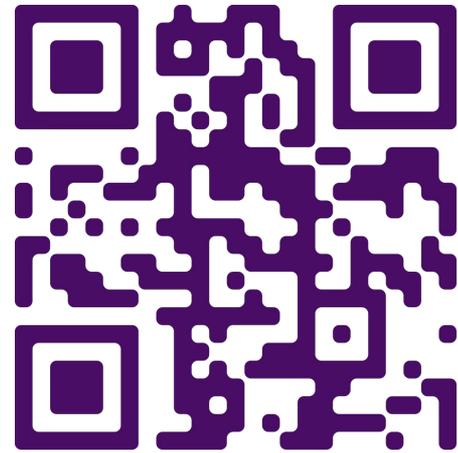


**Thank you for joining
today's Alzheimer's
Association presentation.**

Please scan the QR code or visit
alz.org/hello to record your
attendance and let us know if
you'd like to learn more.



Partnering for Impact: Paint the Bronx Purple



www.alz.org/hello





Mission:

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.



Populations at Higher Risk

Black Americans are about twice as likely as White Americans to have Alzheimer's or another dementia.

Hispanic Americans are one and a half times as likely to have the disease as White Americans.

Almost two-thirds of Americans living with Alzheimer's are women.

ADDRESSING ALZHEIMER'S IN YOUR COMMUNITY

BLACK AMERICANS AND ALZHEIMER'S DISEASE

ABOUT 2X
as likely as
White Americans
to have Alzheimer's or
another dementia, but
LESS LIKELY to receive
a diagnosis

50%
report having
**EXPERIENCED
DISCRIMINATION**
when seeking health care

**NEARLY
2/3**
believe that
medical
**RESEARCH
IS BIASED**
against people of color



PARTNER WITH THE ALZHEIMER'S ASSOCIATION

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 dementia.

The Association partners with more than 500 national and local organizations, including the African Methodist Episcopal Church, Omega Psi Phi Fraternity, Zeta Phi Beta Sorority, Tzu Chi USA, National Asian Pacific Center on Aging, the Human Rights Campaign and more. By working together, we can provide opportunities for all those affected to access care and support services, engage in research and advance advocacy.

MAKE A DIFFERENCE IN YOUR COMMUNITY.

To learn more and partner with the Alzheimer's Association, contact

Jamel Thigpen at jmthigpen@alz.org or (646) 392-1690.

Hispanic Americans and Alzheimer's Disease

Hispanic Americans are about **1.5 times** as likely as White Americans to have Alzheimer's and other dementias.



57% believe that a significant loss of memory or cognitive abilities is a “normal part of aging.”



1 in 3 report that they have experienced discrimination when seeking health care.





Women and Alzheimer's Disease



In the U.S., more than **10 million** women are either living with Alzheimer's or caring for someone who has it.



Over **60%** of Alzheimer's and dementia caregivers are women.



Almost **2/3** of Americans living with Alzheimer's are women.



Hispanic, Black, and Asian American dementia caregivers indicate:



Greater care demands



Less use of outside help



Greater depression

compared to White American caregivers.

DISCRIMINATION

is a barrier to
Alzheimer's and
dementia care.

These populations
reported
discrimination when
seeking health care:



of **Black**
Americans



of **Native**
Americans



of **Hispanic**
Americans



of **Asian**
Americans



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 dementia.



Learn more at [alz.org/DEI](https://www.alz.org/DEI)

Why this focus on the Bronx?



- In New York State, more than 426,000 people are living with Alzheimer's or another dementia.
- In the Bronx, 16.6% of people over age 65 have Alzheimer's or another dementia.
- New York has the second highest rate of Alzheimer's in the nation, behind only Maryland.
- The Bronx has the highest county-level Alzheimer's rate in our state and is one of three counties with the highest prevalence in the entire United States.

Bronx Stand Up! Paint the Bronx Purple!



What is it?

A community-driven initiative to bring Alzheimer's awareness and support to every Bronx neighborhood.

