



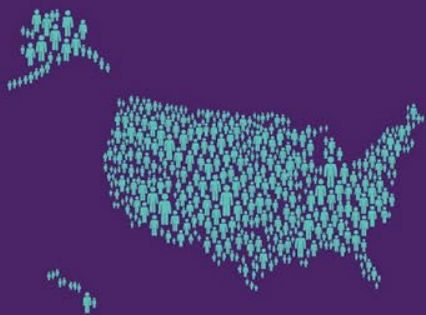
# Supporting **Brain Health** in Our Community

[www.alz.org/hello](http://www.alz.org/hello)



# 2025 ALZHEIMER'S DISEASE FACTS AND FIGURES

Over  
**7 MILLION**  
Americans are living with  
Alzheimer's



**1 IN 3**

older adults dies  
with Alzheimer's or  
another dementia



Between  
2000 and  
2022 deaths  
from heart  
disease have  
decreased

**2.1%**



while deaths  
from  
Alzheimer's  
disease have  
increased

**142%**



**NEARLY  
12  
MILLION**

Americans provide  
unpaid care for people  
with Alzheimer's or  
other dementias

These caregivers  
provided more than  
19 billion hours  
valued at nearly

**\$413  
BILLION**



**IT KILLS MORE THAN**

breast cancer



prostate cancer

**COMBINED**

In 2025, Alzheimer's  
and other dementias  
will cost the nation

**\$384  
BILLION**



By 2050,  
these costs  
could rise  
to nearly

**\$1  
TRILLION**

The lifetime  
risk for Alzheimer's  
at age 45 is

**1**

**IN**

**5**

for  
women

**1**

**IN**

**10**

for  
men

**UP TO  
4 IN 5**

Americans feel  
optimistic about new  
Alzheimer's treatments  
in the next decade



of Americans would  
want a medication to  
slow the progression of  
Alzheimer's following  
a diagnosis

## About the Alzheimer's Association

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

Our vision is a world without Alzheimer's and all other dementia<sup>®</sup>.



# Cognitive Decline

Cognitive decline refers to changes in memory, thinking, and/or reasoning that are worsening over time.



# Dementia

An umbrella term for loss of memory and other thinking abilities **severe enough to interfere with daily life**. Dementia is NOT a normal part of aging.

Alzheimer's

Vascular

Lewy body

Frontotemporal

Other, including Huntington's

Mixed dementia: from more than one cause



# Early Detection and Treatment



Early detection is important, **pay attention to any changes in memory, thinking or behavior** that you notice in yourself or someone else.



There are treatments that can change disease progression, and drug and non-drug options that may help treat symptoms. **Talk to your doctor to learn more about treatment options.**



We all deserve a life with the  
healthiest brain possible.

We can all take actions to help  
protect our brain health.



# Risks to Brain Health

In most cases, Alzheimer's is the result of complex interactions across multiple factors.

## Non-modifiable

Ones we cannot change

- » Age
- » Genetics
- » Family history

## Modifiable

Ones we can change!

- » Certain health conditions
- » Health behaviors

# 10 HEALTHY HABITS FOR YOUR BRAIN

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**Protect your  
head**



**Be smoke-  
free**



**Get moving**



**Challenge  
your mind**



**Control your  
blood pressure**



**Manage  
diabetes**



**Sleep well**



**Stay in  
school**

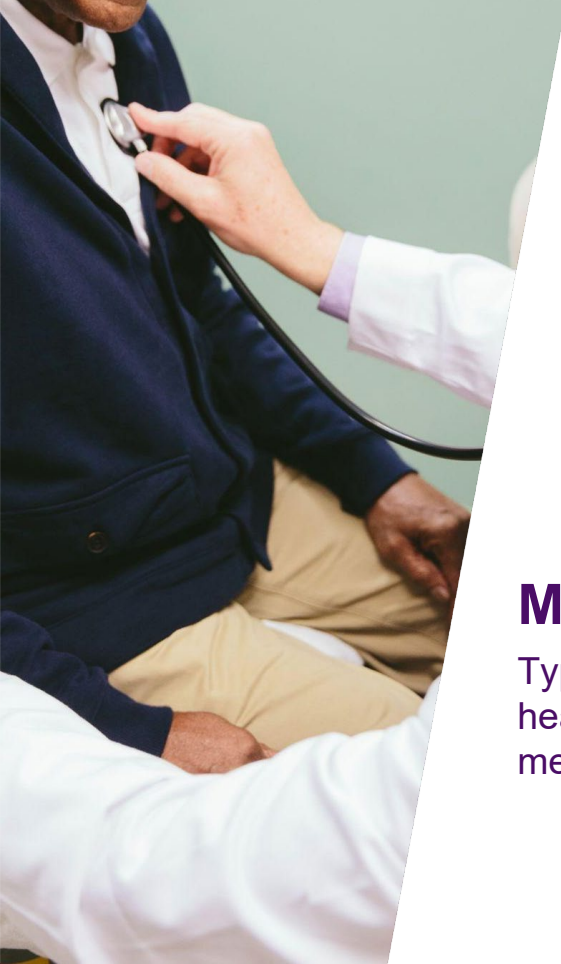


**Eat right**



**Maintain a  
healthy weight**





## Control Your Blood Pressure

Medications can help lower high blood pressure. And healthy habits like eating right and physical activity can help too. Work with a health care provider to control your blood pressure.

