

# STATE ALZHEIMER'S DISEASE PLANS: PUBLIC AWARENESS

*Recommendations to increase awareness of Alzheimer's disease among the public*

Arkansas	
California	<ul style="list-style-type: none"> <li>• Pursue public, private, corporate and philanthropic funding sources for broad-based, statewide educational campaigns.</li> <li>• Develop content for public awareness campaigns to address a wide range of issues and audiences, including: (1) early warning signs and effective strategies for obtaining diagnosis, treatment and support; (2) the cost of long-term care, limits of Medicare/Medi-Cal coverage, personal responsibility, the importance of financial planning and the availability of the CLASS Act; and (3) end-of-life care options and appropriate use of advance health care directives and Physician Orders for Life Sustaining Treatment (POLST).</li> <li>• Promote positive images of people living with Alzheimer's disease and their caregivers.</li> <li>• Partner with the Department of Education to advance elementary and secondary level curriculum in schools to educate young Californians on the facts of aging with an emphasis on sensitivity to functional, physical and cognitive limitations.</li> <li>• Support public education campaign messages with an array of accessible websites that contain standardized Alzheimer's content.</li> <li>• Develop electronic links within existing state-supported websites to ensure that evidence-based and reliable Alzheimer's related educational information is available.</li> <li>• Promote internet-based links to private websites and contact centers available on-demand.</li> <li>• Consider adopting a template for information and education materials to ensure they are available at appropriate literacy, language and legibility (font size) for a diverse population.</li> </ul>
Colorado	<ul style="list-style-type: none"> <li>• Collaborate with and leverage the national Alzheimer's Association's public awareness campaign and related efforts to encourage the utilization of public service announcements through local radio and television stations, as well as other public awareness venues.</li> </ul>
Illinois	
Iowa	<ul style="list-style-type: none"> <li>• Fund public awareness efforts and educational efforts for providers, caregivers, and state oversight and monitoring personnel.</li> </ul>
Kentucky	<ul style="list-style-type: none"> <li>• Disseminate information on services and related activities for individuals with Alzheimer's disease and other dementias to the medical and health care community, academic community, primary family caregivers, advocacy associations and the general public.</li> <li>• Enhance the Department of Aging and Independent Living website to include Alzheimer's information and links.</li> </ul>
Louisiana	<ul style="list-style-type: none"> <li>• Build strategic public/private partnerships to develop and implement a statewide public awareness campaign addressing issues across the entire spectrum of Alzheimer's and other dementias, including, but not limited to: prevention; wellness and brain health; risk factors; importance of early diagnosis; available treatments; and available information and resources to support persons with Alzheimer's and other dementias, their caregivers and families.</li> <li>• Build on existing public/private partnerships to develop and implement social marketing strategies tailored to the unique cultural differences across the state and designed to make information and resources available where people are when they need that information.</li> <li>• Convene a workgroup to explore options for funding and development of a public awareness campaign regarding the importance of advanced health care, long-term care, and financial planning, including resources available to help with such planning.</li> </ul>
Maryland	<ul style="list-style-type: none"> <li>• Increase public awareness about and outreach for Alzheimer's disease and other dementias and the need for health care and other decision making throughout the course and development of Alzheimer's disease and other dementias, including at the end of life. Special attention should be devoted to underserved and minority communities.</li> </ul>

