**Alzheimer’s Awareness**

**Campaign Talking Points**

***Key Messages:***

* The Ad Council, in partnership with the Alzheimer’s Association and creative agency Lopez Negrete Communications, launched new public service advertisements (PSAs) “Some Things Come with Age.” The campaign is aimed at increasing early detection of Alzheimer’s and other dementias within the Hispanic community by raising awareness of the early signs and symptoms.
  + Close family members, who know their loved ones best, are typically the first to notice memory issues or cognitive problems, but they are often hesitant to say something – often assuming these changes are just normal aging, when in fact, the changes could be early warning signs of Alzheimer’s or another dementia.
  + Early detection and diagnosis of these conditions offers the best opportunity for care management and treatment. It also provides diagnosed individuals and their caregivers more time to plan for the future, adopt lifestyle changes that may help slow disease progression, participate in clinical trials and to live with higher quality of life, for as long as possible. Early detection and diagnosis are the first steps towards creating a plan of action.
  + Due to overlapping systemic and cultural barriers that make access to diagnosis more challenging, early signs of cognitive change typically go unnoticed or undiscussed in Hispanic families, and too often a diagnosis happens only in a moment of crisis and/or emergency.
* The new creative – produced in both English and Spanish – seeks to encourage Hispanic pre-care partners (anyone that is in close contact with the affected individual – could be a sibling, partner, friend, adult child) to recognize the early warning signs of Alzheimer’s and other dementias in their loved ones.
* The Hispanic community remains disproportionately at-risk for Alzheimer’s and other dementias at 1.5 times more likely than non-Hispanic Whites to develop the disease.
* The campaign’s website, 10signs.org in English and 10señales.org in Spanish, offers tools and resources and inspiration to help start the conversation about cognitive concerns.

***About the Issue:***

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.

Nearly 7 million Americans are living with Alzheimer’s and one in three seniors die from Alzheimer’s or another dementia.

While there is no cure for Alzheimer’s currently, there are new treatments that can slow progression of the disease. These treatments are only available to individuals in the earliest stages of the disease – making early detection and diagnosis critically important. Close family members, who know their loved ones best, are typically the first to notice memory issues or cognitive problems, but they are often hesitant to say something – even when they know something is wrong.

* + Fewer than three in ten people (27%) with older loved ones at risk for developing Alzheimer’s say they are very likely to consider Alzheimer’s as a possibility if they noticed signs of cognitive decline in their loved one.
  + Fewer than half would be very likely to talk to their family member about the changes they were noticing (38%) or talk to the person about going to the doctor (42%).

***About the Campaign and Creative:***

* In 2019, the Ad Council and the Alzheimer’s Association teamed up to launch the Alzheimer’s Awareness campaign, which seeks to encourage early detection of Alzheimer’s and other dementias by empowering family members to identify the signs of Alzheimer’s and have a conversation if they notice a difference in their loved one’s attitude or behavior.
* Since the campaign launched, there have been more than 6.8MM sessions to the campaign-specific pages on ALZ.org and more than 83K resource clicks. People who have seen the PSAs (“PSA-Aware”) 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.
* The campaign’s latest effort, *Some Things Come with Age*, celebrates the positive changes that come with getting older (like feeling more confident), while seeking to raise awareness around cognitive and behavior changes that aren’t normal aspects of aging, and could be signs of Alzheimer’s.
* The campaign was developed pro bono by creative agency, Lopez Negrete Communications.
* The fully integrated PSA campaign is comprised of TV, Radio, Digital Banners, Print, out-of-home and Online Video assets that drive to the campaign site, 10signs.org in English and 10señales.org in Spanish, where visitors can learn how signs of Alzheimer’s differ from normal signs of aging, and access tools and resources like how to have a conversation with a loved one and their doctor.

***Key Considerations for English to Spanish translations:***

* Use "la enfermedad de Alzheimer" for the first mention of Alzheimer's.
* The Alzheimer’s Association name should not be translated into Spanish.
* The Ad Council’s name should also not be translated into Spanish during Spanish language interviews

***Available Resources:***

* You can learn more about the early signs of Alzheimer’s and the importance of having a conversation when you notice a difference at [10signs.org](https://www.alz.org/alzheimers-dementia/10_signs?lang=en-US) or [10senales.org](https://www.alz.org/alzheimer-demencia/las-10-senales?lang=es-MX&utm_source=10senales-org).
* If you need immediate assistance, you can call the Alzheimer’s Association 24/7 helpline at **800.272.3900**.

***About 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. 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 social issues of the day.

***About the Alzheimer’s Association:***

The Alzheimer’s Association is the leading voluntary health organization in Alzheimer's care, support and research. Its mission is 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. Its vision is a world without Alzheimer’s®. Visit [www.alz.org](file://nyfiles/share$/Campaigns_cloud/Alzheimer's/PR%20SM/Talking%20Points/www.alz.org) or call 800.272.3900.

***Potential Tough Questions***

***What’s the Alzheimer Awareness campaign’s stance on treatment?***

* The purpose of the Alzheimer’s Awareness campaign is to empower family members to have a conversation about Alzheimer’s if they notice a difference in their loved one’s attitude or behavior. The campaign highlights the benefits of early detection that include access to treatment options, access to emotional and social support groups, more time to plan for the future, and patient involvement in creating a care plan.
* There is exciting progress in Alzheimer’s and dementia research that is creating promising new treatments for people living with the disease. 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/navigatingtreatment for current information on navigating treatment options.

***Why does this work focus only on Hispanic Pre-Care partners, and not all communities?***

* Alzheimer’s impacts every community in the U.S., and since 2019 the Ad Council and Alzheimer’s Association have launched multiple rounds of creative intended to increase early detection of Alzheimer’s and other dementias among the general market.
* That work resulted in great impact – 6.8 million website session and a statistically significant increase in the number of pre-care partners who said they were very likely to speak to their loved one about the changes they were noticing (33% to 38% among general population).
* However, we saw that the needle wasn’t moving among Hispanic pre-care partners. Hispanics are a critical market for this message, as they are disproportionately at-risk to develop the disease.
* We partnered with Lopez Negrete Communications to conduct research and design work specifically for the Hispanic community that could also reach and impact a broader audience.