

Alzheimer's Association Advocacy and Public Policy

October 21st, 2020

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Agenda

- Advocacy Volunteer Structure
- History
- State Policy
- Federal Policy
- How to Get Involved

Advocacy Volunteer Structure

General Overview



Alzheimer's Impact Movement



Nomenclature

- Public Policy
- Grassroots Advocacy
- Government Affairs
- Policy Development

Formal Advocacy Roles

Alzheimer's State Champions	Alzheimer's Ambassadors	Alzheimer's Congressional Team Members
Cultivate multifaceted, year-round relationships with targeted state officials.	Develop deep, one-to-one relationships with their assigned members of Congress.	Bring their own unique stories, relationships and skills to complement the work of an Ambassador.

Formal Advocacy Roles

State Champions



Ambassadors & ACT Members



State Champion Responsibilities

Attend Your State Advocacy Day



Have Two More In-Person Interactions

Communicate Year-Round



Report and Coordinate Your Actions

Tactics

- Calling
- Emailing
- Letters/Fax
- Scheduling a meeting
- Attending their local events
- Association events
 - Attendee
 - Speaker
 - Sponsor

Tactics Cont...

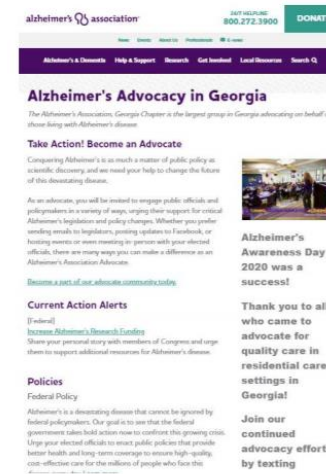
- Social Media
- Petitions
- Submitting Testimony
- Field Operations: Canvassing, pamphleting, etc.
- Letters-to-the-Editor / Editorial
- Television Interview / Press Conference

Online Engagement

- Individuals can opt to infrequently contribute via requests by email or text message
- Easiest way to sign-up is to text IMUA to 52886
- Participate in Digital Advocacy Day, submit testimony, email legislators, post to social media, or calls legislators

