

ALZHEIMER'S  ASSOCIATION®

2023
Diversity,
Equity and
Inclusion
Report



Our commitment to Diversity, Equity and Inclusion

At the Alzheimer’s Association®, we believe that diverse perspectives are critical to achieving health equity — meaning that all communities have a fair and just opportunity for early diagnosis and access to risk reduction and quality care. The Association is committed to engaging underrepresented and underserved communities and responding with resources and education to address the disproportionate impact of Alzheimer’s and all other dementia.

The movement to end Alzheimer’s and all other dementia has entered a new era. With emerging treatment options, a growing understanding of prevention methods, and potential diagnostics in the pipeline, we can provide people living with the disease and their caregivers with real-world help and hope for the future. But we must ensure these advances are accessible and effective for all populations, recognizing that those who are disproportionately impacted are also often the most underserved.

At the Alzheimer’s Association, our commitment to diversity, equity and inclusion is more than acknowledging the need for greater representation among our staff, volunteers and constituents. It’s a focus on intentional inclusion across all areas of our mission — to reach equity in advocacy and dementia science, and to deliver care and support that is culturally relevant and effective.

We must ensure that the Association represents the communities that we intend to serve and that we are actively working to create fair and just opportunities for all people to have access to early diagnosis, risk reduction and quality care. We cannot

achieve this alone. To succeed in our mission, and to break down barriers, we need help from trusted partners in communities across the country.

Currently, the Association is working with over 30 national and more than 600 local organizations to provide education, offer support and invite people to join the cause, from wherever they are and in whatever ways work best for them. Through these community partnerships, we have grown our reach to underserved populations in the past year. We are so grateful for our partners’ collaboration — and for their confidence in us.

As you will read in this report, our efforts to expand our reach and deliver critical resources stretch across all areas of our mission. We know that to achieve health equity, we need to continue to engage a variety of voices and perspectives that challenge standards and create change. As the leading voluntary health organization in Alzheimer’s care, support and research, we feel the responsibility of this work, and answer the call on behalf of all those who are underserved and disproportionately affected by this disease. ■



Joanne Pike

Joanne Pike, DrPH
President and
Chief Executive Officer



C.V. Hill

Carl V. Hill, Ph.D., MPH
Chief Diversity, Equity and
Inclusion Officer

Providing and Enhancing Care and Support



Our ability to provide quality care and support to underserved populations facing Alzheimer's and all other dementia is critical to changing health outcomes for these Americans. We are only reaching a fraction of people affected by this disease, and this must change. To expand our efforts, we are dedicated to bringing culturally relevant resources and information to people in their communities. Our starting point is intentional inclusion in community outreach.

New audiences are an integral part of the

Alzheimer's Association volunteer outreach strategy and central to expanding care and support. Using a peer-to-peer model, the Association engages volunteers who can connect with communities, including civic, business and faith-based groups, as well as historically underserved and underrepresented populations. Over the past three years, the Association has grown its efforts to engage Asian, Black, Native Hawaiian and Hispanic volunteers, the latter of which now represent 7% of our active volunteer base.

The Association's 24/7 Helpline (800.272.3900) is available around the clock, 365 days a year. To accommodate the Helpline's nearly 240,000 annual callers, the Association offers translation services in over 200 languages. There are currently nearly 30 staff specialists and master's-level clinicians who are bilingual in English and Spanish. This past year, staff took part in additional training to help bridge language gaps for Spanish-speaking callers when discussing Alzheimer's disease, caregiving and other topics.

In 2020, the Association was selected by the Centers for Disease Control and Prevention (CDC) as a Public Health Center of Excellence (PHCOE) on Dementia Risk Reduction, funded by the Building Our Largest Dementia Infrastructure (BOLD) Act. The Association is reviewing how social determinants



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PARTNER SPOTLIGHT

African Methodist Episcopal Church

The Alzheimer's Association and the African Methodist Episcopal (AME) Church International Health Commission joined together four years ago with a shared goal: to better serve Black/African American communities and pursue equity in care and support for all those facing Alzheimer's and all other dementia.

Black Americans are about two times as likely as White Americans to be living with Alzheimer's or another dementia but less likely to receive a diagnosis. The partnership focuses on grassroots engagement to make significant strides toward sharing care and support services, promoting research and advocacy opportunities, and offering disease education to AME Church members.

The partnership's pinnacle is Connectional Purple Sunday, an Alzheimer's and dementia education and awareness program held annually on the third Sunday in March. On this day, AME Church leaders guide members through a powerful program that highlights the importance of participating in clinical trials and Alzheimer's advocacy efforts, and shares information on care and support resources. Churches are encouraged to partner with local Association chapters in hosting their own Purple Sunday events. More than 5,000 members have participated in Connectional Purple Sunday since our partnership began.

