

# Take On Alzheimer's

## ALZHEIMER'S DISEASE PUBLIC AWARENESS CAMPAIGN

California is home to more seniors ages 65 and up than any other state. With the number of Californians diagnosed with Alzheimer's disease expected to double by 2040, it's important for all of us to understand what it takes to take on Alzheimer's disease and related dementias (ADRD).

Though the primary risk factor for Alzheimer's is age, all Californians deserve to age with dignity and security. In 2019, Governor Gavin Newsom formed the Task Force on Alzheimer's Disease Prevention, Preparedness and the Path Forward to outline statewide recommendations that support

individuals and families living with Alzheimer's, the caregivers who support them, and communities disproportionately impacted by the disease.

### Together We Can Take On Alzheimer's

Many Californians avoid seeking help for Alzheimer's due to unawareness and stigmas. "Take On Alzheimer's" is a multilingual, multicultural campaign aiming to shift perceptions and reduce stigma. It educates diverse communities about signs, risk factors, and ways to promote brain health.

#### What do Californians need to know about Alzheimer's Disease?

- Alzheimer's is the third leading cause of death in California
- Alzheimer's is a type of dementia that affects memory, thinking and behavior
- Around 690,000 people in California currently live with the disease
- Alzheimer's is a chronic condition, which means it's possible to manage and improve your brain health
- Alzheimer's is more likely to affect women and people of color
- Most people diagnosed with ADRD are 65 and older, but signs can start as early as 55



Visit [TakeonALZ.com](https://TakeonALZ.com) to learn more about the campaign and ways you can help take on Alzheimer's.