Web Content

Luminate



Kentico



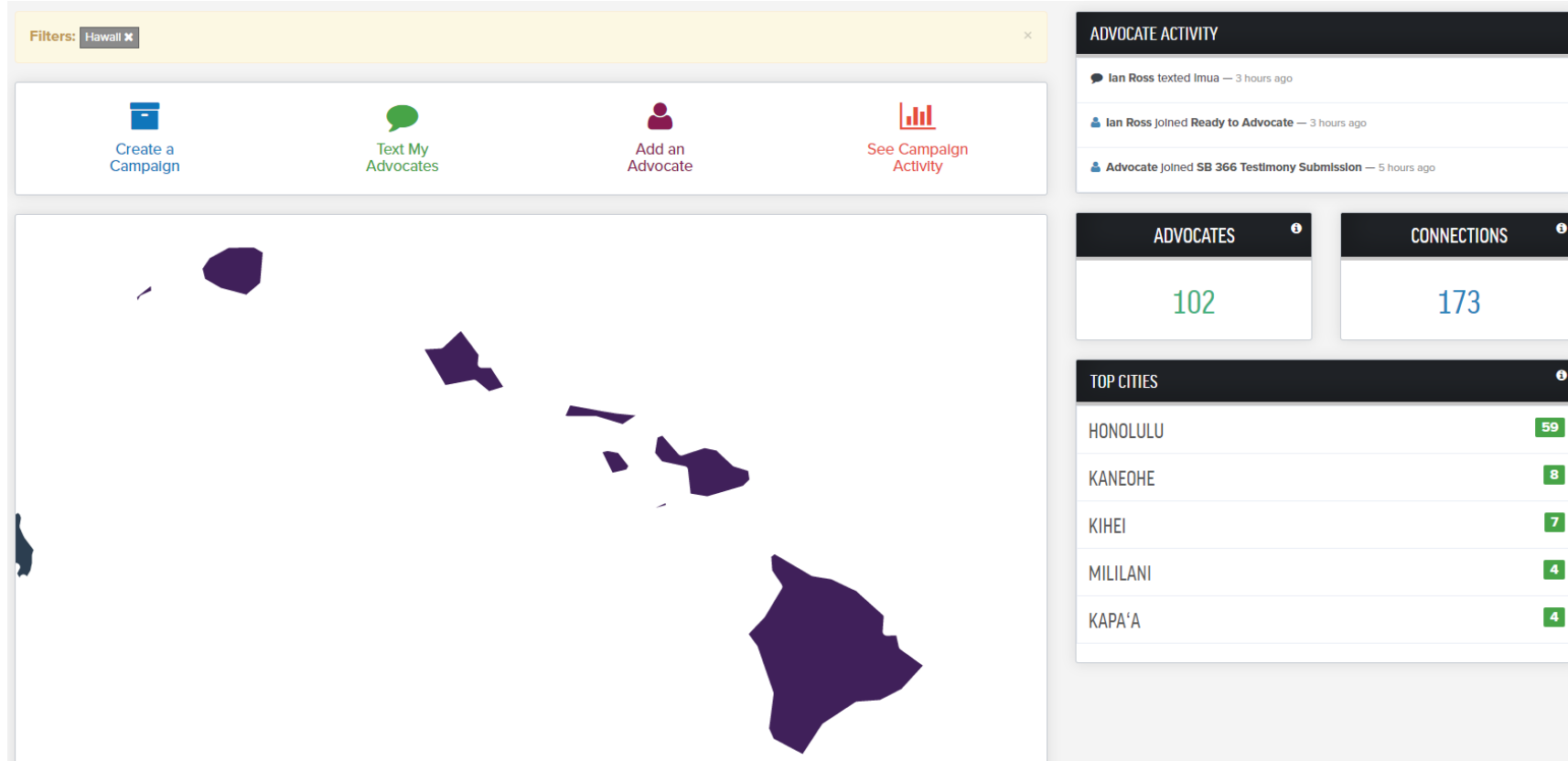
AIM



Mobile App



Phone to Action



History

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Alzheimer's Disease – A Public Health Crisis

- 6th leading cause of death in the United States and only cause of death among the top without a way to prevent it, cure it or even slow its progression
- Affects 29,000 individuals over age 65 in Hawaii. 1 in 3 seniors dies with Alzheimer's or another dementia
- Alzheimer's disease has a profound effect on the 65,000 family members who provide 74 million hours of unpaid care for their loved ones in Hawaii
- Family caregivers often suffer their own health crises as a direct result of the stress related to providing Alzheimer's care
- The New England Journal of Medicine reports that Alzheimer's disease is now the most expensive disease in the U.S., surpassing both cancer and heart disease. Costs are expected to skyrocket. Costs affect Medicare, Medicaid, individuals, and caregivers

Plan for Dementia Capable Hawaii

- State Plan developed and released by DOH in 2014
- Plan had recommendations from a Task Force of more than 40 community & government stakeholders
- Recommendations – Prevention & treatment by 2025; care quality; expand support – training, respite, legal, financial & safety; increase awareness; & data collection & monitor progress

Status of the State Plan

- Limited Progress has been made
- Legislators and government Agencies and Departments often don't know what is in the plan
 - Executive Office on Aging is one of the important exceptions here
- We need the Alzheimer's Coordinator position
- Also, we cannot wait for the Alzheimer's coordinator position
- **The Time to Act is Now**

Legislative Champions



Rep. Mizuno

- HB2099
- Chair: Health



Rep. Takayama

- HB1865, HB1873, HB2455, HB1867, HB1871
- Chair: Public Safety, Veterans, & Military Affairs
- Co-Chair: Kupuna Caucus



Sen. Dela Cruz

- SB2102
- Chair: Ways and Means



Sen. Moriwaki

- SB2339, SB2340, SB2342, SB2333
- Co-Chair: Kupuna Caucus



Sen. Wakai

- SB2563
- Chair: Energy, Economic Development, and Tourism

State Advocacy History

- The Alzheimer's Association – Hawaii has long played a crucial role in state Advocacy
- Since 2013 we have been active in development of the Hawaii 2025: State Plan on Alzheimer Disease and Related Dementias
- Holding annual Advocacy Day events to promote awareness of the issue and the State Plan

SAVE THE DATE



Alzheimer's Advocacy Day
Monday, March 2nd, 2020
Hawaii State Capitol

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RSVP AT [ACT.ALZ.ORG/ALOHA](https://act.alz.org/ALOHA)

State Advocacy History

- State Alzheimer's Coordinator position (2014-present)
- Advocating for pilot program to expand dementia screening for Native Hawaiians (2019)
- The ambitious Alzheimer's Legislative Agenda (2020)