"The stigma around the topic of Alzheimer's disease and dementia often prevents African Americans from discussing the topic. Our members value messages from the pulpit and the work of this partnership has resulted in greater awareness, increased advocacy and a better understanding of



Bishop Francine Brookins of the 18th Episcopal District.

the importance of participating in research," said Roslyn Thibodeaux Goodall, chairperson of AME's National Partnership Steering Committee.

Bishop Francine Brookins of the 18th Episcopal District added, "The powerful partnership between us gives our pastors and parishioners access to the vast resources available through the Alzheimer's Association, and helps the Association curate culturally competent responses to address this devastating disease."

In 2022, the Association and AME Church renewed their partnership for five years. With this news comes continued opportunities to engage more than 2 million U.S.-based church community members.

of health (SDOH), such as economic disadvantage, air pollution and racism, can impact Alzheimer's and dementia. Through a series of workshops and roundtables, the center has convened experts to review evidence of SDOH as risk factors for dementia and potential public health solutions to address these disparities.

The Alzheimer's and Dementia Care Extension for Community Healthcare Outcomes (ECHO) program is a free, interactive learning model designed to help clinicians and professional care providers in underserved and rural communities more accurately diagnose and treat Alzheimer's and other dementias. Connecting clinicians and professional care providers with dementia care experts via video conferencing, Project ECHO supports the delivery of dementia care and support that is culturally, linguistically and age appropriate. Of the primary care clinics that have completed a long-term Project ECHO education series, 21% are based in rural communities, and 19% are Federally Qualified Health Centers (FQHC), which provide care to underserved populations.

The Association's health systems initiative is designed to strengthen relationships with clinics and health systems nationwide in order to improve quality of care and increase early and accurate diagnosis. Working by region, health systems directors are also partnering with FQHC to deliver quality dementia care and support to underrepresented communities. By collaborating with the FQHC to develop strategies and solutions, the Association is helping to reach priority populations and increase equitable access to care. ■

"Project ECHO supports the delivery of dementia care and support that is culturally, linguistically and age appropriate."

Accelerating Research



As the world's largest nonprofit funder of Alzheimer's and dementia research, the Alzheimer's Association is committed to accelerating global progress toward new treatments, diagnostic tools, methods of prevention and, ultimately, a cure. But this progress can never be fully realized until we deliver solutions that will work for all populations — achieved by a representative and inclusive scientific field of researchers, study participants and scientific disciplines.

Current disparities in Alzheimer's and all other dementia will only become greater unless we close malleable gaps. The following Association initiatives and partnerships, among many others, are critical steps in that effort.

Our International Research Grant Program

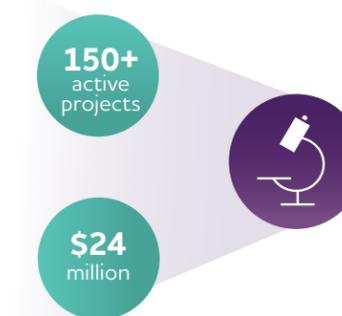
funds investigations to advance our understanding of Alzheimer's disease and all other dementia, identify new treatment strategies, improve care for people living with dementia, and further our knowledge of the brain and disease prevention. We are committed to promoting diversity in research by funding grants to increase representation of scientists from diverse backgrounds, as well as to address health disparities around Alzheimer's and other dementia. As of March 2023, the Association has 153 active research projects totaling over \$24 million to promote diversity in the scientific community, and more than 200 active research projects totaling over \$20 million to increase the understanding of and address health disparities.

Through investment in promising studies by the Association and outside entities, we are increasing participation and representation of diverse populations in key science. The Alzheimer's Association funds the U.S. Study to Protect Brain Health Through Lifestyle Intervention to Reduce Risk (U.S. POINTER) study, an investigation to evaluate if interventions that simultaneously target many risk factors protect cognitive function in older adults who are at increased risk for cognitive decline. As of March 2023, the study is fully enrolled with over 2,100 participants; over 30% of those enrolled are from populations historically underrepresented in clinical trial research.

The Association leads the New IDEAS study, which aims to understand the utility of an accurate diagnosis in Alzheimer's disease in underrepresented

populations. The study is also pioneering a new methodology for the recruitment, retention and engagement of underserved populations to dementia specialists in clinical practice. The Association is enhancing the study by enabling the New IDEAS Biorepository, which will store saliva and blood samples from participants who have completed brain scans. This will allow researchers to test and validate new genetic and blood biomarkers for dementia that are applicable and accurate for a diverse, real-world population. New IDEAS will enroll up to 7,000 participants, with over 50% identifying as Black/African American or Latino/Hispanic.

To address the need for informed communication practices and appropriate use of language in Alzheimer's and dementia research, we assembled a workgroup of experts in health disparities to create the Alzheimer's Association Inclusive Language





Members of ISTAART at AAIC.