## Manage Diabetes

Type 2 diabetes can be prevented or controlled by healthier eating, increasing physical activity, and medication, if necessary.



## Get Moving

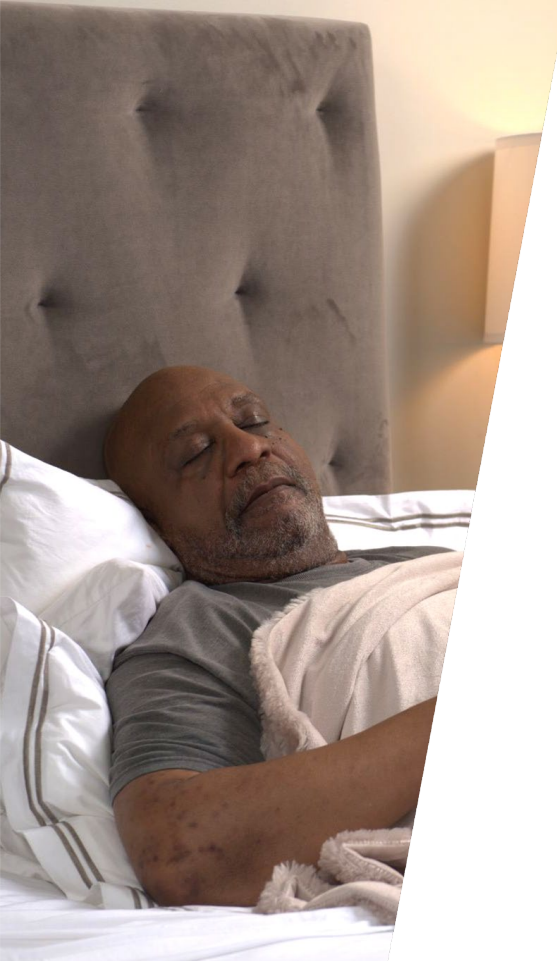
Engage in regular physical activity. This includes activities that raise your heart rate and increase blood flow to the brain and body. Find ways to build more movement into your day - walking, dancing, gardening - whatever works for you!



## Eat Right

Eating healthier foods can help reduce your risk of cognitive decline. This includes more vegetables and leaner meats/proteins, along with foods that are less processed and lower in fat. Choose healthier meals and snacks that you enjoy and are available to you.





## Maintain A Healthy Weight

Talk to your health care provider about the weight that is healthy for you. Other healthy habits on this list - eating right, physical activity and sleep - can help with maintaining a healthy weight.

## Sleep Well

Good quality sleep is important for brain health. Stay off screens before bed and make your sleep space as comfortable as possible. Do all you can to minimize disruptions. If you have any sleep-related problems, such as sleep apnea, talk to a health care provider.



## Be Smoke-Free

Quitting smoking can lower the risk of cognitive decline back to levels similar to those who have not smoked. It's never too late to stop.



## Protect Your Head

Help prevent an injury to your head. Wear a helmet for activities like biking, and wear a seatbelt. Protect yourself while playing sports. Do what you can to prevent falls, especially for older adults.





## Stay In School

Education reduces your risk of cognitive decline and dementia. Encourage youth to stay in school and pursue the highest level of training possible. Continue your own education by taking a class at a local library, college, or online.

## Challenge Your Mind

Be curious. Put your brain to work and do something that is new or hard for you. Learn a new skill. Try something artistic. Challenging your mind may have short- and long-term benefits for your brain.





Why these

# 10 HEALTHY HABITS FOR YOUR BRAIN



Currently, these risk factors have the strongest levels of evidence.

There may be other risks to brain health but the current body of science is lower or unclear. Exciting research is exploring many topics, including hearing and vision loss, stress, air pollution.

