**What is The Alzheimer’s Project?**
The Alzheimer’s Project is a countywide initiative aimed at accelerating the search for a cure and helping the estimated 60,000 San Diegans with the disease, along with their caregivers. Alzheimer’s is at epidemic levels in the county and is now the region’s third leading cause of death.

**How did The Alzheimer’s Project start?**
San Diego County Supervisor Dianne Jacob proposed the initiative in her 2014 State of the County address. The Board of Supervisors approved it in May 2014 on the recommendation of Jacob and Supervisor Dave Roberts.

**Who are the other leading participants?**
Mayor Kevin Faulconer, Sheriff Bill Gore, philanthropist Darlene Shiley, Mary Ball with the Alzheimer’s Association, Dr. Michael Lobatz with Scripps Health, Nick Macchione with the county Health and Human Services Agency and world-renowned researchers at UC San Diego, Scripps Research Institute, Sanford-Burnham Medical Research Institute and Salk Institute. Others include caregivers, public safety officials and physicians.

**How does The Alzheimer’s Project work?**
Participants began meeting in early 2014 to craft a regional roadmap to address the disease, focusing on cure, care, clinical, and public awareness and education initiatives. The Board of Supervisors approved the roadmap in December 2014 and later voted in support of an implementation timetable.

**What are some of the key recommendations?**
- Launch a multimillion-dollar fund drive to spur research innovation and drug discovery.
- Develop the region’s first clinical standards for the screening, diagnosis and management of Alzheimer’s and other dementia.
- Boost public awareness and involvement in clinical trials.
- Increase training for those who work with Alzheimer’s patients and expand services and support for those with the disease and their caregivers.
- Curb incidents of wandering through the use of GPS, the county’s Take Me Home registry and other methods.

**Next steps?**
The county, working with its Alzheimer’s Project partners, is starting to phase in many of the recommendations.

**For details, contact Steve Schmidt with Supervisor Jacob’s office, 619-206-9108.**

4/15
Have you noticed any of these warning signs?

Please list any concerns you have and take this sheet with you to the doctor.

Note: This list is for information only and not a substitute for a consultation with a qualified professional.

1. Memory loss that disrupts daily life. One of the most common signs of Alzheimer’s, especially in the early stages, is forgetting recently learned information. Others include forgetting important dates or events; asking for the same information over and over; relying on memory aids (e.g., reminder notes or electronic devices) or family members for things they used to handle on their own. What’s typical? Sometimes forgetting names or appointments, but remembering them later.

2. Challenges in planning or solving problems. Some people may experience changes in their ability to develop and follow a plan or work with numbers. They may have trouble following a familiar recipe or keeping track of monthly bills. They may have difficulty concentrating and take much longer to do things than they did before. What’s typical? Making occasional errors when balancing a checkbook.

3. Difficulty completing familiar tasks at home, at work or at leisure. People with Alzheimer’s often find it hard to complete daily tasks. Sometimes, people may have trouble driving to a familiar location, managing a budget at work or remembering the rules of a favorite game. What’s typical? Occasionally needing help to use the settings on a microwave or to record a television show.

4. Confusion with time or place. People with Alzheimer’s can lose track of dates, seasons and the passage of time. They may have trouble understanding something if it is not happening immediately. Sometimes they may forget where they are or how they got there. What’s typical? Getting confused about the day of the week but figuring it out later.

5. Trouble understanding visual images and spatial relationships. For some people, having vision problems is a sign of Alzheimer’s. They may have difficulty reading, judging distance and determining color or contrast. In terms of perception, they may pass a mirror and think someone else is in the room. They may not recognize their own reflection. What’s typical? Vision changes related to cataracts.
6. **New problems with words in speaking or writing.** People with Alzheimer’s may have trouble following or joining a conversation. They may stop in the middle of a conversation and have no idea how to continue or they may repeat themselves. They may struggle with vocabulary, have problems finding the right word or call things by the wrong name (e.g., calling a watch a “hand clock”). **What’s typical?** Sometimes having trouble finding the right word.