Guide. The document, which underwent a public comment period, outlines minimum standards and guidance for labeling and communicating about social identities, characteristics of individuals, and populations and health disparities. A final version of the guide will be released in 2023.

We work to support and advance the careers of researchers from diverse backgrounds across a variety of channels. In 2022, we introduced a revised system of tiered pricing for the Alzheimer's Association International Society to Advance Alzheimer's Research and Treatment (ISTAART), a global network of scientists, clinicians and other dementia professionals, with discounts for postdoctoral researchers and free membership for all students and individuals based in low- and middle-income countries.

ISTAART also hosts a Diversity and Disparities Professional Interest Area (PIA) to support underrepresented scientists and encourage year-round education and conversation identifying potential differences in risk reduction strategies and diagnosis and treatment effectiveness in individuals of diverse backgrounds. The PIA also provides ongoing group mentorship for early career researchers from underrepresented backgrounds.

Similarly, to improve accessibility to the Alzheimer's Association International Conference® (AAIC®), the largest and most influential international meeting dedicated to advancing dementia science, registration rates are adjusted based on country classifications by income level.

In 2021, the Association announced a partnership with the National Football League Alumni Association (NFLA) and since that time, has convened two annual Black Men's Brain Health Conference events, bringing together scientists, clinicians, former and current athletes, and community members to understand and address issues that lead to poor brain health outcomes in Black men. The Black Men's Brain Health (BMBH) Emerging Scholars program, a signature component of the conference, recruits and trains the next generation of community-engaged scientists to advance Black men's brain health in pursuit of reducing brain health disparities.

To provide a platform for researchers focused on those disproportionately affected by Alzheimer's or another dementia, in 2021 and 2022, we organized Promoting Diverse Perspectives: Addressing Health Disparities Related to Alzheimer's and All Dementias, the first two national conferences dedicated specifically to addressing disparities and promoting equity in dementia science. Cosponsored by the National Institute on Aging (NIA) and guided by the NIA Health Disparities Research Framework, this annual conference convenes multidisciplinary researchers and drives collaboration across the dementia field.

The Association supports the Latinos & Alzheimer's Symposium, which explores disparities in dementia risk, early detection and care in Latino populations. The incidence of dementia in the Latino population is one and a half times that of the White population, making this topic particularly important in the Latino community. ■

PARTNER SPOTLIGHT

National Association of Hispanic Nurses

The National Association of Hispanic Nurses (NAHN) is the leading professional society of Latino nurses. With a national headquarters and more than 40 local chapters, the organization represents, advocates for and educates Latino nurses across the country.

As a critical partner, NAHN has worked with the Alzheimer's Association to bring together outreach specialists to test a national intervention called El Consorcio (The Consortium) to accelerate representation of Latinos in four sites of a large clinical trial. The consortium is funded through a grant from the NIA and administered by the University of California San Francisco. The intervention brought nurses from NAHN and Association professionals to diverse Latino communities to give presentations about the importance of participation in clinical trials and introduce the AHEAD trial, which tests whether an investigational treatment can slow or stop the earliest brain changes in people at the highest risk. The hypothesis of the NAHN research is that forming relationships with trusted community organizations can help provide the necessary infrastructure to rapidly recruit diverse participants into clinical trials.

"The Hispanic community is historically underrepresented in clinical trials across the board," said NAHN President Adrianna Nava, Ph.D., MPA, MSN, RN. "It is so important that we find innovative ways to increase Latino participation in dementia research. We are thrilled to have partnered with the Alzheimer's Association to make that happen."



Members of the National Association of Hispanic Nurses at the NAHN Annual Meeting in 2022 in Miami, Florida.

Increasing Concern and Awareness



In order to effectively deliver on our mission, the Alzheimer's Association works to increase public concern about Alzheimer's and all other dementia and increase the visibility of our organization as a resource. Levels of concern and awareness among historically underserved and underrepresented populations are not proportionate to the disease's impact on these communities.

The 2021 Alzheimer's Association *Alzheimer's Disease Facts and Figures* report revealed that concern about developing Alzheimer's is low among Native Americans (25%), Black Americans (35%) and Hispanic Americans (41%), especially when compared with White Americans (48%). This may be due to a number of environmental and sociocultural factors that force some communities to prioritize concern for survival, coping and general well-being.

To address these challenges and improve our reach in underserved communities, we are cultivating strategic relationships with trusted national and local organizations, public figures and media outlets, and are generating inclusive awareness campaigns available in multiple languages.

