

UsAgainstAlzheimer's

Join Us on the Path to a Cure

Us4gainst
Alzheimer's

1) Who We Are

2) Latino Community Impact

3) Five Goals by 2020; Our Path to a Cure

4) Clinical Trials

Alzheimer's disease is a progressive brain disease that destroys memory and other important mental functions. It's the most common cause of dementia — a group of brain disorders that results in the loss of cognitive and social skills.



**5 Million
Americans**

are living with Alzheimers

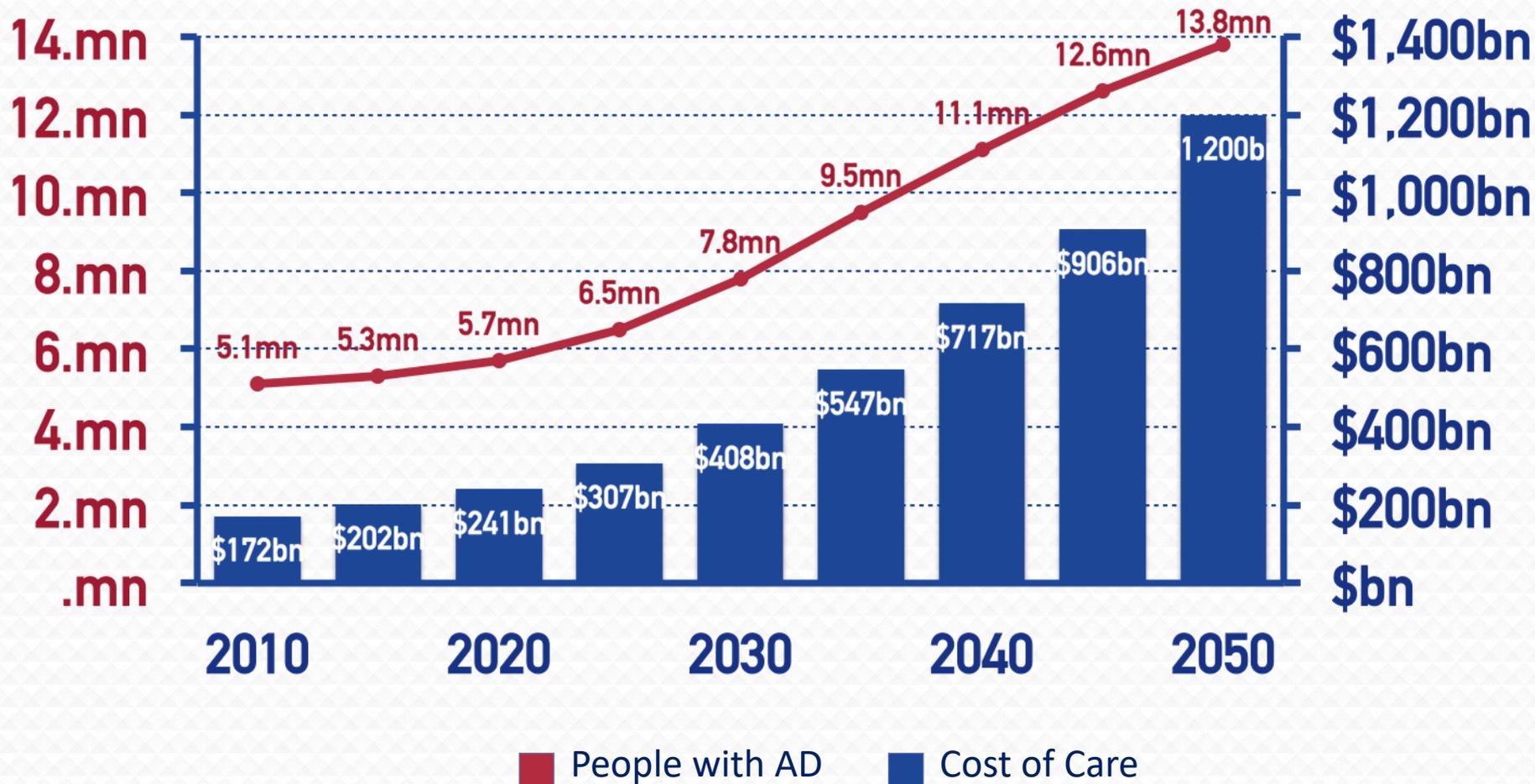


**15 Million
Americans**

by 2050, the number of
patients could triple without
effective treatment

**Alzheimer's is
the only leading
cause of death
that is still
on the rise.**





Our Challenges are Great

Funding for public research does not match the problem.

