



Alzheimer's Association Public Policy Priorities 2013

- 1) We will continue to implement the recommendations of the Alzheimer's Coordinating Council, which were made pursuant to the Colorado Alzheimer's Coordinating Council Act. See, Colo. Rev. Stat. § 25-39-101, *et seq.* In cooperation with the national Alzheimer's Association, efforts will be made to increase public awareness of Alzheimer's Disease through an expanded concern and awareness campaign. We will work with all available individuals and entities to increase public awareness of the issues, to facilitate effective communication of the need for early detection of the disease, and to reduce or eliminate any public stigma attached to the disease.
- 2) We will use our Chapter's extensive statewide advocacy network to help advance the recommendations in the National Alzheimer's Plan, including obtaining congressional support for the first stage of the plan, i.e., additional funding in the amount of one hundred million dollars with 80% devoted to research and the remainder devoted to increased provider education and caregiver support
- 3) Much of the progress in Alzheimer's research and treatment has occurred through improved data collection. Better data on Alzheimer's disease also helps support public awareness campaigns about the impact of the disease as well as our advocacy efforts. All state health departments conduct an annual public health surveillance survey, known as the Behavioral Risk Factor Surveillance Survey System (BRFSS). We will work towards having the Colorado Department of Health adopt a new module for its survey which was developed by the Centers on Disease Control and Prevention (CDC). This module is called the Cognitive Impairment Module, which asks about memory and cognitive abilities.
- 4) We will work towards an increase in the Medicaid reimbursement rate for Assisted Living Facilities in Colorado. Currently, that rate is below cost for most Colorado Assisted Living Facilities. This results in a situation in which persons with dementia whose best placement may be in an assisted living facility are unable to access the care they need. This results in either premature institutionalization in a nursing home, or the provision of care in an inappropriate setting. We will attempt to address this problem by working with other organizations to ask the Colorado legislature and the Colorado Department of Health Care Policy and Financing to enact an increase in the rate.

**Alzheimer's
Association**
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Alzheimer's Association Colorado Chapter

Our mission

**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.**

Funding

The non-profit Alzheimer's Association is funded through individual contributions, foundation grants, corporate contributions, and planned gifts. The Walk to End Alzheimer's is the annual major fund-raising event of the Alzheimer's Association and is held in 10 locations throughout Colorado.

In 2012 more than \$1.2 million was raised in support of our mission.

Who we are

The non-profit Alzheimer's Association is the national voice for people with Alzheimer's disease and related disorders, their families and caregivers. Nationally, more than 5.4 million Americans have Alzheimer's and 19 million report they have a family member with Alzheimer's; 37 million say they know someone with Alzheimer's. By mid-century, 16 million will likely have Alzheimer's, unless a cure or prevention is found.

Approximately 72,000 Coloradoans are affected by Alzheimer's. It is predicted that if no cure is found, more than 110,000 Coloradoans will have the disease by 2025. For every person with the diagnosis, the lives of at least other three people have been changed forever. Family and caregivers take on extraordinary financial, emotional and physical responsibilities to support their loved one, 70% of whom are cared for at home.

In Colorado, the Alzheimer's Association provides education, counseling, support groups and a 24-hour bilingual Helpline (1.800.272.3900) at no cost.

Through the efforts of the chapter's Multicultural Initiative, culturally sensitive materials are made available to African American individuals and families and those who prefer or require assistance and/or materials in Spanish. Many of these are provided in collaboration with local community organizations.

Advocacy and Research

The Alzheimer's Association supports advocacy on Alzheimer's and related health and long-term care before federal, state and local government. Further, the Alzheimer's Association is the largest private funder of Alzheimer research, and has committed more than \$100 million toward research into the causes, treatment, prevention and cure of Alzheimer's disease. Over \$18 million in research funding was provided in the last fiscal year.

For more information call the Alzheimer's Association Colorado Chapter at
1.800.272.3900 or online alz.org/co

**Programs and services are offered statewide through regional office locations.
Colorado Springs, Denver, Durango, Fort Collins, Grand Junction,
Greeley, and Pueblo**