Among our growing roster of partners, the Association forged an alliance with the Human Rights Campaign (HRC), which has been working to end discrimination against LGBTQ+ people for more than four decades. With over 3 million HRC members nationwide and an even greater digital reach, this collaboration will seek to maximize support for LGBTQ+ people and their communities affected by Alzheimer's or another dementia by providing tailored outreach, information and resources.

We also partner with more than 300 Alzheimer's Association Celebrity Champions — public figures who expand our access to people worldwide through their combined social media following of more than 100 million. Over a third of our Celebrity Champions represent diverse audiences, sharing Association information and inspiring action in more than 10 languages.



Multiplatinum-selling musical artist Luis Fonsi.

In 2022, the Association teamed with multiplatinum-selling musical artist Luis Fonsi to raise awareness of the significant impact Alzheimer's has on the Hispanic community. Fonsi recorded a powerful rendition of his song "Girasoles" for Alzheimer's Association Music Moments, a digital storytelling series that touches on the emotional connection between music and the moments in life that we never want to lose.

As the first bilingual Latino artist to join Music Moments, Fonsi's videos, released in both English and Spanish, drove a 52% increase in video views and a 94% jump in engagements compared to other episodes — reaching nearly 6 million people.

Other notable Celebrity Champions used their voices to elevate the cause among diverse audiences in 2022, including Korean-American journalist Amara Walker, comedian Chris Garcia, "The Real Housewives of Beverly Hills" star Crystal Kung Minkoff, actor and longtime supporter Percy Daggs III, and "Bachelor" franchise alum Rachel Lindsay Abasolo.

PARTNER SPOTLIGHT

'Unforgettable' Gdavis Productions and Films, LLC

To raise awareness of Alzheimer's and all other dementia and help increase representation in clinical trials, the Alzheimer's Association partnered with award-winning playwright Garrett Davis, founder and CEO of Gdavis Productions and Films, LLC, on "Unforgettable," a play that moves and entertains audiences while highlighting Alzheimer's resources and education.

Through the experience of one family, "Unforgettable" portrays how underserved people disproportionately affected by Alzheimer's and all other dementia are impacted, and encourages them to be proactive in addressing the disease. Among other points, audiences learn that volunteering for a research study not only may benefit them or a loved one but can also help researchers discover a new treatment.

"I wrote 'Unforgettable' to focus on the family members who are caring for a person living with Alzheimer's disease. I wanted to clearly discuss and inspire those who are caregivers by showing a piece on stage that dealt with how Alzheimer's affects the family," said Davis, whose grandmother died from Alzheimer's and whose mother is living with the disease. "We let them see what a family is going through and inspire them to take action. I would hate for a cure for Alzheimer's to become available and it doesn't work for [African Americans] because we didn't participate in studies."

Response to "Unforgettable" has been overwhelmingly positive, with at-capacity performances taking place in Atlanta; Bowie, Maryland; Charlotte, North Carolina; Chicago; Dallas; Greensboro, North Carolina; Houston; Kenosha, Wisconsin; Las Vegas; and Los Angeles. In these markets, the play is helping to build community relationships via local Association chapters as well as momentum for outreach that will continue in underrepresented populations.



Garrett Davis on the "Unforgettable" stage.

"When you walk into the lobby, it's a festive atmosphere with music and 360-degree photo booths where you can take pictures with your family," Davis said. "I want us to be happy and create those unforgettable moments while we still can."

Building on the success of "Unforgettable," the Association plans to continue using the arts to provide a platform for education and the utilization of resources. Receiving information in this fashion can increase the likelihood that people in underserved communities will take action and obtain necessary resources to support people living with dementia and their caregiving needs.

"There's a lack of culturally appropriate and tailored programming that resonates with disproportionately affected and underserved audiences as it relates to Alzheimer's care and support," says Alzheimer's Association Chief Diversity, Equity and Inclusion Officer Carl V. Hill, Ph.D., MPH. "[Initiatives like 'Unforgettable'] give us the opportunity to deliver important disease-related information to the community in a fun and entertaining way — what we call 'edutainment.' We want audiences to come away with a better understanding of Alzheimer's and all other dementia, and of the resources and support that are available from the Alzheimer's Association to help affected families."

World Journal article snippet titled '辛苦說出來 照顧者應求助' (It's hard to say, caregivers should seek help). The article discusses the challenges of caring for Alzheimer's patients and the importance of seeking support. It includes a photo of a caregiver and a patient, and a small graphic for the 2021 ALZ WALK event.

A media placement in World Journal, the largest Chinese-language newspaper in the United States.

To ensure that those facing the disease can obtain a diagnosis as early as possible, the Association has created a number of multilingual ad campaigns. "Know Where Alzheimer's Hides" is intended to educate the public, especially in underserved communities, on the ways that Alzheimer's and all other dementia can often hide in plain sight. Ads feature Hispanic, Black and Asian individuals, and are available in Spanish as well as Chinese.

