please remember to report each meeting so our staff can follow-up as well!



portal.alzimpact.org



★ 2026 FEDERAL POLICY PRIORITIES

Alzheimer's and other dementia are a growing crisis for our families and the economy. The federal government must address the challenges the disease poses and take bold action to confront this crisis now.

★ CONNECTING AMERICANS TO EARLY DETECTION

New blood tests can detect Alzheimer's disease before symptoms appear — a scientific milestone that Congress now has the opportunity to act on. This is a “mammogram moment” for Alzheimer's: when Congress enabled Medicare coverage for routine mammograms, screening rates soared and outcomes improved significantly. The bipartisan **ASAP Act (H.R. 6130 / S. 3267)** uses that same proven approach to clear the legal barrier that currently prevents Medicare from covering any screening test for diseases that cause dementia. The bill simply gives Medicare the authority to cover these tests based on its existing evidence-based process — giving more Americans access to earlier detection, treatment and the time to plan ahead when it matters most.

★ INCREASE THE COMMITMENT TO DEMENTIA RESEARCH AND PUBLIC HEALTH

More than 7 million Americans are living with Alzheimer's disease, a number expected to nearly triple by 2050 — with costs projected to rise to nearly \$1 trillion by mid-century. Sustained federal investment is what has driven the scientific progress we've seen over the last decade, including new biomarkers for early diagnosis and the first treatments that slow the disease progression. AIM is urging Congress to provide an additional \$187.210M in FY27 for Alzheimer's and dementia research at NIH and \$41.5M for implementation of Alzheimer's and dementia activities at the CDC.

★ ADVANCE DEMENTIA WORKFORCE PREPAREDNESS

Only half of people living with Alzheimer's disease have a diagnosis — and depending on where they live, patients can face significant delays in receiving one. While 85% of initial diagnoses are made by primary care providers, most report they do not feel prepared to care for those diagnosed because they are not dementia specialists. The bipartisan **AADAPT Act (H.R. 3747 / S. 4036)** would provide virtual Alzheimer's and dementia education and training to more primary care providers. This will help them better understand how to detect, diagnose, care for, and treat Alzheimer's and other forms of dementia.



★ 2026 STATE POLICY PRIORITIES

Alzheimer's is a growing public health crisis and state governments must take bold action. Effectively implementing and updating State Alzheimer's Plans and supporting other policies will reduce the long-term impact of the disease on state budgets, and improve the lives of individuals living with dementia and their family caregivers.

★ ADVANCE RISK REDUCTION, EARLY DETECTION AND DIAGNOSIS

The need for greater awareness of the risk factors and warning signs for cognitive impairment including Alzheimer's and other dementia is critical. A growing body of evidence shows that promoting healthy behaviors can reduce the risk of cognitive decline, possibly reduce the risk of dementia, and protect cognitive health. Nearly 4 in 5 Americans would want to know if they had Alzheimer's disease before having symptoms or before symptoms interfere with daily activities. Yet 55% of primary care physicians caring for people living with Alzheimer's report there are not enough dementia care specialists in their communities to meet patient demand. An early and accurate diagnosis can improve access to care and support services, enhance quality of life and significantly reduce the financial impact of dementia.

★ ENHANCE CARE AND SUPPORT IN COMMUNITY

The total lifetime cost of care for someone living with dementia is estimated at more than \$400,000 with 70% of these costs borne by family caregivers through unpaid caregiving and out-of-pocket expenses. Ensuring adequate access to home- and community-based services (HCBS), improving care coordination, and streamlining the delivery of care for individuals living with dementia will mitigate the long-term impact on state budgets and improve the lives of those affected by this devastating disease.

★ ENSURE ACCESS TO DIAGNOSTICS AND TREATMENT

For individuals living with dementia and their families, access to resources and treatment is essential at all stages of the disease. More than 9 in 10 Americans would "definitely" or "probably" want a simple medical test — such as a blood biomarker test — if it was available. More than 90% of Americans indicated they would "probably" or "definitely" want to take a medication that could slow the progression of Alzheimer's disease following a diagnosis. With the historic Food and Drug Administration (FDA) approval of treatments that slow the progression of Alzheimer's in the early stages, access to diagnostics and treatment are even more critical to ensure individuals receive the most benefit at the earliest point possible.