Only disease in the top ten leading causes of death without a means to slow, prevent or cure.

Clinical trials lack efficiency and diversity.

Alzheimer's remains highly stigmatized, its diagnosis is widely feared, has a disproportionate impact on women and communities of color.

WHO WE ARE

*Understanding the Power
of the UsA2 Network*

UsAgainstAlzheimer's runs a prioritized, results-oriented advocacy program



GETTING RESULTS

- Securing the national goal of preventing and effectively treating Alzheimer's by 2025 through the National Alzheimer's Plan.
- Driving U.S. and global action through U.S. Advisory Council on Alzheimer's and the World Dementia Council
- Helped drive U.S. investment in dementia research at NIH from \$448 million in 2010 to \$910 million for FY 2016



BRINGING "US" TOGETHER

- First patient –powered industry coalition.
- Coalition of 83 Alzheimer's serving organizations
- Mobilizing women and minorities



Mobilizing Those Most Deeply Affected

**UsAgainst
Alzheimer's**

**UsAgainst
Alzheimer's**
NETWORK

MOBILIZATION NETWORKS

ActivistsAgainstAlzheimer's

Reaches 3M caregivers & activists through online support group & digital outreach

AfricanAmericansAgainstAlzheimer's

The preeminent voice on the disproportionate impact of Alzheimer's among African Americans

ClergyAgainstAlzheimer's

Diverse, multi-faith network of ordained clergy focusing our nation's attention on Alzheimer's & related dementias

WomenAgainstAlzheimer's

Brings Alzheimer's out of the shadows as a health & financial crisis for women as patients & caregivers

LatinosAgainstAlzheimer's

Marshals awareness & action on the disproportionate impact of Alzheimer's on Latino families

ResearchersAgainstAlzheimer's

Top Alzheimer's researchers who inform policymakers on urgency of meeting the national goal of ending Alzheimer's by 2025

VeteransAgainstAlzheimer's

Represents the voices of veterans, who bear a disproportionate burden of Alzheimer's

LatinosAgainstAlzheimer's

A Network of *UsAgainstAlzheimer's*

*Showcasing UsA2 Networks & Its Focus on
Addressing Brain Health Disparities*

LatinosAgainstAlzheimer's

A Network of UsAgainstAlzheimer's

Our Strategy



Thought Leadership

Research & Policy Analysis

Strategic Communications



Community Mobilization & Capacity Building

Culturally Tailored Alzheimer's Disease Health Promotion & Education

Clinical Trial Awareness & Education

Strategic Convening & Coalition-Building



Strategic Advocacy

Engaging Policymakers & Federal Agency Leadership

Empowering Caregivers & Individuals Living with Dementia



Guadalupe
Centers



Our Signature Initiatives

The Latinos Against Alzheimer's Coalition: the first-ever coalition of Latino-serving organizations coordinating Alzheimer's awareness and brain health promotion efforts in the Latino community. Our members represent leading national and local health, advocacy, and direct services organizations.

Us Against Alzheimer's provides member organizations capacity, expertise, and opportunities to leverage their unique assets in the fight against Alzheimer's in the Latino community.

LATINO FAMILY IMPACT

Brain  Health

Did you know

Latinos

are 1.5 times

more likely to

get Alzheimer's

than non-Latino whites?



The number of U.S. Latinos living with Alzheimer's Disease is projected

to grow 832% by 2060.



USC Roybal Institute on Aging and LatinosAgainstAlzheimer's Network. (2016). *Latinos and Alzheimer's Disease: New Numbers Behind the Crisis*. This activity is supported by a contribution from Lilly.

Financial  Hardship

By 2060, it's estimated that
Alzheimer's will cost
Latino families a total
of \$2.3 trillion.