In partnership with the Ad Council, the Association launched "Hopeful Together," built around real stories of people living with the disease and their caregivers, sharing the first warning signs they noticed and how they initiated conversations with family. Representation and inclusion were embedded into the campaign from its inception to ensure accurate cultural depictions, and PSAs are available in English and Spanish.

Our annual Alzheimer's Disease Facts and Figures report serves as a vital awareness tool, offering an opportunity for the Association to share national statistics and information on the impact of the disease. To ensure the report reaches the broadest

possible audience, we offer key statistics as shareable infographics and videos in Spanish and Chinese. In 2022, Association Chief Science Officer Maria C. Carrillo, Ph.D., was interviewed on Univision after the release of Facts and Figures, generating awareness of mild cognitive impairment among Spanish speakers.

During Hispanic Heritage Month, the Association secured placements in both Spanish-speaking outlets and general consumer media, educating the public on the increased risk of Alzheimer's for Hispanic Americans and sharing caregiver stories and resources. Placements included BBC Mundo, People Español and Everyday Health.

Working with our chapter network, we have expanded our efforts to reach key populations in specific areas of the country and to expand our reach nationwide. In 2022, we secured multiple media placements in publications such as World Journal, the largest Chinese-language newspaper in the United States, and Sing Tao Daily, the second-largest Chinese-language newspaper, which covered findings from the Alzheimer's Association International Conference® 2022 (AAIC®). ■

Advancing Public Policy



The Alzheimer’s Association and the Alzheimer’s Impact Movement (AIM) — a separately incorporated advocacy affiliate of the Association — work tirelessly at the federal, state and local government levels to ensure Alzheimer’s issues remain a focus of policymakers. Core to this effort is ensuring that solutions from lawmakers help everyone impacted by this devastating disease to enhance health equity for all.

At the state and federal levels, we are actively working to lift up the voices of people from populations who are disproportionately affected by Alzheimer’s and underrepresented in dementia science. A vital step is actively listening to the unique needs of each community. Each year at our AIM Advocacy Forum in Washington, D.C, we invite national partners to join us in organizing for action against Alzheimer’s and all other dementia. In 2023, 16 partners were in attendance, demonstrating their interest in our legislative priorities.

Any treatment developed for Alzheimer’s needs to work for all communities. But Alzheimer’s research has historically underrepresented various racial and ethnic populations — which not only hinders the ability of scientists to understand health disparities, but also limits the likelihood that any approved therapy or diagnostic may aid those communities. To help increase representation in research, we worked with bipartisan congressional champions to draft and introduce the Equity in Neuroscience and Alzheimer’s Clinical Trials (ENACT) Act, key provisions of which were signed into law in December 2022.

The ENACT Act will increase underrepresented individuals’ participation in Alzheimer’s clinical trials by expanding education and outreach to underrepresented communities, reducing the burden of participation and encouraging

“The ENACT Act will increase underrepresented individuals’ participation in Alzheimer’s clinical trials by expanding education and outreach to underrepresented communities, reducing the burden of participation and encouraging representation among clinical trial staff.”

representation among clinical trial staff. In 2022, Association and AIM staff, volunteers and 15 national partner organizations called on legislators to address this urgent issue. We provided close consultation as the ENACT Act was written, and worked with bipartisan champions to gain support.

To assist public health leaders in preparing all communities for the growing threat of Alzheimer’s and other dementia, the Association and the Centers for Disease Control and Prevention (CDC) jointly write and facilitate the implementation of the *Healthy Brain Initiative (HBI) Road Map Series*, which consists of two books: the *HBI State and Local Public Health Partnership to Address Dementia Road Map* and the *HBI Road Map for Indian Country*. These guidebooks lead state, local and tribal public health agencies through actions they can take to quickly and strategically stimulate positive change in their area, with a focus on building health equity and reaching underserved populations.



Advocates rally for access to Alzheimer's treatments in Washington, D.C. (above).

CNN anchor and correspondent and Alzheimer's Association Celebrity Champion Amara Walker (left).



The Association works with state governments to expand access to resources in underserved communities, with the goal of reducing stigma and increasing early detection and diagnosis of dementia. Two recent state-level successes include:

- Florida's 2022 Ramping up Education of Alzheimer's Disease and Dementia for You (READY) Act, which requires the state's

Department of Health to educate physicians and nurses on Alzheimer's detection and risk reduction with a focus on diverse communities at greater risk of developing dementia.

- New Mexico's updated state Alzheimer's plan, which includes a focus on improving respite care in rural, urban and tribal communities. ■

PARTNER SPOTLIGHT

National Black Caucus of State Legislators

The National Black Caucus of State Legislators (NBCSL) is the nation's premier organization representing and serving the interests of more than 700 African American state legislators.

