About Us:

Mission: To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.


Organization site contact:

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Description of identified needs and proposed activities:

1) Early-Stage Initiative:

"Early-Stage" refers to people, irrespective of age, who are diagnosed with Alzheimer's disease or related disorders and are in the beginning stages of the disease. In this stage they retain the ability to participate in daily activities and in a give-and-take dialogue. This includes those persons with "younger-onset" that develop dementia under age 65 and are still in the early stages of the disease. At its inception, the initiative had three main focus areas of particular importance to serving the early-stage population. These are programs, consumer awareness and advocacy. By changing the public perception of Alzheimer’s, it is hoped more people in the earliest stages of the disease will seek assistance earlier; be able to be a part of the planning process for their own care; be able to seek medical interventions earlier; and maximize their independence for the longest possible timeframe.

In helping us reach our Early-Stage Metrics, a student will help:

- Evaluate early-stage support and engagement efforts (first round complete in December 2015)
- Formulate a marketing plan for physician outreach, and measure the results of such a plan
- Strategize future early stage support and engagement efforts in alignment with National directives to include rural communities

2) Diversity Expansion and Inclusive Programs:

At the Alzheimer's Association, diversity is vital to our mission. The Association has identified the following three audiences as a nationwide priority and will expand our
outreach tools, materials and best practices to effectively reach these audiences: African-American, Hispanic/Latino and LGBT. Anyone who is living with or caring for someone with Alzheimer's disease, or wants to join our fight, should feel welcomed and trust that the Association is the place to turn for information, support and engagement in our full mission.

In helping us reach our Diversity metrics, a student will help:

- Evaluate diversity outreach strategies used and offer best practice recommendations and action plans for effective program delivery in alignment with strategic plan.
  - Ensure outreach to all diverse communities by developing and/or assisting in program efforts specific to these communities. Examples include “Praise in Purple”, an African-American based faith community initiative, starting a Spanish speaking support group in various regions, etc.
  - Prepare materials which are culturally accurate; for example, Spanish-language materials.

3) Physician Outreach:

July 1, 2014, marked the beginning of a new three-year strategic plan for the Association. Chapters have made great strides in establishing relationships with physicians and their clinical practices by making several contacts. The current FY15-FY17 Strategic Plan for enhancing care and support no longer requires the recording of contacts but continues to prioritize relationships with clinical practices, with a goal for increasing the number of constituents being referred by them to our national Contact Center.

In helping us reach Physician Outreach metrics, a student will help:

- Educate and engage new physicians across our region in understanding how the Association can help patients they serve.
- Evaluate past physician outreach attempts, and map how to better engage physicians in program efforts.

**Timeframe of proposed activities to begin:**

Fall 2015, Spring 2016;

Timeframe largely depends on what the student wants to be involved in as some opportunities are limited to certain times of the year. For example, if a student is interested in advocacy opportunities at the state level, this will center around when legislators are in session and often time, activities are in certain months (April and November). Other opportunities are offered on an ongoing basis.

**Benefit of proposed activities to organization:**
All identified activities assist our organization in better serving our Chapter constituents and in allowing us to meet our strategic plan.

**Benefit of proposed activities to the student:**

Students will acquire leadership skills, event coordination skills, relationship building skills, presentation skills, meanwhile increasing their local and regional contacts and network. Opportunities for program evaluation and database development/analysis may also be possible.

**Skill sets of students requested, including possible MPH concentration desired:**

Leadership, organization, relationship management, public speaking, presentation skills, humanitarian mindset.

Possible MPH concentrations: Health Promotion, Social Marketing and Health Communication, although after further discussion with the organization, there may be opportunities for other concentrations as well.

**Additional Information:**

A plethora of information about our services can be found in the following links:

- [www.alz.org/care](http://www.alz.org/care)
- [www.communityresourcefinder.org](http://www.communityresourcefinder.org)
- [www.alz.org](http://www.alz.org)