How does it work?

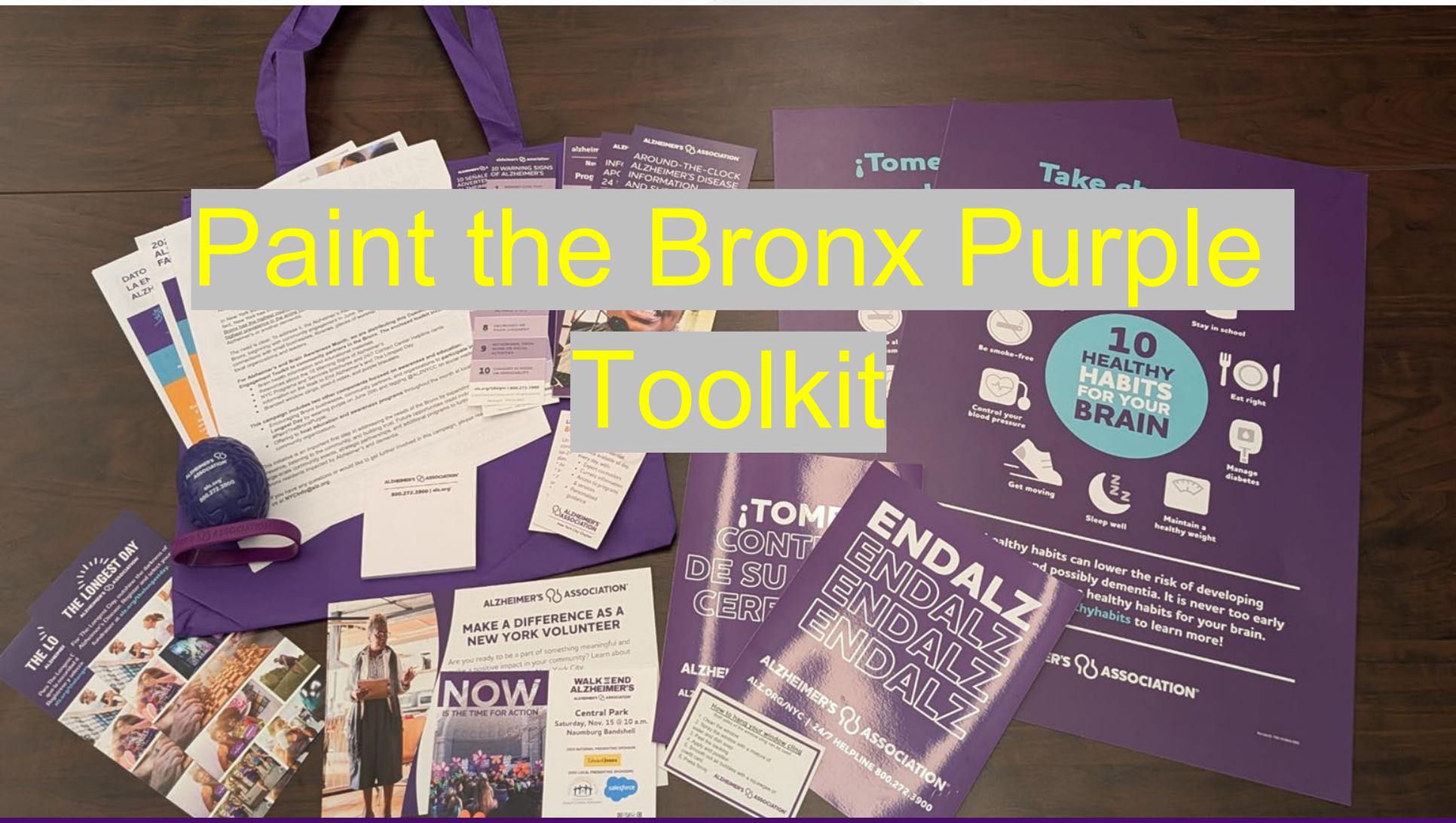
- Lighting landmarks and businesses' windows purple
- Partnering with local businesses, organizations, and those impacted by Alzheimer's
- Sharing Alzheimer's and dementia related information and resources
- Encouraging Bronx residents to wear purple and share their Alzheimer's related stories

What's the goal?