In an effort to advance Alzheimer's policy, the Association has partnered with the NBCSL on many occasions over the last decade, participating in various policy discussions focused on increasing engagement in clinical trials, early detection and diagnosis of Alzheimer's, as well as the need to develop and implement state Alzheimer's plans.

In 2022, the Association partnered with NBCSL to introduce the new stage play "Unforgettable" to hundreds of state legislators from across the nation during NBCSL's 46th Annual Legislative Conference in Las Vegas.

The dynamic and emotional play was created by Gdavis Productions and Films, LLC, and the Association to showcase the effects of caring for a loved one living with Alzheimer's, as well as the importance of understanding early detection and participating in clinical trials. The NBCSL conference presentation of "Unforgettable" provided a unique opportunity for state policymakers to connect with the impact of Alzheimer's on individuals and families in a real

"The NBCSL is partnering with the Alzheimer's Association to bring awareness of this dreadful disease and educate our members on valuable resources available to the communities they serve."

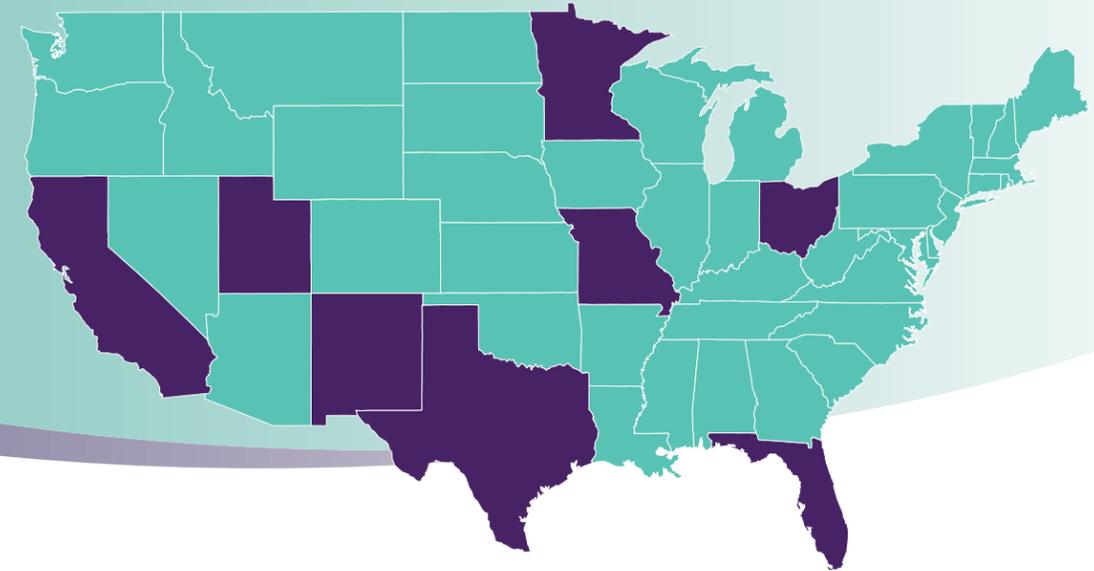


Paula Hoisington (center), CEO of NBCSL, with Association staff, Dr. Carl V. Hill, Beverly Berry, Amelia Schafer and Trey Addison at the 46th Annual Legislative Conference.

and personal way — and at an opportune time just before they began their legislative sessions in the new year. Recognizing that older Black Americans are twice as likely to be living with Alzheimer's or other dementias as older White Americans, it is critical that we work with NBCSL members to implement timely policy solutions.

"Data tells us that the overall chance of a person getting Alzheimer's disease is more than 1 in 10, but it's even more likely if you're Black," said Paula Hoisington, CEO of NBCSL. "The NBCSL is partnering with the Alzheimer's Association to bring awareness of this dreadful disease and educate our members on valuable resources available to the communities they serve."

Change Starts in Communities



Change starts on the community level. Person by person, we are making strides in expanding our reach to underrepresented individuals affected by Alzheimer's and all other dementia. Through these local partnerships, we have grown our reach to underserved populations in the past year, increasing our ability to seed, nurture and grow relationships with communities that are underserved yet disproportionately impacted.



AACL in Northern California

Based in California's Santa Clara County, AACL helps marginalized and vulnerable community members access a range of health and wellness services. For the past 17 years, AACL has worked with the Alzheimer's Association to educate the Asian American population in culturally and linguistically relevant ways.



So' Tsoh Foundation in Navajo Nation

The Association's New Mexico, Utah and Desert Southwest Chapters are working with the So' Tsoh Foundation on Navajo Nation to provide health fairs, offer translated education classes both virtually and in person, and host a dual language support group.



