



Media Tips and Talking Points

Following are some tips to keep in mind when being interviewed by members of the media. Please review and feel free to reach out to Amanda Secor, AFA's director of communications, at 866-232-8484 or asecor@alzfdn.org with any questions.

- Keep it simple and speak in soundbytes—don't give long, rambling answers. Be concise and remember to mention the key information (what is a memory screening, date, time and location for screenings, etc.)
- It's always a good idea to restate the question when answering. So, if a reporter asks: "What is a memory screening?" you should begin your response with "A memory screening is..." This way, if your answer gets edited, the reader/listener/viewer will still have some context.
- Does your answer pass "the mom test?" If you were explaining this topic to your mom or someone else who is unfamiliar with it, would she understand it?
- NOTHING IS OFF THE RECORD. Even if a reporter says, "just off the record," or "just between us," it is important that you remember nothing is ever off the record. If you wouldn't want to see it in your newspaper, on a website or TV station, or hear it on the radio, don't say it.

IN MEDIA INTERVIEWS, PLEASE REFER TO THE ALZHEIMER'S FOUNDATION OF AMERICA BY ITS FULL NAME, NOT AFA.

Memory screenings

- A memory screening, like most routine health screenings, is a simple, non-invasive check-up that consists of a series of questions and tasks designed to gauge memory, language and thinking skills.
- Memory screenings are a significant first step toward detection of memory problems. Some memory problems can be readily treated, such as those caused by vitamin deficiencies or thyroid problems. Other memory problems may result from causes that are not currently reversible, such as Alzheimer's disease.
- It's important to keep in mind that screenings are *not* a diagnosis. Individuals who score below the normal threshold or who still have concerns about their

memory are encouraged to follow up with their physician for a thorough evaluation.

AFA's National Memory Screening Week/Program

- National Memory Screening Week is an annual initiative of the Alzheimer's Foundation of America (AFA) in collaboration with community sites across the country. The program was first introduced in 2003.
- At memory screening events, qualified healthcare professionals provide free, confidential memory screenings at various types of community sites, including senior centers, pharmacies, Alzheimer's agencies and doctors' offices. Administered face-to-face, screenings consist of a series of questions and tasks, and last about 10 minutes.
- Because the demand and need for screenings exists year-round, AFA has expanded its efforts to include year-round community memory screening and awareness-raising education.
- People can find more information and search for a participating site at www.nationalmemoryscreening.org
- The program aligns with the federal government's National Plan to Address Alzheimer's Disease, which includes awareness-raising and early detection among its objectives.

Alzheimer's disease

- November is National Alzheimer's Disease Awareness Month.
- It is estimated that more than 5 million Americans currently have Alzheimer's disease. That number is expected to nearly triple by mid-century in line with the growth of our country's aging population
- Advanced age is the greatest risk factor, with the incidence of the disease doubling every five years between 65 and 95.
- Alzheimer's disease is the sixth leading cause of death in the United States.
- There are many benefits to early detection of memory problems. If a memory problem turns out to be Alzheimer's disease, an early diagnosis can:
 - give people an opportunity to participate in clinical trials or take advantage of existing medical treatments that may help slow the progression of symptoms.
 - Early detection and diagnosis of Alzheimer's can also afford an individual the opportunity to participate in long-term care, legal and financial planning discussions with their families, and obtain social services support.

Alzheimer's Foundation of America

- The Alzheimer's Foundation of America is a national nonprofit organization focused on providing optimal care and service to individuals with Alzheimer's disease and related dementias, and their families.
- The Alzheimer's Foundation of America unites more than 2,300 member organizations nationwide that provide hands-on programs and services to meet

the educational, practical and financial needs of individuals with the disease, and their families.

For more information, visit [www dot alzfdn dot org](http://www.alzfdn.org) or call AFA's national toll-free helpline at 866-232-8484.