



Communication Guidelines

About Alzheimer's Association essentiALZ®

Alzheimer's Association essentiALZ is a certification program that recognizes an individual's knowledge of current recommended dementia care practices through an online exam. Anyone who fulfills the prerequisite training requirements, which currently include CARES® online training programs, is eligible to take the essentiALZ certification exam.

EssentiALZ does not offer a facility or company certification and will not recognize a dementia care facility or community as a whole for its knowledge. However, facilities and communities can purchase site licenses and offer staff members the opportunity to pursue an individual certification.

EssentiALZ is a certification, not an endorsement

The Alzheimer's Association® does not endorse any dementia care facilities or evaluate the quality of care provided. Facilities and communities that have purchased a site license do not have access to, or authority to use, the Alzheimer's Association or essentiALZ logos or treatments.

How individuals can be recognized for individual essentiALZ certification

- Print and display your certificate.
- Add essentiALZ certification to your [resume](#).

How companies can recognize staff members' essentiALZ certification

The essentiALZ certification recognizes your staff members individually for being trained in and knowledgeable of quality dementia care practices.

- Celebrate employees who complete CARES and essentiALZ by posting their certificates in a public area for other staff members and families to see. For example, create a "Wall of Recognition" by publically posting your staff's CARES, essentiALZ and essentiALZ Plus certificates to recognize individuals who are essentiALZ-certified.. [Click here to see how Carolina Meadows in Chapel Hill, North Carolina, implemented a "Wall of Recognition."](#)
- Facilities may prominently display the certificates earned by its staff members or list the names in an honor roll-style display, highlighting that "The following people have earned Alzheimer's Association essentiALZ® individual certification." You are also encouraged to recognize essentiALZ-certified employees in your company newsletter.
- Recognize staff members in the presence of clients and families. For example, "Mrs. Lee, did you know that Janice just finished training in the new CARES Approach and then passed an exam to be certified by the Alzheimer's Association? As one of our dementia experts, you can be sure that your husband will receive the highest quality of care. Please feel free to ask her about how she'll use knowledge she acquired through CARES to care for him."



alzheimer's  association®

How companies can communicate essentiALZ certification

The following is a suggestion for how to **internally** communicate the essentiALZ certification program to staff members.

- (Community name) strongly encourages our (entire, health care, front line, professional, other) staff to become certified in Alzheimer's Association essentiALZ®. Sign up today to take your training to the next level!

For those companies who mandate **all** employees become certified through essentiALZ, please contact essentiALZ Support at essentiALZ@Alz.org or 312.335.5883 to request consideration of an Alzheimer's Association approved statement.

Questions? Email essentiALZ@alz.org