Coalition for Aging LGBT in Texas

The North Central Texas and Dallas & Northeast Chapters have a long-standing partnership with the Coalition for Aging LGBT. By supporting its Summit on LGBT Aging, and collaborating on Caring For Our Own, a joint annual event, the Association is able to increase reach to an underserved audience at greater risk for developing the disease.



Kappa Alpha Psi Fraternity in Missouri

The Alzheimer's Association Greater Missouri Chapter and East St. Louis Alumni Chapter of Kappa Alpha Psi Fraternity, Inc., collaborated for an Understanding Alzheimer's multigenerational educational workshop and a table at its health fair.



Telemundo in Minnesota

The Alzheimer's Association Minnesota-North Dakota Chapter is working to raise concern and awareness in the Latino community by partnering with Telemundo, an American Spanish-language television network that creates local and national content. The partnership is focused on developing segments for the lifestyle show "Acceso Total" featuring Alzheimer's caregivers, a physician and volunteer community educators.



Cano Health in Florida

The Florida Chapters of the Alzheimer's Association partnered with Cano Health, a leading primary care provider for seniors, to deliver education and resources to underserved communities. In the past year, the Association's Brain Bus, a statewide mobile outreach unit staffed by a dementia specialist, made 40 stops at Cano Health locations throughout the state.



Purple Sunday in Ohio

The Alzheimer's Association Cleveland Area and Greater East Ohio Chapters are working to activate the community network through Purple Sunday, a faith-based initiative targeted at predominantly Black congregations. Purple Sunday events allow a comfortable platform to share the impact of Alzheimer's and other dementias, provide education on how to recognize the signs of the disease, and promote resources.

Looking Inward

Implementing Change at the Alzheimer's Association



The Alzheimer's Association acknowledges diversity and values equity and inclusion as fundamental to reaching everyone facing Alzheimer's and all other dementia. But we recognize a critical component of this work must happen internally. We've made strides toward becoming an organization with staff and volunteers who reflect the communities we serve — and those we still need to reach.

Strengthening our pursuit of equity and inclusion was established as a central mission pillar within the Association's strategic plan in 2018, and in 2019, we welcomed our first chief diversity, equity and inclusion officer to lead a growing department. Later that year, we convened an Association workgroup focused on several key objectives, including improving internal engagement and community mobilization.

To gauge our effectiveness and, most importantly, to hone our approach, the Association partnered with Spectra Diversity LLC in 2022 to anonymously survey over 1,000 staff members about our diversity, equity and inclusion efforts. Overall, the assessment indicated that Association staff view this work as essential drivers of our mission but recognize significant opportunities for improvement, such as fostering a more diverse workforce through deliberate recruitment and retention efforts.

To increase representation in our recruiting practices, we are actively developing relationships with historically Black colleges and universities (HBCUs), Hispanic- and Latino-serving institutions, and tribal colleges and universities. An ongoing partnership with the Thurgood Marshall College Fund (TMCF) offers paid Association internships to students from a growing list of HBCUs. In addition to attracting students to dementia-related professions, recruitment for Association staff positions following graduation is a long-term goal of this alliance.

We also recognize that many individuals from underserved communities have experienced systemic barriers to accessing higher education.

Who We Are Today

Association Staff Demographics March 2023

American Indian/Alaska Native: **0.21%**
 Asian: **3.41%**
 Black or African American: **8.38%**
 Hispanic or Latino: **10.55%**
 Native Hawaiian or Other Pacific Islander: **0.1%**
 White: **76.06%**
 Two or more races: **1.29%**
 Not specified: **0.31%**

LGBTQ+ Representation

10% of staff surveyed* identified as a member of the LGBTQ+ community

**Surveyed as part of the organization inclusion assessment*

New Hire Representation by Race/Ethnicity Fiscal Year 2023

Total Non-White Hires: **175 | 33.82%**
 Total White, Non-Hispanic Hires: **407 | 66.18%**



Alzheimer's Association Scientific Engagement staff Percy Griffin and Rebecca Edelmayer.

For select open positions, we have started to remove education requirements that have precluded many candidates from receiving proper consideration.

Our retention strategies include greater investment in staff training and mentoring opportunities toward career growth; recognition of culturally inclusive holidays like Juneteenth; and organizational support for employee affinity groups that are formed around shared identities to promote personal and professional development. These include the Indian Country Workgroup, the Hispanic/Latino Outreach Workgroup, the Black/African American Community Workgroup, the ALZ Pride Council, the Asian American Pacific Islander (AAPI) Workgroup and the Rural Community Workgroup.

Responses to the inclusion assessment survey also demonstrated that Association staff are eager for resources to help them cultivate a more inclusive workplace. In fiscal year 2023, one of the Association's strategic goals is to ensure all staff receive DEI training. All new hires are required to take a course on unconscious bias, which equips learners to challenge their assumptions and support a diverse work environment. All staff are offered three course options and must complete one annually to fulfill the requirement.

