

Health Bulletin



Growing Need For Alzheimer's Disease Information

(NAPSA)—Many people are looking for information about coping with Alzheimer's disease—and more are finding it thanks to a 24-hour contact center.

The center, created by the Alzheimer's Association, is an increasingly popular source of information and assistance.

"The increased number and kind of calls coming into our 24-hour contact center and visits to our Web site indicate that Alzheimer's disease knows no age, geographic, or ethnic bounds and has a multi-generation impact on families nationwide," said Sheldon Goldberg, president and CEO of the Chicago-based Alzheimer's Association.

Family members—daughters, wives, and grandchildren—from urban and suburban areas represent the majority of consumers contacting the Alzheimer's Association for general Alzheimer information as well as support and resources to cope with complex issues of challenging behaviors, caregiver stress, and long-distance care giving.

"What charts and graphs don't show is the depth and complexity of questions and issues about this disease and the emotional, financial, and physical havoc it wreaks during its slow, relentless progression," said Kathy O'Brien, senior vice president, program and community services. "Those aspects come out during the calls with people usually having lists of questions and complex situations as they begin to face the disease

Alzheimer's Disease

- 4 million Americans have Alzheimer's disease
- 19 million have a family member with Alzheimer's
- 37 million know someone with Alzheimer's
- In less than 10 years, the first baby boomers reach age 65 and enter the age of greatest risk for developing Alzheimer's



and as they move through its stages."

According to the association, four million Americans have Alzheimer's disease and 19 million Americans have a family member with the disease.

Thirty-seven million Americans say they know someone with Alzheimer's disease. In less than 10 years, the first baby boomers will reach age 65 and enter the age of greatest risk for developing Alzheimer's.

"As the largest private funder of Alzheimer research with a nationwide network of chapters providing local programs and services, the Alzheimer's Association will continue serving individuals, families and caregivers—Americans who are face-to-face with Alzheimer's—until we stop this disease in its tracks," said Goldberg.

For more information on the Alzheimer's Association, visit www.alz.org or call 800-272-3900.