



# **Working Together**

**ADC Administrators' Meeting**

April 1, 2006

San Diego, California

# Overview

- **Just a bit about the CEO and the Association**
- **Alzheimer's Association Mission**
- **Increasing Concern and Awareness**
- **Providing and Enhancing Care and Support**
- **Promotion of Brain Health**
- **Advancement of Research**
- **Advocacy**
- **Working Together**

# Approach

- **Why I'm Here**
- **Change**
- **Unique or Significant Roles**
- **Non-profit Health Organizations**
- **Collaborations**

# Alzheimer's Association Mission

- **To eliminate Alzheimer's Disease through the advancement of research;**
- **To provide and enhance care and support for all affected, and**
- **To reduce the risk of dementia through the promotion of brain health**

# Long-Term Illnesses That Concern You The Most (Total Mentions)

Base: Total Respondents	Total		Boomers		65+	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(600)	(600)	(316)	(300)	(155)	(172)
	A	B	C	D	E	F
	%	%	%	%	%	%
Cancer	75	67	78	74	63	52
Heart Disease	38	36	35	38	40	36
Diabetes	20	16	21	16	12	15
Alzheimer's disease	17	15	15	13	21	19
Stroke	6	7	4	8	9	6
Arthritis	5	4	5	3	6	6
AIDS	4	2	6	2	1	1
Hypertension	4	3	4	3	4	3
Multiple Sclerosis	3	2	4	3	1	1
Emphysema	3	3	4	2	1	4

# Concern and Awareness

- Advertising
- Earned Media
- New Media
- Community (Passion) Mobilization
- Collaborations
- Clinical Studies
- Multiple Years

# Providing and Enhancing Care and Support

- **Information and Referral**
- **Care Consultation**
- **Education**
- **Support Groups**
- **Safe Return**

# Promotion of Brain Health

- **Maintain Your Brain**
- **Collaborations**
- **Potential for promoting detection**



# Advancement of Research

- **Commitment**
- **Young Investigators**
- **Investigator initiated Research**
- **Clinical Studies**
- **Advocacy**

# Mission Focus

- **Nationwide participative process**
- **Review of existing offerings**
- **Identification of package**
- **Consideration of new services**
- **Consideration of clinical studies**

# Advocacy

- **Legislative**
- **Appropriations**
- **Regulatory**

# Working Together

- **Change perceptions: Research facility tours back home**
- **Spend some time on the Hill: We'll Schedule it for you**
- **MSAC will be active on the Hill**
- **One point of contact at the Alzheimer's Association**
- **What's working: changing the practice of medicine?**
- **What that's promising is being lost?**
- **Mobilize more voices from the affected community**
- **We offer our support**
- **The Alzheimer's Association Advocacy Forum Lobby Day**

# Working Together: As we have before, and in new ways

- **Care and Support**
  - Mutual referral
- **Promotion of Brain Health**
  - Early detection?
- **Research**
  - Clinical studies promotion

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Thank You