 2014

\$14 billion

 2030

\$30 billion

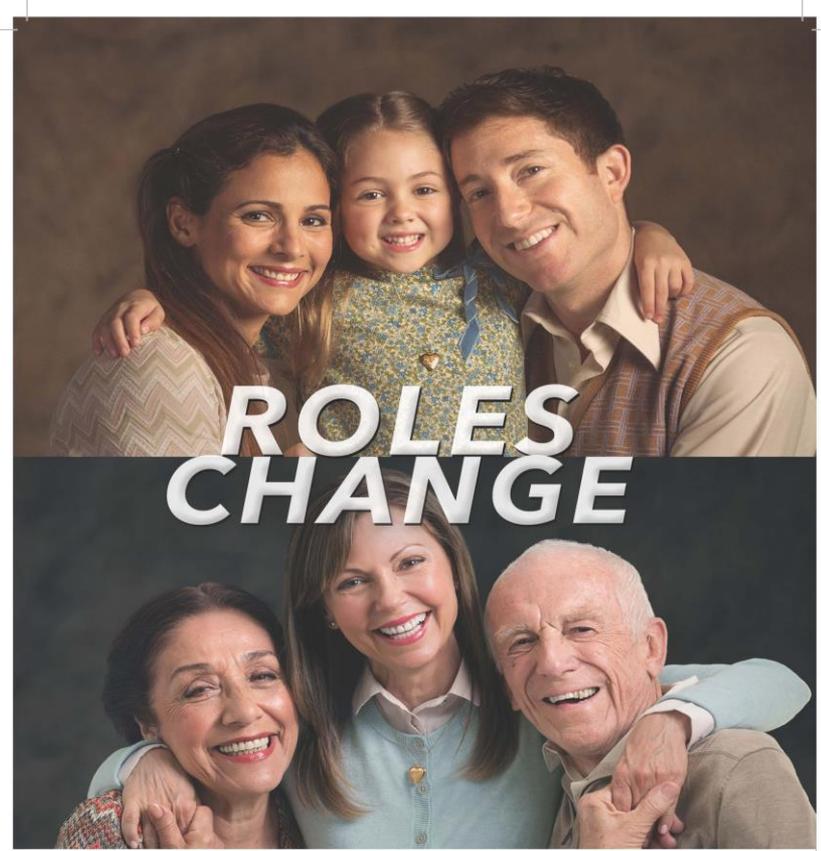
 2060

Total bill of \$2.3 trillion

USC Roybal Institute on Aging and LatinosAgainstAlzheimer's Network. (2016). *Latinos and Alzheimer's Disease: New Numbers Behind the Crisis*.
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Caregiving

- 42 year old Latina, caring for a loved one 65 years or older, often female.
- She is the primary, unpaid care provider for her loved one and provides care without the assistance of paid help.
- Her household income is \$38,600, which is below the national median and the median for the average caregiver across all backgrounds.



**ROLES
CHANGE**

AARP gives you the information to help care for your loved ones, just like they did with you once. You don't have to do it alone and it's okay to ask for help. Visit our website or call now to get practical health and wellness tips to provide even better care for those who once took care of you. We provide you information to give care and give back.

 aarp.org/caregiving 
1-877-333-5885 Real Possibilities

The Impact on Families

APPROXIMATELY

1 IN 5 LATINO FAMILY
CAREGIVERS

ARE CARING FOR SOMEONE
WITH ALZHEIMER'S DISEASE
OR A RELATED BRAIN HEALTH ISSUE.³



CLINICAL TRIALS

What We Do

- **Latinos make up 17% of the US population but only 1% of overall clinical trial research participants in NIH funded studies.**
- **Latinos make up approximately 7% of study volunteers in federally funded Alzheimer's research**
- **Barriers to Participation**
 - Lack of awareness
 - Lack of trust
 - Lack of access to trials
 - Health literacy
 - Language

"We need to make sure that all communities have a voice in the research process."

**Better clinical trials
= a faster cure.**

Us4gainstAlzheimer's



“If my participation contributes to finding a cure for someone in the future – whether it’s me or my nieces and nephews –

it will all be worth it.”

*- Daisy Duarte,
caregiver and advocate*



Did you know Latinos face a higher risk for brain health issues like Alzheimer’s disease?

If you notice changes in your memory, talk to your doctor and ask about opportunities to volunteer in research.

Visit www.kualzheimer.org to learn more.

THANK YOU