

SB 234

Please Support SB 234, directing the department of health and human services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and making an appropriation therefor.

IT'S TIME TO TALK ABOUT ALZHEIMER'S DISEASE IN NEW HAMPSHIRE.

SB 234 directs the Department of Health and Human Services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias. The campaign would be designed to:

- Educate health care providers on the importance of early detection and timely diagnosis of cognitive impairment, validated cognitive assessment tools, the value of a Medicare Annual Wellness visit for cognitive health, and the Medicare care planning billing code for individuals with cognitive impairment; and
- Increase public understanding and awareness of early warning signs of Alzheimer's disease and other types of dementia, the value of early detection and diagnosis, and how to reduce the risk of cognitive decline, particularly among persons in diverse communities who are at greater risk of developing Alzheimer's disease and other types of dementia; and
- Inform health care professionals and the general public of dementia care coordination services for those living with Alzheimer's disease and related dementias and other resources and services available to individuals living with dementia and their families and caregivers, in partnership with the state commission on aging, the subcommittee on Alzheimer's and other related dementia, and the Alzheimer's Association.

In New Hampshire, there are an estimated 26,000 Granite Staters living with Alzheimer's disease. By 2025, this number is expected to increase by 23%, meaning at least 32,000 New Hampshire residents will be living with this disease. Beyond that, there are approximately 58,000 caregivers providing millions of dollars in unpaid care.

While there is currently no cure for Alzheimer's disease, science proves that early detection, primary prevention, and risk reduction can dramatically improve outcomes for people living with Alzheimer's.

We are urging legislators to support this public awareness campaign so that Granite Staters will better understand warning signs and symptoms and give them a chance to work with their health care providers and families to decide how to move forward in a way that's right for them.

For more information regarding the Alzheimer's Association's 2023 Legislative Priorities in New Hampshire, please contact:
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ALZHEIMER'S ASSOCIATION

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