

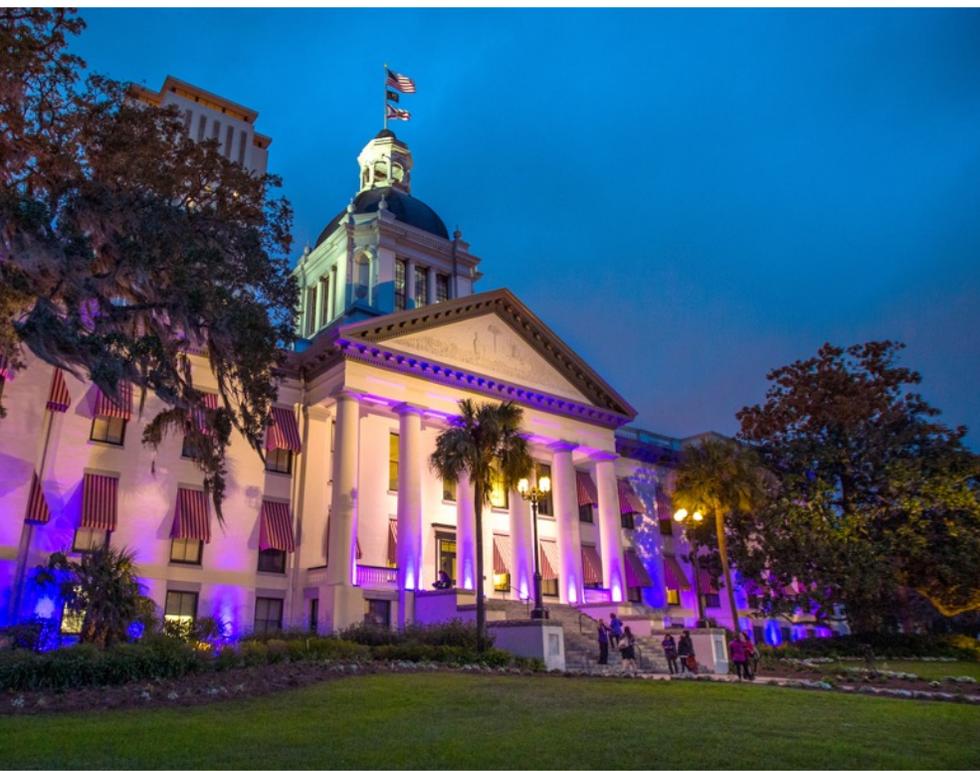


**FEB. 4  
6 p.m.**



**alzheimer's association**

# PURPLE LIGHTING CEREMONY AND PRESS CONFERENCE



Join your constituents at sunset as we cast a purple beacon of hope for all those impacted by Alzheimer's disease in Florida. More than 100 Alzheimer's Association advocates will gather on the historic steps of the Old State Capitol for a very special Purple Lighting Ceremony and press conference.



For questions, please contact Michelle Branham at [mbranham@alz.org](mailto:mbranham@alz.org) or call 904.509.0484.



# 2020 STATE PRIORITIES

Over 560,000 Floridians are living with Alzheimer's disease, and more than 1.1 million people are caring for them.\* The Alzheimer's Association is working towards:

*Eliminating Alzheimer's disease through the advancement of research; to provide enhanced care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.*

# 1

## ESTABLISH DEMENTIA COORDINATOR POSITION WITHIN THE DEPARTMENT OF ELDER AFFAIRS

The Alzheimer's Association will advocate for the creation of a Dementia Coordinator position within the Department of Elder Affairs. The dementia coordinator will support and coordinate efforts between the Governor's Office and state agencies in the implementation of programs and services which relate to Alzheimer's disease. The dementia coordinator will also assist the Alzheimer's Disease Advisory Committee and the Department of Elder Affairs in updating the state Alzheimer's plan and will promote statewide concern and awareness for this disease.

# 2

## IMPROVE STANDARDS FOR DEMENTIA TRAINING IN HEALTH CARE FACILITIES

The Alzheimer's Association will advocate for statutorily mandated continuing education training in hospices, assisted living facilities and adult daycares. This training will ensure professional caregivers are continuously learning the best practices for treating those living with Alzheimer's disease in order to provide the highest quality of person-centered care.

# 3

## MAINTAIN FUNDING FOR THE BRAIN BUS PROGRAM

The Alzheimer's Association will advocate for funding for the Brain Bus program. The Brain Bus is a mobile outreach initiative which provides information on early detection and diagnosis, caregiver resources and care consultations. The Brain Bus also targets low income, rural and culturally diverse areas that may have less direct access to healthcare and Alzheimer's education. With funding from the 2019 session, the Brain Bus will make over 300 stops across the state of Florida this year. The Alzheimer's Association will seek to further expand this outreach program and continue to visit those most in need of Alzheimer's education and services.

# 4

## PROTECT VULNERABLE ADULTS FROM FINANCIAL EXPLOITATION

The Alzheimer's Association will advocate for legislation that protects individuals living with Alzheimer's disease from entering into financial investment decisions and other vulnerable transactions that are the result of predatory behavior by outside parties. Among one of the first warning signs of cognitive decline is difficulty managing finances.\* Individuals may experience impairment in the ability to handle their finances and lose the ability to judge whether they are a victim of a fraud or scam.\*\*

# 5

## INCREASE FUNDING FOR THE ED AND ETHEL MOORE ALZHEIMER'S DISEASE RESEARCH PROGRAM

The Alzheimer's Association supports the continuation of the Ed and Ethel Moore Alzheimer's Disease Research Program. The Ed and Ethel Moore Alzheimer's Disease Research Program provides grant funds to Florida universities and hospitals that seek to improve and enhance research programs and practices.

# 6

## INCREASE FUNDING FOR HOME AND COMMUNITY-BASED SERVICES AND PROGRAMS

The Alzheimer's Association will continue to advocate for an increase in funding for the Alzheimer's Disease Initiative (ADI) and Community Care for the Elderly (CCE) Programs. These programs provide vital respite services for the more than 1.1 million Floridians who contribute 1.3 billion hours of unpaid care for persons living with dementia.\* There are currently thousands of Floridians on the wait list for these critically-needed respite care services. We must ensure that we continue to fund these essential programs that keep individuals in their homes and give them a better quality of life.

\*Alzheimer's Association 2019 Alzheimer's Disease Facts and Figures, alz.org/facts  
\*\* CDC Brief: Addressing Financial Exploitation Among People Living with Cognitive Impairment and their Caregivers, cdc.gov/aging/pdf/exploitation-cognitive-impairment-brief-july-2015.pdf