SUPPORT QUALITY CARE

States across the nation are experiencing an unprecedented health care workforce shortage. Researchers have estimated that over 860,000 additional direct care workers will be needed by 2032 — more new workers than in any other single occupation in the United States. Quality care delivered by trained providers leads to better health outcomes for individuals and caregivers, puts less strain on state health systems, and reduces care costs through decreased readmission rates to hospitals. Ensuring systems of care consider the needs of people living with dementia will help to avoid crises and improve the delivery of care.



BUILD A STATE GOVERNMENT INFRASTRUCTURE

One in 3 seniors in America dies with Alzheimer's or another dementia. For the first time, the number of people with Alzheimer's disease in America exceeds 7 million. As the number of Americans living with Alzheimer's continues to grow, so will the impact on state health systems, budgets and workforce. Numerous state agencies administer a variety of programs critical to people with dementia and their families. Efforts are often siloed with state agencies working separately from each other, leading to inaction and inertia. The lack of coordination hinders the ability of states to evaluate the effectiveness of policy efforts across the spectrum of programs serving those with dementia and their families. Addressing this public health crisis requires a coordinated response.



★ EVERYTHING YOU NEED TO MAKE YOUR CASE

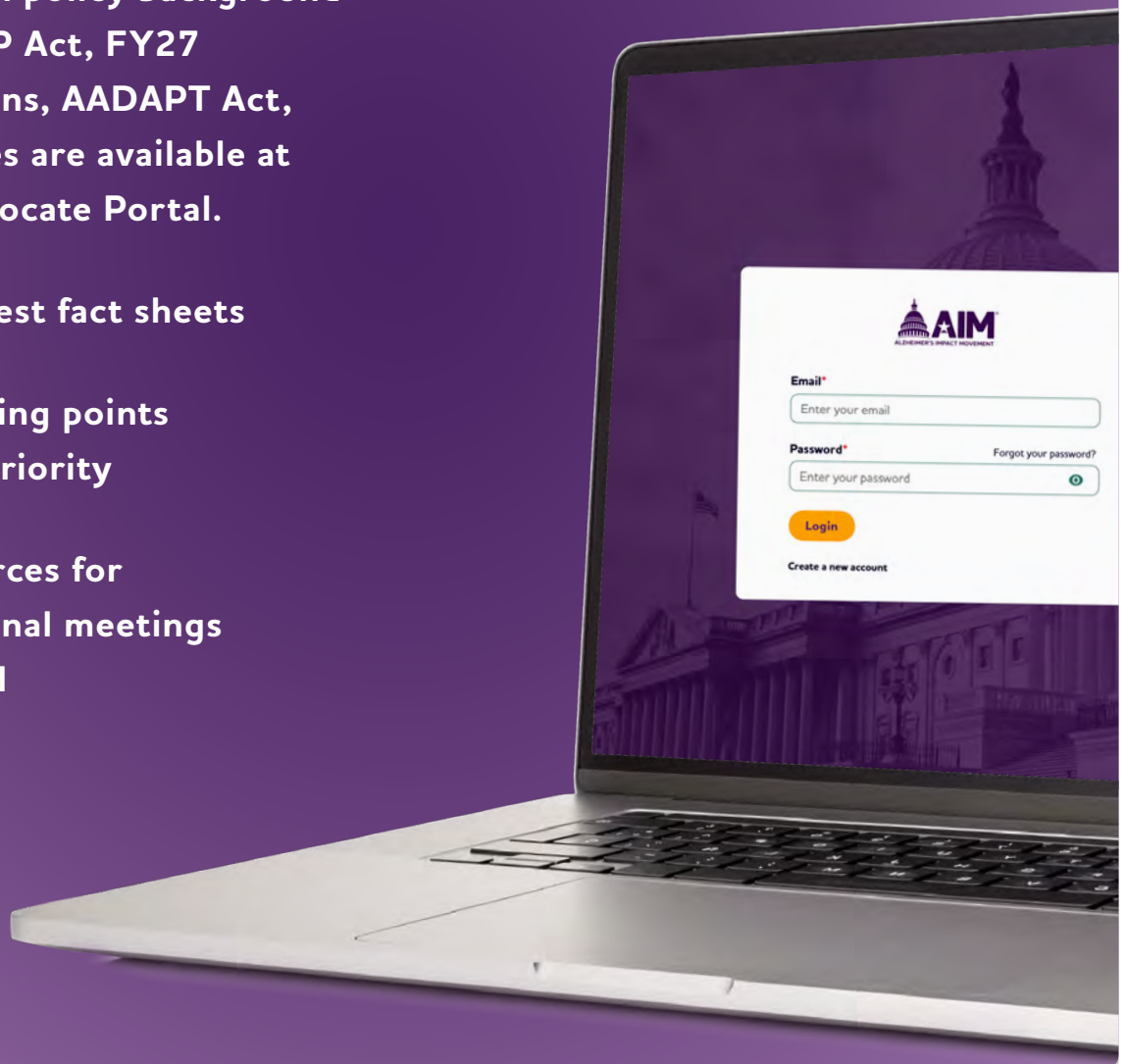
VISIT

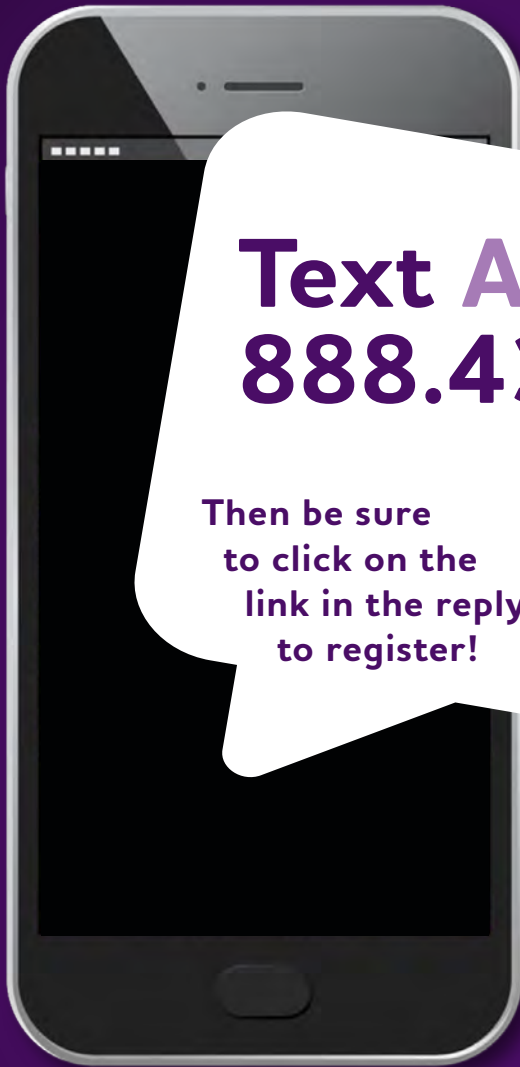
portal.alzimpact.org