Michigan	<ul style="list-style-type: none"> <li>• Work with community geriatric teams from the Geriatric Education Center of Michigan to identify, develop, and disseminate materials that help increase public awareness.</li> <li>• Promote dissemination of information through e-blasts.</li> <li>• Prepare public awareness talking points and slides for dropping in PowerPoint presentations and promote their use among Michigan Dementia Coalition participants.</li> <li>• Promote broad dissemination of Worried About Memory Loss cards and enhance the website.</li> <li>• Explore with Alzheimer's Association Chapters, the Office of Long-Term Care Supports and Services, and the Primary Care Dementia Network how best to maintain and disseminate information on dementia assessment providers.</li> </ul>
Minnesota	<ul style="list-style-type: none"> <li>• Create and implement a multi-year public awareness campaign (targeted at the general public and communities).</li> <li>• Design and maintain a web-based dementia clearinghouse and resource center to serve persons concerned about Alzheimer's and other dementias and to provide research findings, information on disease knowledge and management, and information on how individuals can enroll in ongoing research studies.</li> </ul>
Mississippi	<ul style="list-style-type: none"> <li>• Make outreach materials available throughout the state of Mississippi.</li> <li>• Be active in community events that target older adults and caregivers by participating in health fairs, seminars, senior center events, and other venues statewide through exhibits, memory screenings, speaking engagements, and distribution of resource materials.</li> <li>• Collaborate with the Healthy Mississippi campaign's Health Ministries program to provide education in disenfranchised areas of the state.</li> <li>• Raise public awareness of the importance of understanding normal memory loss versus dementia-related memory problems.</li> </ul>
Missouri	
New York	<ul style="list-style-type: none"> <li>• Utilize "The Alzheimer's Project" as a comprehensive multi-media approach to raise awareness among the public, healthcare providers, and caregivers about dementia and to provide direction on available services.</li> <li>• Link multi-media educational tools (e.g., "The Alzheimer's Project") across state agencies so that people seeking information on any relevant state agency website have access to current information.</li> <li>• Integrate developmental education, including a geriatric component, in the elementary through secondary curricula to increase the level of awareness among young people of normal aging and Alzheimer's disease.</li> <li>• Raise public awareness, especially for family members of those at risk, about the earliest symptoms of dementia and the difference between dementia and normal aging through announcements to the press, promotion of media tools (e.g. "The Alzheimer's Project"), and links on state agency websites.</li> <li>• Conduct an inventory of existing culturally-appropriate strategies and educational programs that address culture-specific beliefs and approaches to dementia within state agencies. The Department of Health should post this information on its website and in other appropriate places.</li> </ul>
North Dakota	
Oklahoma	
South Carolina	<ul style="list-style-type: none"> <li>• Create public service announcements and advertisements to educate and enhance awareness of Alzheimer's disease and available resources.</li> </ul>
Tennessee	<ul style="list-style-type: none"> <li>• Increase public awareness and outreach concerning Alzheimer's disease and other dementias and the available services and service providers in Tennessee.</li> </ul>
Texas	<ul style="list-style-type: none"> <li>• Identify and engage the support of a minimum of 20 non-traditional partners (such as utility companies, code enforcement officers, public safety officials, billboard companies, banks, public/private businesses, and agricultural extension offices) in disseminating educational materials and resources that foster public awareness of Alzheimer's disease and services available through the Alzheimer's Association.</li> </ul>

Utah	<ul style="list-style-type: none"> <li>• Seek public, private, corporate and philanthropic funding for broad-based, statewide education campaigns.</li> <li>• Partner with the Bureau of Health Promotion, Utah Department of Health, to establish a program with health resource guides devoted to Alzheimer's disease and other dementias.</li> <li>• Collaborate with the Center for Multicultural Health, Utah Department of Health, to develop and disseminate culturally-appropriate print, radio and television media campaigns for awareness of Alzheimer's disease and other dementias.</li> <li>• Target Utah's unique challenges associated with reaching and educating caregivers in rural areas, and Spanish-speaking, other non-English-speaking, and Native American tribal communities with specific initiatives to overcome barriers to services.</li> <li>• Promote realistic and positive images of people with Alzheimer's disease and other dementias and their caregivers to overcome existing public stigma and misperceptions.</li> <li>• Advocate adoption of the Alzheimer's Disease Early Detection Alliance (AEDA) of the Alzheimer's Association by businesses, faith-based organizations, and community service groups to spread awareness among their constituencies.</li> <li>• Partner with the State Office of Education to offer curriculum in schools to educate young Utah citizens on the facts of aging with sensitivity to those with cognitive impairment and family caregiving.</li> <li>• Heighten public awareness resources, such as the 2-1-1 information line, 24/7 Alzheimer's helpline, Area Agencies on Aging, Aging and Disability Resource Centers, veterans clinics, and the Center for Alzheimer's Care, Imaging and Research, and establish metrics of awareness with the Division of Aging and Adult Services.</li> <li>• Disseminate public education campaign messages through accessible websites, mobile apps, libraries, senior centers, and physician offices with standardized Alzheimer's disease and other dementias content.</li> <li>• Assemble content for public awareness campaigns to address a wide range of issues and audiences, including early warning signs, cost of long-term care, and behaviors that might lower the risk of developing Alzheimer's disease and other dementias.</li> <li>• Develop electronic links within state-supported websites to ensure that reliable information from state agencies is disseminated.</li> <li>• Ensure information and educational materials are offered at appropriate literacy, language, and legibility (font size) for a diverse population.</li> </ul>
Vermont	<ul style="list-style-type: none"> <li>• Develop dementia volunteer programs that engage a diverse group of stakeholders to increase awareness and understanding of dementia and to expand supports to people with dementia and their families.</li> <li>• Establish a broad network of partners in the areas of business, education, and manufacturing to help educate the public on the importance of early detection of dementia, available resources for people with dementia, and caregiver support.</li> </ul>
Virginia	<ul style="list-style-type: none"> <li>• Develop or collect and deliver a strategy to reach out to rural communities, race and ethnic minorities, and faith-based communities.</li> </ul>
West Virginia	