**Alzheimer’s Awareness**

**Campaign FAQ’s**

***What is the campaign?***

Since 2019, the Ad Council and the Alzheimer’s Association have teamed up to launch the national Alzheimer’s Awareness campaign, which seeks to empower close family members, who know their loved ones best, to recognize early warning signs of Alzheimer’s and other dementias and empower them to have a conversation.

***Who is the target audience?***

Primary – Pre-Care Partners (Adults 45-65 with a parent or spouse 65 and older). Secondary – Those at risk for developing Alzheimer’s (individuals 65+)

***What are the media components of the campaign?***

The Alzheimer’s Awareness campaign currently consists of two efforts:

* Some Things Come with Age, which was designed for Hispanic audiences
* Time To Talk, which was designed for General Market audiences

The campaign includes the following assets, each available in English and Spanish and in multiple sizes where applicable:

* TV (:60, :15, :30, :06)
* OLV: (:60, :15, :30, :06)
* Radio (:30, :15)
* Magazine and Newspaper
* Outdoor
* Web Banners

***How do I get copies and access the public service announcements?***

PSAs are available on the PSAs tab of this toolkit, which also contains a link to AdCouncil.org, which is the one stop place for all media outlets to access broadcast/print-quality materials.

* Go to AdCouncil.org.
* Media partners can register for a free account.
* Hover your mouse over the “Our Work” tab, and select, “All Campaigns.”
* Locate the campaign by selecting “Alzheimer’s Awareness” on the “Browse Campaigns” page. Our campaign is listed in the first row.
* Please adhere to talent expiration dates as noted on the Ad Council site. Ad Council will update dates as needed over time.
* Please note that PSAs on AdCouncil.org cannot be altered in any way, including addition of logos or local statistics.

***What are the campaign objectives?***

By encouraging family members to recognize the early signs of Alzheimer’s and proactively initiate conversations about Alzheimer’s with their loved ones, the campaign aims to increase early detection of Alzheimer’s.

***What is Alzheimer’s?***

Alzheimer's is a type of dementia that causes problems with memory, thinking and behavior. Symptoms usually develop slowly and get worse over time, becoming severe enough to interfere with daily tasks.

***What is happening in the Alzheimer’s Treatment Space?***

There is exciting progress in Alzheimer’s and dementia research. For the first time, new treatments change the course of the disease in a meaningful way for people in the early stages of Alzheimer's, making early diagnosis especially critical. It is important for families to learn as much as possible about which drugs are available and to talk about treatment options with their loved one's doctor. Visit alz.org/navigating treatment for current information on navigating treatment options.

***What are benefits of early detection?***

An early diagnosis of Alzheimer's provides a range of benefits for the individuals who are diagnosed, as well as their loved ones. These can include:

* Medical Benefits – Access to treatment options, an opportunity to participate in clinical trials, and a chance to prioritize health.
* Emotional & Social Benefits - Receiving an early Alzheimer’s diagnosis may help lessen anxieties about why you or your loved one are experiencing symptoms.
* More Time to Plan for the Future - An earlier diagnosis allows the person with the disease to be open with their family and support network about what you want during each stage of the disease. This can give you peace of mind, reduce the burden on family members and prevent disagreements.
* Cost Savings – An early diagnosis saves costs of medical and long-term care for both families and the U.S. government.

***What is the main message of these campaigns?***

If you’re noticing changes in your loved ones, it could be Alzheimer’s. Notice the signs and talk about seeing a doctor together.

***How and when was the campaign distributed?***

The Ad Council launched and distributed the PSA campaign materials in June 2019 followed by another round of new PSA materials under the ‘Hopeful Together’ campaign in October 2021 and the ‘Some Things Come with Age’ campaign in August 2023.

***What impact is the campaign having?***

Since launch in June of 2019, the campaign has garnered over $125MM in donated media, and 6.6MM in donated media impressions. There have been more than 6.8MM sessions to the campaign-specific pages on ALZ.org, and more than 83K resource clicks.

Additionally, we have seen strong increases in our tracking survey across key audiences. Ad aware respondents are more than 2x as likely to say that they *“learned the difference between the signs of aging and signs of ALZ*” compared to respondents who are not ad aware. Gen Pop and Black/African American respondents are significantly more likely to have “*spoken with a family member about Alzheimer’s disease”*, compared to baseline. In July 2024, the number of Hispanic Pre-Care Partners who *learned about the differences between signs of aging and signs of Alzheimer’s* reached 46%, an increase from the baseline of 35%.

***How can I get involved with the campaign?***

There are many ways to get involved. [The Alzheimer’s Awareness Toolkit](https://hopefultogether.adcouncilkit.org) includes helpful information and thought-starters on how to engage your community or organization in the effort to encourage families and arms them with tools to have the important conversation. Additionally, sharing messages and social media content about Alzheimer’s on your channels is an easy and quick way to lend your support. For ideas on what to post, view our [Social Toolkit.](https://hopefultogether.adcouncilkit.org/spread-the-word/)

If you have more time, you can help promote the campaign with your local media. See the “How to Get PSAs Placed” document for thought-starters.

***Who do I email with questions?***

Please contact your primary contact at Alzheimer’s Association with questions. For questions related to specific media requests, you may also contact the Ad Council media team at <https://www.AdCouncil.org/contact-us>.

***What is the Ad Council?***

The Ad Council convenes creative storytellers to educate, unite and uplift audiences by opening hearts, inspiring action and accelerating change around the most pressing issues in America. Since the non-profit’s founding, the organization and its partners in advertising, media, marketing and tech have been behind some of the country’s most iconic social impact campaigns – Smokey Bear, A Mind Is a Terrible Thing to Waste, Love Has No Labels, Tear the Paper Ceiling and many more. With a current focus on mental health, gun safety, the opioid epidemic, skill-based hiring and other critical issues, the Ad Council’s national campaigns encompass advertising and media content, ground game and community efforts, trusted messenger and influencer engagement, and employer programs, among other innovative strategies to move the needle on the most important issues of the day.

***What is the Alzheimer’s Association?***

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer's and all other dementia®. For more information, visit [www.alz.org](http://www.alz.org/) or call the 24/7 Helpline at 800.272.3900