- Increase awareness about Alzheimer's and inform about how it directly affects the Bronx right now
- Promote early diagnosis and healthy brain habits
- Inform residents of the 10 warning signs
- Connect individuals, families and community organizations with vital resources

Paint the Bronx Purple

Toolkit



THE LOWEST DAY
Alzheimer's Association
The 10th anniversary of the Alzheimer's Association's National Day of Mourning is celebrated on September 21st.

ALZHEIMER'S ASSOCIATION
MAKE A DIFFERENCE AS A NEW YORK VOLUNTEER
Are you ready to be a part of something meaningful and have a positive impact in your community? Learn about the ways you can help.

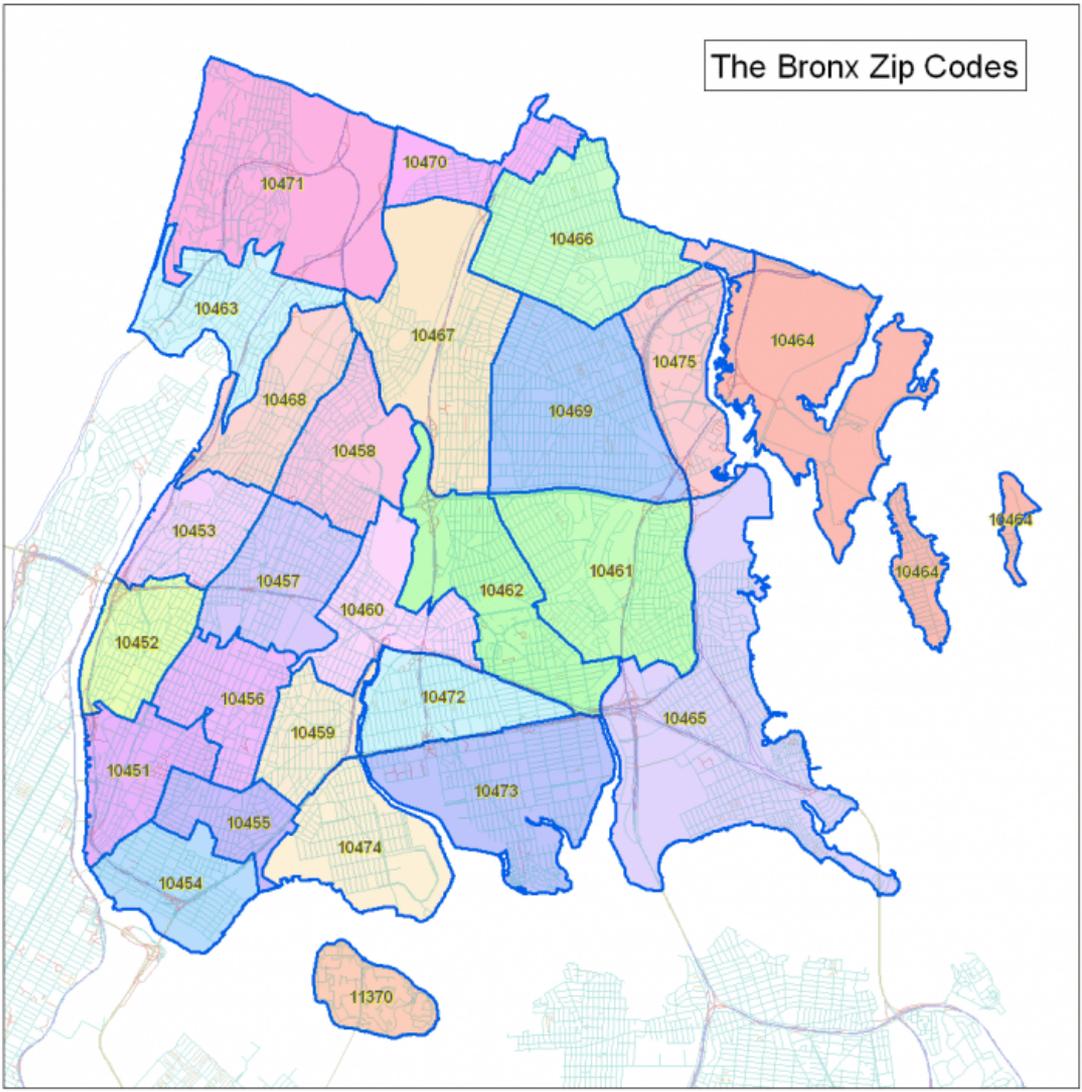
NOW IS THE TIME FOR ACTION
WALK-END ALZHEIMER'S
Central Park
Saturday, Nov. 15 @ 10 a.m.
Naumburg Bandshell