Learn more [alz.org/healthyhabits](https://alz.org/healthyhabits)

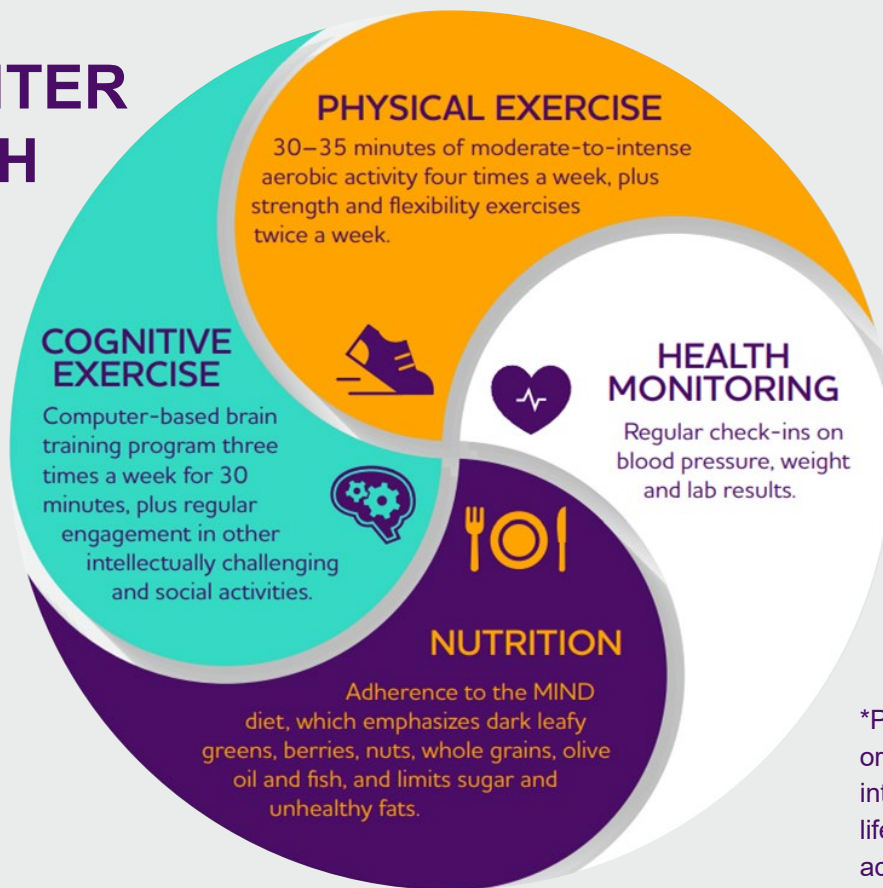


# U.S. POINTER

ALZHEIMER'S ASSOCIATION®

The first large-scale, randomized controlled trial in the U.S. to evaluate whether addressing several lifestyle factors at the same time – diet, exercise, cognitive stimulation, and heart health – can protect cognitive function in older adults at increased risk for cognitive decline.

# THE U.S. POINTER BRAIN HEALTH RECIPE\*



\*Participants followed either a self-guided or structured lifestyle program. The two interventions both focused on the same lifestyle domains, but differed in structure, accountability and support provided.

# Take Charge of Your Brain Health



There are several risk factors for cognitive decline and dementia. Some, such as age, we can't control. But there are **actions we can take to improve our brain health.**



Growing evidence shows that **healthy living can lower the risk of cognitive decline and possibly dementia.**



Our brains need to be taken care of at all ages. It is never **too early or too late** to take action to protect brain health.



## 24/7 Helpline



The Alzheimer's Association 24/7 Helpline (800.272.3900) is a free service offering confidential information and support for people living with dementia, caregivers, families and the public.



## Free Education and Support

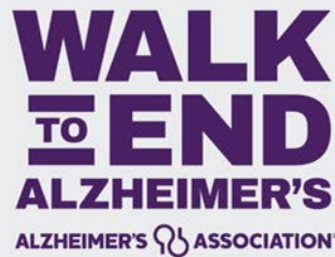
The Association offers robust information, education and support both in person and online, and helps to connect individuals with resources in the community.

## TrialMatch®

The Association connects individuals living with cognitive impairment, Alzheimer's disease or another dementia, caregivers and healthy participants with current research studies. This free, easy-to-use service helps you find clinical research that may be a good fit.







Held annually in more than 600 communities nationwide, the **Alzheimer's Association Walk to End Alzheimer's®** is the world's largest fundraiser for Alzheimer's care, support and research.

[alz.org/walk](https://alz.org/walk)



Do What You Love to End ALZ makes it easy to make a difference. It's simple, flexible and starts with you — doing something you love and turning it into a fundraiser to end Alzheimer's and all other dementia.

There's no limit to what you can do!

From hiking, golfing, gaming, or crafting, to playing pickleball or bridge, hosting a cookout or purple party — choose your passion, add the power of your community, and get started.

# DO WHAT YOU LOVE TO END ALZ


ALZHEIMER'S  ASSOCIATION®

[alz.org/dowhatyoulove](https://alz.org/dowhatyoulove)

ALZHEIMER'S  ASSOCIATION







# Join us to take action for brain health

- ✓ ☐ Spread the word! Tell others about these brain-healthy habits.
- ✓ ☐ Get involved in clinical trials or a research study. Some studies focus on prevention.
- ✓ ☐ Fight Alzheimer's through a fundraising activity of your choice on a day that works for you.
- ✓ ☐ Visit [alz.org](https://alz.org) or call our helpline to learn more.