The talking points, fact sheets, and in-depth policy background for the ASAP Act, FY27 appropriations, AADAPT Act, and priorities are available at the AIM Advocate Portal.

- » Get the latest fact sheets
- » Access talking points for every priority
- » Find resources for Congressional meetings and beyond





**Text AIM to
888.438.0144
to**

Then be sure
to click on the
link in the reply
to register!

**TAKE
ACTION!**



Message and data rates
apply, text **STOP** to stop.

ALZHEIMER'S & DEMENTIA RESEARCH MADE ACCESSIBLE - FOR ALL

Access to Cutting-Edge Research Updates Tailored to the Public

Gain Insights and Resources to Support You
and Your Community

Participate Live on July 16 or On Your Own Time*

Participate in AAIC For All in London, U.K. or online **July 16, 2026.**

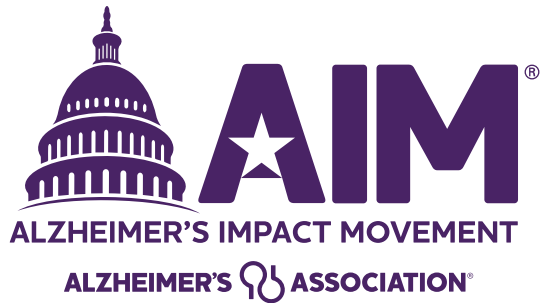
Register by July 16. alz.org/AAICforAll

**AAIC for All will be recorded and available for playback
for 30 days after the event for all registered attendees.*



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AAIC > 26 FOR ALL





ALZHEIMER'S ASSOCIATION ALZHEIMER'S IMPACT MOVEMENT

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The Alzheimer's Impact Movement (AIM) is a separately incorporated advocacy affiliate of the Alzheimer's Association. AIM develops and advances policies to overcome Alzheimer's and all other dementia through increased investment in research, enhanced care and improved support. We amplify the voices of our nationwide network of volunteer advocates to advance progress in the fight against Alzheimer's and all other dementia.

For more information, visit alzimpact.org.

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