

**Know Where Alzheimer's
Hides: A Campaign to Increase
Awareness and Early
Diagnosis**

alzheimer's  association®

Alzheimer's and other dementias: a public health crisis

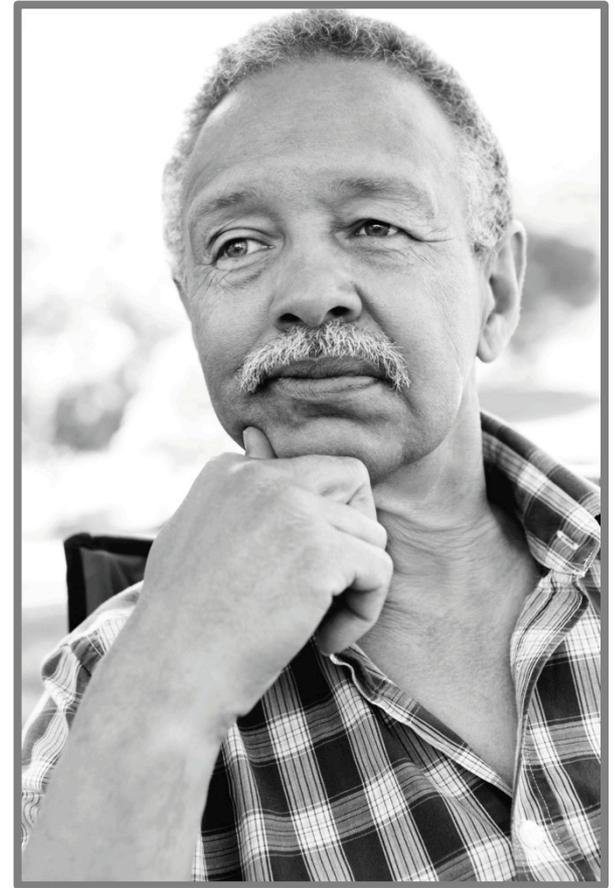
- Over 5.8 million adults
- 1 in 10 adults age ≥ 65
- 1 in 3 adults age ≥ 85
- 2/3 are women
- 5th leading cause of death for those age 65 and older
- Between 2020 and 2025, the number of cases is expected to rise 6.7% nationally



Alzheimer's: a public health crisis (continued)

Health Disparities

- African-Americans and Hispanics have higher rates of dementia than whites:
 - African-Americans: 2 times more likely
 - Hispanics: 1.5 times more likely
- Less likely to receive a diagnosis
- Often diagnosed at later stages, requiring more medical care



Nevada Facts

- Nevada has an estimated 49,000 individuals age 65 and older with Alzheimer's disease.
 - Cases are expected to rise 30% between now and 2025 to 64,000 cases; the third fastest rate of growth in the nation.
- Nevada Medicaid spent more than \$200 million dollars on health services and long-term care for those with Alzheimer's.
- There are an estimated 153,000 unpaid caregivers in Nevada.
 - Provided 175,000,000 hours of services
 - Value of unpaid care is estimated at \$2.289 billion



Project Team

- Claire Day, Chief Program Officer, for the Northern California and Northern Nevada Chapter
- Niki Rubarth, Regional Director for Nevada
- Katie Skvarce, Communications Director, for the Desert Southwest Chapter

The grant staff includes:

- Cody Yamada, MPH, Dementia Care Coordinator
- Charles Duarte, MBA, Dementia Care Director

Nevada Awareness Grant

- The Alzheimer's Association of Northern California and Northern Nevada was awarded a CDC sub-grant in September 2019 for two years through June 2021.
- Grant objectives:
 1. **Increase awareness of Alzheimer's disease, the benefits to early detection and the early warning signs.**
 2. Integrate Alzheimer's and related dementias into existing chronic disease education and programs.
- Budget includes TV, radio, print, out-of-home and digital.

HBI Road Map Goals

The Nevada campaign is consistent with at least three of the outcomes of the HBI Road Map:

- E-1: Educate the public about brain health and cognitive aging, changes that should be discussed with a health professional, and benefits of early detection and diagnosis.
- E-5: Provide information and tools to help people with dementia and caregivers anticipate, avert, and respond to challenges that typically arise during the course of dementia.
- E6: Strengthen knowledge about, and greater use of, care planning and related tools for people in all stages of dementia.

Partners



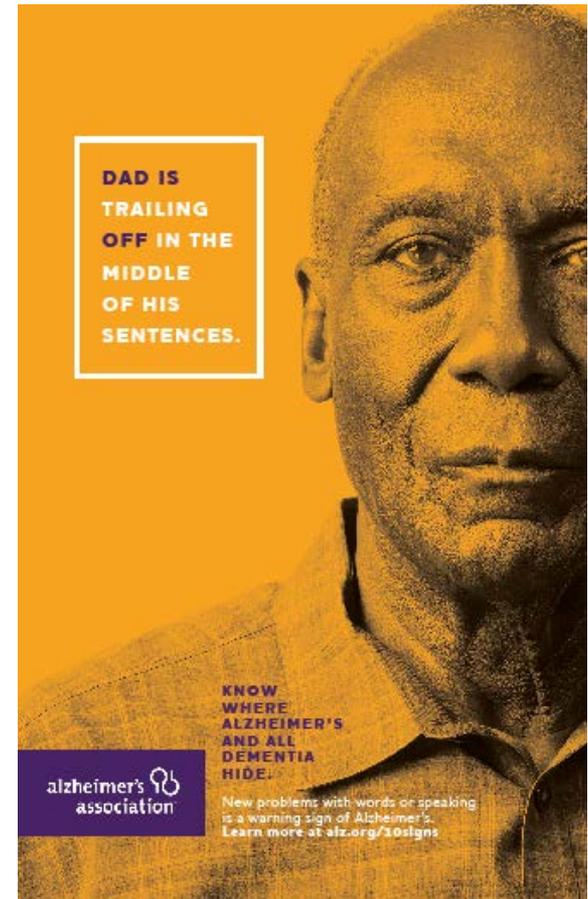
**Nevada Department of
Health and Human Services**

Helping People
It's who we are and what we do.



Media campaign: Know Where Alzheimer's Hides

- ***Know Where Alzheimer's Hides***
 - Educate the public on the warning signs of Alzheimer's
 - Maintain high levels of concern for the disease
- **Call to Action: Visit Alzheimer's Association chapter website to access information on education and support in the community.**
 - Secondary Call to Action: Access 24/7 Alzheimer's Association Helpline
- Validated through national quantitative research illustrating how warning signs of Alzheimer's can hide in plain sight resonated with the target audience and also demonstrated





The Alzheimer's Association
offers free **online** and
in-person education sessions
for those living with the
disease and their caregivers.

[alz.org/education](https://www.alz.org/education)



Resources at ALZ.org

- 24/7 Helpline
- Information on Alzheimer's and dementia
- Help and Support
 - Virtual education programs for caregivers and those living with Alzheimer's
 - Know the 10 Signs
 - Know what to expect at each stage of the disease
- Care consultations and referrals to local services.
- Support groups
- Research and clinical trials



Timeline and Next Steps

- Timeline:
 - Campaign to start September 2020 through June 2021.
 - Digital and social media will launch the campaign followed by TV, radio and print in October/November.
 - TV, radio and print will build after the New Year.
- Next steps on Critical Path:
 - Build a web landing page specific for the campaign.
 - Complete regional demographic analysis.
 - Develop list of priority regional websites to augment home office data.

Questions?

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