ENDALZ
ALZHEIMER'S ASSOCIATION
ALZ.ORG/NYC | 24/7 HELPLINE 800.272.3900

10 HEALTHY HABITS FOR YOUR BRAIN

- Stay in school
- Be smoke-free
- Control your blood pressure
- Get moving
- Sleep well
- Eat right
- Manage diabetes
- Maintain a healthy weight

Paint the Bronx Purple





Assemblyman de la Santos



RAIN Mechar Hall



NYCHA Marble Hill Senior Summit



Mercy University



NYCHA Marble Hill Senior Summit w Borough President Gibson



State Senator Rivera



RAIN Boston Road



Saint Barnabas Hospital Movement and Balance Sessions



Saint Barnabas Hospital



Bronx Pride 2025

A FEW OF THE PAINT THE BRONX PURPLE EFFORTS SINCE INCEPTION

Healthy habits for your brain



10 HEALTHY HABITS FOR YOUR BRAIN

We focus on these
brain-healthy habits.



Control
Your Blood
Pressure



Manage
Diabetes



Maintain a
Healthy
Weight



Be Smoke-
Free



Get
Moving



Eat Right



Sleep Well



Challenge
Your Mind



Stay in
School



Protect
Your Head

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

ALZHEIMER'S ASSOCIATION





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.



How You Can Help



- **As an Individual**
 - Share your personal story as an advocate
 - Help your neighbors by providing an education program or a support group
 - Get involved in clinical trials or a research study
 - Join one of our fundraising programs
 - Learn about volunteer opportunities at www.alz.org/volunteer
- **As an Organization / Group / Business**
 - Create a team or start an event for one of our fundraising programs
 - Host an education or awareness program
 - Share resources with your business associates, neighbors and friends.
- **For You and Your Community**
 - Share our 24/7 helpline 800.272.3900
 - Get more information and resources at www.alz.org

ALZHEIMER'S HITS CLOSE TO HOME.

Help your community fight
back as an Alzheimer's
Association volunteer.

The Bronx County's 65+ population has an estimated 16.6% with Alzheimer's disease, according to the Alzheimer's Association's 2023 estimates. This figure ranks the Bronx as having the highest rate of Alzheimer's in the U.S., tied with Miami-Dade County, Florida, and Baltimore City, Maryland. The Bronx's prevalence rate is significantly higher than the statewide rate of 12.7%, which includes Kings County (Brooklyn) at 15%, Manhattan at 14%, and Queens at 13.7%. These statistics highlight the importance of addressing the needs of the aging population in the Bronx and the broader New York City area.

This is a growing crisis that affects our friends, families and neighbors. But you can help by raising awareness in your community about brain health, the many benefits of early detection of Alzheimer's, and more.

If you have daytime availability and just two hours a month, you can help deliver Alzheimer's Association® awareness, education or support programs that will empower people here in the Bronx to take charge of their brain health and plan for their future.





Thank you!

Please scan the QR code or visit alz.org/hello to record your attendance and let us know if you'd like to learn more.