The Association also offers virtual and in-person education programs to senior staff on the topics of inclusive leadership and rethinking bias in talent management. Additionally, the Association has developed and delivered tailored team trainings to delve deeper into these themes.

A tenet of the work of the Association is to improve the quality of life for those affected by Alzheimer's disease. Our benefits programs are built on that same fundamental belief: to improve quality of life for our employees today and tomorrow. We have a responsibility to our staff to ensure that our health care plans are affordable, accessible and without hurdles, and offer comprehensive coverage to meet a wide variety of health care needs for our staff and their dependents. We actively engage staff in wellness initiatives that promote a healthy lifestyle and build financial stability, and provide paid leave programs to offset the financial burden often associated with taking care of personal and family medical needs.

A vital takeaway from the inclusion assessment is the importance of accountability and transparency. In order to set goals for ourselves as an organization, we must establish ways to measure our progress and make that information widely available. The Association has developed a tracking tool accessible to all staff that collects data on crucial demographic indicators, such as racial and ethnic representation among our employees, board, senior leadership, volunteers and constituents.

"We need to ensure people can look to the Association and see themselves," says Carl V. Hill, Ph.D., MPH, Alzheimer's Association chief diversity, equity and inclusion officer. "By identifying metrics to measure our progress, we are holding ourselves accountable to translate our diversity, equity and inclusion goals into action." ■

PARTNER SPOTLIGHT

Thurgood Marshall College Fund

As the nation's largest organization exclusively representing the Black college community, the Thurgood Marshall College Fund (TMCF) supports a large network of historically Black colleges and universities (HBCUs) and predominantly Black institutions (PBIs) — and serves as a resource for the nearly 300,000 students enrolled, providing opportunities on the journey to college, through college and into a career.

In 2021, the Alzheimer's Association and the TMCF launched a partnership to develop Alzheimer's advocates in Black communities, by offering paid Association internships to students from a growing list of HBCUs. In addition to attracting students to dementia-related professions, recruitment for Association staff positions following graduation is a long-term goal of this alliance.

Marie Charles, a Morgan State University student and TMCF scholarship recipient, has played a key role in a number of initiatives as an intern for the Alzheimer's Association Greater Maryland Chapter. Charles shares helpful resources for individuals and



TMCF intern Marie Charles in Annapolis during Advocacy Week with Del. Thomas Hutchinson of District 37B.

families through a variety of platforms, such as local media broadcasts, community events and regular webinars. In April, she presented at a Palm Sunday Alzheimer's awareness event hosted by her church to educate the community on the warning signs of the disease.

At the Alzheimer's Association Southeastern Virginia Chapter, TMCF scholarship recipients Allen Davis, Dejanae Clark and Madison Walker work with minority-owned business leaders and pillars of the faith communities to expand engagement. They have also collaborated with the Virginia Department of Health to cultivate education programs and support groups for churches across the state. Additionally, Davis has been instrumental in fostering relationships with HBCUs statewide, and presented to faculty and staff at Virginia State University about Alzheimer's and other dementia and the TMCF internship program.

PARTNER SPOTLIGHT SAGE



Hundreds of thousands of LGBTQ+ Americans are living with Alzheimer's or another dementia. While each person's experience is unique, older LGBTQ+ adults experience disproportionate challenges to accessing care and resources, such as discrimination and smaller support networks as they age. In 2014, the Alzheimer's Association partnered with SAGE Advocacy & Services for LGBTQ+ Elders, the country's largest and oldest organization of its kind. SAGE has conducted online and in-person trainings for Association staff nationwide to help us better understand and serve LGBTQ+ older adults. In addition, by working together, we have provided dozens of free webinars to educate our LGBTQ+ constituents on dementia-related topics tailored to their needs.

Our Partners



100 Black Men of America



American Association for Men in Nursing



African Methodist Episcopal Church



Asian & Pacific Islander American Health Forum



Association of Black Women Physicians



Association for Clinical and Translational Science



Black Nurses Rock Foundation



Cano Health



Chi Eta Phi Sorority



Human Rights Campaign



Indian Health Service



The Links, Incorporated



National Asian Pacific Center on Aging



National Black Caucus of State Legislators



National Black Nurses Association



National Caucus and Center on Black Aging



National Council of Negro Women



National Association of Hispanic Nurses



National Football League Alumni



National Hispanic Council on Aging



National Hispanic Medical Association



National Indian Council on Aging



National Minority Health Association



Nurses on Boards Coalition



Omega Psi Phi Fraternity



Philippine Nurses Association of America



SAGE



Thurgood Marshall College Fund



Buddhist Tzu Chi Foundation



Mexican Consulate Ventanilla de Salud



Zeta Phi Beta Sorority