

# ENGAGING SUPPORT AT THE FEDERAL LEVEL BY DEMONSTRATING THE VALUE AND IMPACT OF THE ADRC PROGRAM

**GOAL:** Equip Alzheimer's Disease Research Centers (ADRCs) with tools and messaging to educate federal stakeholders on the societal, economic, and scientific value of the program to build support for increased funding, policy change, and elevate the national visibility of ADRC impact.

## 1. FRAMING THE NARRATIVE: UNIFIED MESSAGING FOR ALL ADRCs TO STRENGTHEN OUR COLLECTIVE VOICE

- **The Impact on Individuals and Families**
  - » Timely and accurate diagnosis
  - » Improved treatment pathways
  - » Long-term support and care coordination
- **Return on Investment in Alzheimer's Research**
  - » Scientific breakthroughs with real-world impact:
    - \* Blood-based biomarkers
    - \* Emerging therapeutics
    - \* Early detection and intervention
  - » Economic benefits of early diagnosis and reduced care burden
  - » Driving innovation through biotech and commercialization pathways
- **Educational Reach and Scientific Leadership**
  - » Training the next generation of dementia researchers and clinicians
  - » Public education and community engagement

## 2. UNDERSTANDING AND ENGAGING YOUR AUDIENCE

- **Stakeholder Mapping**
    - » Identify key influencers: members of Congress, committee staff, federal agency liaisons
    - » Understand their unique priorities and how ADRC efforts align
  - **Tailored Communication**
    - » Highlight their connections to ADRC impact (e.g., constituents, research funding, health equity)
    - » Offer compelling, relevant stories and data
  - **Focus on education, not lobbying:**
    - » Demonstrate how research translates into outcomes, cost savings, and enhanced care
  - **Tactics to Build Awareness**
    - » Invite stakeholders to visit your center
    - » Provide short, accessible information briefs
    - » Attend local town halls or roundtables—ask questions and share insights
  - **Working with Institutional Government Relations**
    - » Coordinate but be proactive—your voice matters
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