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**FOR IMMEDIATE RELEASE**

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**ALZHEIMER'S DISEASE IN LATINOS EXPECTED TO SURGE**  
**Alzheimer's Association Offers Educational Tools to Curb**  
**600 Percent Growth by 2050**

**(CHICAGO) November 15, 2007** – To celebrate National Alzheimer's Disease Awareness Month this November, the Alzheimer's Association, the leading resource for Alzheimer's care, is launching a comprehensive portfolio of educational tools for Latinos, one of the fastest growing populations with the disease.

There are currently 200,000 Latinos in America with Alzheimer's and that number could increase to 1.3 million by 2050<sup>1</sup>, a growth rate of 600%. Some of the factors for this exponential growth include:

- Cardiovascular disease, cholesterol, hypertension and diabetes, are all factors that may increase the risk for Alzheimer's and have high rates among Hispanics<sup>2</sup>. The high incidence of diabetes in Hispanics – 64% higher than non-Hispanic white Americans – is of particular concern<sup>3</sup>.
- A 2004<sup>4</sup> study also indicates that Alzheimer's disease symptoms begin, on average, almost seven years earlier in Latinos than they do in non-Latino white Americans.
- Increasing age is the single greatest risk factor for Alzheimer's disease, and Hispanics soon will have the greatest life expectancy of all ethnic groups in the United States. Hispanic life expectancy will increase to age 87 by 2050<sup>5</sup>, increasing their portion of the total elderly population from 5% today to 16%<sup>6</sup>.

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1 These figures are derived by applying the estimate of prevalence of Alzheimer's disease over the age of 65 from D.A. Evans et al, "Estimated Prevalence of Alzheimer's Disease in the United States" *The Milbank Quarterly* 68:2 (1990) 267-289 to Census figures on total number of Hispanics in the United States age 65 and over in 2000 and projections for 2050. US Census 2000 PHC-T-8 Race and Hispanic or Latino Origin by Age and Sex for the United States 2000, Table 8. US Census Bureau. Projections of the Total Resident Population by 5 Year Age Groups, Race, Hispanic Origin with Special Age Categories Middle Series, 2050 to 2070 (NP-T-4-G), found at [www.census.gov](http://www.census.gov).

2 US Department of Health and Human Services (2000) *Understanding and Improving Health*. 2nd ed. Washington, DC. Mulrow CD et al. Function and Medical Comorbidity in South Texas Nursing Home Residents: Variations by Ethnic Group. *JAGS*. 44:279-284.

3 Hayes-Bautista, D. quoted in Marquex, S. Are Latinos Different, *Hispanic Magazine.com*, October 2003.

4 University of Pennsylvania School of Medicine, Christopher M. Clark, M.D. Study presented at ICAD.

5 Valle, R and Lee, B. Research Priorities in the Evolving Demographic Landscape of Alzheimer's Disease and Association Dementias. *Alzheimer's Disease and Associated Disorders*. 2002. 16(2):S64-76.

6 US Census. *Op cit*.

The Alzheimer's Association already provides a number of critical programs and services, including a toll-free help line 24/7, 7-days-a-week (800.272.3900) with translators for 140 languages. Local services offered at the 78 chapters nationwide include the most timely, accurate information and referral, care consultation, peer- and professional-support groups and educational material resources. For National Alzheimer's Disease Awareness Month, the informative Alzheimer's Association's Hispanic Web site, [www.alz.org/espanol](http://www.alz.org/espanol), has been enhanced with a new look and updated with new content for Latinos affected by Alzheimer's at every stage of the disease.

“Latinos are twice as likely as the general population to be living in multigenerational households<sup>7</sup>, including grandparents,” says Peter Reed, Ph.D., senior director of programs for the Alzheimer's Association. “The Association is constantly looking to improve the lives of those living with the disease and their families. We have proactively developed resources that provide necessary education.”

**The Alzheimer's Association Virtual Tour of the Brain** – The Brain Tour explains and visualizes how the brain works and how Alzheimer's affects it at the various stages of the disease. The colorful 16 slide tour is available online on [www.alz.org/espanol](http://www.alz.org/espanol) and was funded by Forest Pharmaceuticals, Inc.

**The Alzheimer's Association Latino Family and Alzheimer's Disease** – María Elena Salinas of Univisión narrates this telenovela-style DVD that tells the story of a family going through the phases of awareness, diagnosis and care of a grandmother who has Alzheimer's disease. From warning signs and diagnosis to caregiving and Association resources, this DVD is a great, interactive starting point for families new to the disease. This DVD was made possible through the Kaiser Permanente Foundation.

The following four Alzheimer's Association brochures complete a suite of products available about Alzheimer's disease:

**Diabetes and Alzheimer's Disease: A Growing Connection** – Scientists are finding more evidence that could link Type 2 diabetes to Alzheimer's disease. This informative brochure explains the basics of both diseases and offers ways to reduce the risks of diabetes.

**Alzheimer's Basics** – This comprehensive guide covers diagnosis, stages of the disease, what to expect and how the Alzheimer's Association can help you and your family.

**If You Have Alzheimer's Disease** – Having information about the disease can help you cope with the changes you are experiencing. This educational brochure explores the emotions surrounding diagnosis and offers suggestions for challenging daily tasks.

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<sup>7</sup> US Census Bureau, Census 2000.

**Staying Safe** – Taking measures to ensure safety at all times can help prevent injuries and help people with dementia feel relaxed and less overwhelmed. A person with Alzheimer's disease or another dementia can live in the comfort of their own home or caregiver's home provided that safety measures are in place.

The above four brochures and website enhancements were made possible by a grant from MetLife Foundation. The brochures are all available via download on [www.alz.org/espanol](http://www.alz.org/espanol), as well as through Alzheimer's Association chapters.

If you have been touched by Alzheimer's or are a caregiver to someone with the disease, there is help. For more helpful information and resources, visit the Alzheimer's Association at [alz.org](http://alz.org) or call 800-272-3900.

### **The Alzheimer's Association**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. Our 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. Our vision is a world without Alzheimer's. For more information, visit [www.alz.org](http://www.alz.org).

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