

Webinar on Alzheimer's Action Day Focuses on Stigma & Alzheimer's Disease



alzheimer's  association®

Join the Alzheimer's

Association on Friday, September 21st to hear from experts on the latest on Alzheimer's disease in the public health space and how to take action in your community.

On that day – Alzheimer's Action Day – Alzheimer's Disease International (ADI) will release its annual World Alzheimer's Report. This year's report focuses on the stigma associated with the disease. During the webinar, the report's author will present the findings and share recommendations for overcoming stigma.

In addition, the webinar will discuss the effort to measure the impact and burden of cognitive impairment and Alzheimer's disease through the state-based Behavioral Risk Factor Surveillance System. Finally, individuals from Iowa, Kansas, and Oregon will share their work on addressing Alzheimer's through surveillance efforts, early detection awareness campaigns, and Healthy People 2020 state plans.

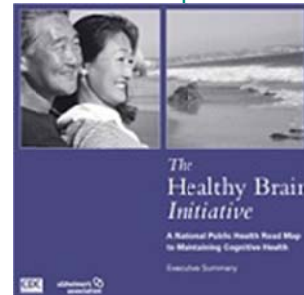
Date & Time: Friday, September 21st at 12noon – 1pm

Public Health Agenda



The Alzheimer's Association has identified three key elements of an Alzheimer's public health agenda: surveillance, early detection, and promotion of brain health.

The Road Map



The Centers for Disease Control and Prevention (CDC) and the Alzheimer's Association formed a partnership to examine how best to bring a public health perspective to the promotion of cognitive health. The resulting publication, *The Healthy Brain Initiative: A National Public Health Road Map to Maintaining Cognitive Health* outlines 44 priority actions to guide the public

EDT

Location: Webinar – [Registration Link](#)

Phone: 1-866-316-2054

Code: 399-655-2348

Welcome: Matthew Baumgart, Senior Director, Public Policy *Alzheimer's Association*

Presenters: Nicole Batsch, Study Author of World Alzheimer Report 2012 *Alzheimer's Disease International*

Angela Deokar, MPH, Public Health Advisor *Healthy Aging Program, Centers for Disease Control and Prevention*

Louise Lex, MS, PhD, Healthy People 2020 State Coordinator *Iowa Department of Public Health*

Jennifer Mead, MPH, Health Promotion Coordinator Aging and People with Disabilities, *Oregon Department of Human Services*

Linsey Norton, Family Outreach Coordinator *Alzheimer's Association, Central and Western Kansas*

September is World Alzheimer's Month

Worldwide, 35 million people and their families are affected by dementia. In the United States, more than 5 million Americans are living with the disease, and that number is projected to increase to as many as 16 million by mid-century. To raise awareness of Alzheimer's, September is World Alzheimer's Month, and September 21 is Alzheimer's Action Day. Activities are taking place around the globe to raise awareness and reduce stigma, and public health officials in the United States can join in that effort.

- **Go Purple.** On September 21, **wear purple**, the color of the Alzheimer's movement, and turn your Facebook profile purple with our ENDALZ

health community in surveillance, prevention research, communication, and policy.

The 10 Warning Signs



The Know the 10 Signs campaign is a national education effort to increase awareness of the warning signs of Alzheimer's disease and the benefits of early detection and diagnosis.

Contact

For more information on the Healthy Brain Initiative, the public health agenda, or Alzheimer's disease in general, contact [Catherine Morrison](#).

graphic.[Download now.](#)

- **Spread the word.** To fight stigma, help **educate others** about Alzheimer's. [Tips on how to handle stigma.](#)
- **Know the 10 Signs.** Undertake **early detection campaigns.** Early detection is the best way to provide for better medical outcomes. It offers the best opportunities for early intervention and maintenance of independent living, including support of healthy living that may lessen secondary disorders and enhance quality of life. [Read about the 10 Signs.](#)

For additional information or questions, please contact catherine.morrison@alz.org.
[Manage](#) your personal email settings.