Working Family Coalition

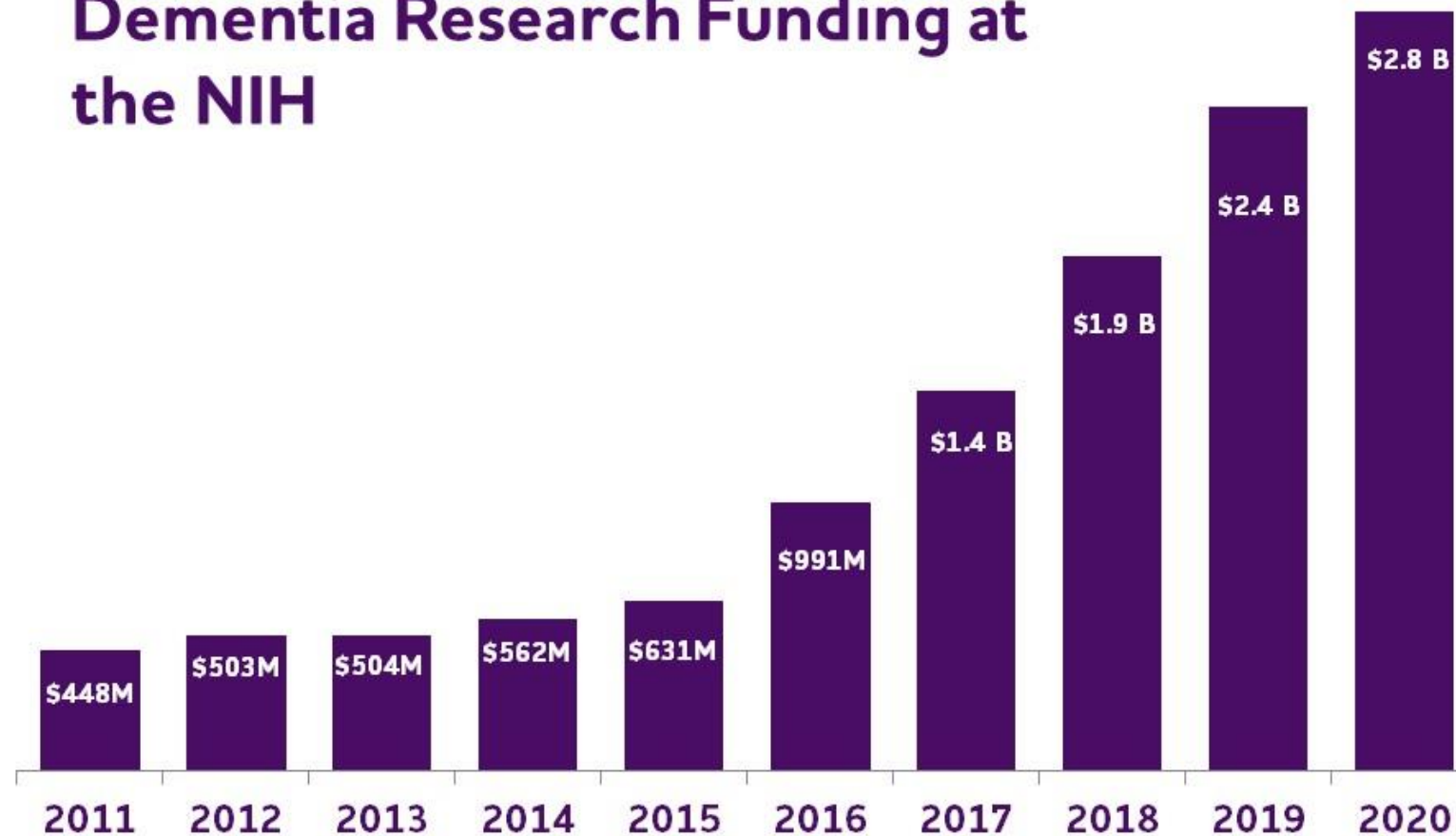
- Dependent Tax Credits
- Raising the Minimum Wage (\$17/hr by 2024)
- Expanding Affordable Housing
- Increased Access to Child Care
- **Expanding Kupuna Caregivers Program**

Federal Advocacy History

- BOLD Infrastructure for Alzheimer's Act
- Health Outcomes, Planning, and Education (HOPE) for Alzheimer's Act
- National Alzheimer's Project Plan
- Alzheimer's Accountability Act



Alzheimer's and Related Dementia Research Funding at the NIH



State Policy

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Nationwide State Policy Priorities (NSPP)

- **GOAL 1:** Increase Public Awareness, Early Detection & Diagnosis
- **GOAL 2:** Build A Dementia-Capable Workforce
- **GOAL 3:** Increase Access to HCBS
- **GOAL 4:** Enhance The Quality of Care In Residential Settings

Current State Advocacy

- Fund the Alzheimer's and Related Dementias Services Coordinator Position
- Establish Silver Alert
- Mandate First Responder Dementia Training Requirements
- Expand Kupuna Caregivers Program

Federal Policy

Current Federal Advocacy

- Promoting Alzheimer's Awareness to Prevent Elder Abuse Act
- Improving HOPE Act
- Safeguarding LTC Campaign (Federal)
- Appropriations: An additional \$354 million for Alzheimer's and dementia research at the National Institutes of Health (NIH); \$20 million to implement the BOLD Infrastructure for Alzheimer's Act at the Centers for Disease Control and Prevention (CDC)

How to Get Involved

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How To Get Involved

- Text IMUA to 52886
 - Sign up on Phone2Action for infrequent advocacy alerts
 - Follow the link in the email and sign up to be an advocate on Alzimpact.org
- Email me at iaross@alz.org or call me at (808)652-3380
 - Share your story
 - Tell me your idea for a law or program

Mahalo!

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Poll Time

