UsAgainstAlzheimer’s

Join Us on the Path to a Cure
| 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.
Alzheimer’s is the only leading cause of death that is still on the rise.
People with AD

Cost of Care

- People with AD
- Cost of Care

- 2010: $172bn
- 2020: $202bn
- 2030: $241bn
- 2040: $408bn
- 2050: $906bn

- 2010: 5.1mn
- 2020: 5.3mn
- 2030: 5.7mn
- 2040: 7.8mn
- 2050: 13.8mn

- $1,400bn
- $1,200bn
- $1,000bn
- $800bn
- $600bn
- $400bn
- $200bn
- $bn

Us4againstAlzheimer's
Our Challenges are Great

Funding for public research does not match the problem.

Clinical trials lack efficiency and diversity.

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

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
GOAL: End Alzheimer’s by 2020
Mobilizing Those Most Deeply Affected

Activists 4 against Alzheimer’s
Reaches 3M caregivers & activists through online support group & digital outreach

Latinos 4 against Alzheimer’s
Marshals awareness & action on the disproportionate impact of Alzheimer’s on Latino families

African Americans 4 against Alzheimer’s
The preeminent voice on the disproportionate impact of Alzheimer’s among African Americans

Researchers 4 against Alzheimer’s
Top Alzheimer’s researchers who inform policymakers on urgency of meeting the national goal of ending Alzheimer’s by 2025

Clergy 4 against Alzheimer’s
Diverse, multi-faith network of ordained clergy focusing our nation’s attention on Alzheimer’s & related dementias

Veterans 4 against Alzheimer’s
Represents the voices of veterans, who bear a disproportionate burden of Alzheimer’s

Women 4 against Alzheimer’s
Brings Alzheimer’s out of the shadows as a health & financial crisis for women as patients & caregivers
LatinosAgainstAlzheimer’s
A Network of UsAgainstAlzheimer’s

Showcasing UsA2 Networks & Its Focus on Addressing Brain Health Disparities
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
The LatinosAgainstAlzheimer’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.

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

Our Signature Initiatives
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.

- 2012: 379,000
- 2030: 1.1 million
- 2060: 3.5 million

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.
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

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

Us4againstAlzheimer’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