7. **Misplacing things and losing the ability to retrace steps.** A person with Alzheimer’s disease may put things in unusual places. They may lose things and be unable to go back over their steps to find them again. Sometimes, they may accuse others of stealing. This may occur more frequently over time. **What’s typical?** Misplacing things from time to time, such as a pair of glasses or the remote control.

8. **Decreased or poor judgment.** People with Alzheimer’s may experience changes in judgment or decision making. For example, they may use poor judgment when dealing with money, giving large amounts to telemarketers. They may pay less attention to grooming or keeping themselves clean. **What’s typical?** Making a bad decision once in a while.

9. **Withdrawal from work or social activities.** A person with Alzheimer’s may start to remove themselves from hobbies, social activities, work projects or sports. They may have trouble keeping up with a favorite sports team or remembering how to complete a favorite hobby. They may also avoid being social because of the changes they have experienced. **What’s typical?** Sometimes feeling weary of work, family and social obligations.

10. **Changes in mood and personality.** The mood and personalities of people with Alzheimer’s can change. They can become confused, suspicious, depressed, fearful or anxious. They may be easily upset at home, at work, with friends or in places where they are out of their comfort zone. **What’s typical?** Developing very specific ways of doing things and becoming irritable when a routine is disrupted.

If you have questions about any of these warning signs, the Alzheimer’s Association recommends consulting a physician. Early diagnosis provides the best opportunities for treatment, support and future planning.

For more information, go to [alz.org/10signs](http://alz.org/10signs) or call 800.272.3900.

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alzheimer's association
2014 PROGRAMS & SERVICES

25,000
Individuals served through programs and services

10,000
24/7 Helpline Calls
Real-time support • Reliable information • Trusted listeners

A 188 CLASSES WORKSHOPS CONFERENCES
L 4,500 EDUCATION ATTENDEES
Z

36 FAMILY & FRIEND SUPPORT GROUPS
4,000 SUPPORT GROUP ATTENDEES

RESPITE PROGRAM
500 COMPANION HOURS SINCE JULY 2014

400 FAMILY CARE CONSULTATIONS SUPPORT & GUIDANCE

$15M TO SAN DIEGO RESEARCH IN THE LAST 10 YEARS

More Info: www.alz.org/sandiego or 800.272.3900
KNOW THE FACTS
EVERYONE IS AT RISK FOR ALZHEIMER’S

+60K LIVING WITH ALZHEIMER’S IN SAN DIEGO

#3 CAUSE OF DEATH IN SAN DIEGO

+150K SAN DIEGANS CARING FOR A LOVED ONE

1 in 3 Seniors DIES WITH ALZHEIMER’S or another dementia.

Alzheimer’s is the only cause of death among the top 10 in America that CANNOT BE PREVENTED, CURED OR EVEN SLOWED.

$$$ MOST EXPENSIVE DISEASE $214 BILLION A YEAR

1 IN 5 MEDICARE DOLLARS ARE SPENT ON ALZHEIMER’S

More info: alz.org/sandiego | 800.272.3900
alzheimer’s association
Changing the Trajectory of Alzheimer’s Disease: How a Treatment by 2025 Saves Lives and Dollars

Medicare & Medicaid will spend $153 billion on Alzheimer’s in 2015 and $765 billion in 2050.

In 2015, nearly 1 in 5 (18%) Medicare dollars will be spent on someone with Alzheimer’s.

In 2050, nearly 1 in 3 (31%) Medicare dollars will be spent on someone with Alzheimer’s.

**765 BILLION**

**153 BILLION**

**5.7 MILLION**
people expected to develop Alzheimer’s would not in 2050.

Families would save $87 billion in 2050.

In total, America would save $367 billion in 2050.

DELAYED ONSET
If we develop a treatment by 2025 that delays the onset of Alzheimer’s by just five years, then:

BY 2030

$220 BILLION

2025 GOAL

If we achieve the National Alzheimer’s Plan 2025 goal, there will be a total savings of $220 billion over the first five years.

A federal research investment of $2 billion a year, as suggested by the scientific community, would be recouped in the first three years after a treatment became available.

To see the complete report, visit alz.org/trajectory.

alzheimer’s association

THE BRAINS BEHIND SAVING YOURS™