

Memory Matters



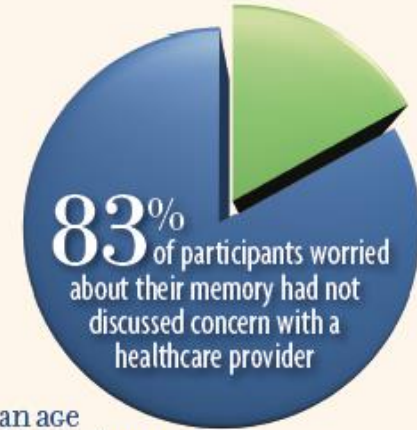
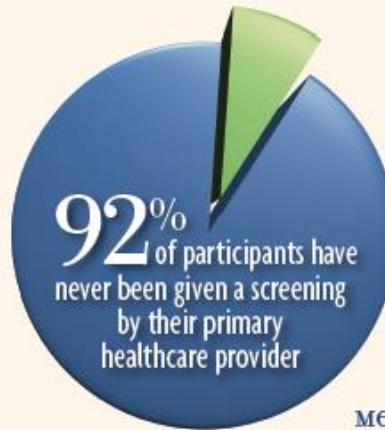
5.1 MILLION Americans Have ALZHEIMER'S DISEASE

Risk of dementia
DOUBLES every
5 years between
ages 65-95



WHY ARE SCREENINGS IMPORTANT?

Memory screenings are a significant first step toward finding out if a person may have a memory problem. Memory problems could be caused by Alzheimer's disease or other medical conditions.



Median age
OF PARTICIPANTS — 65 TO 74
(AFA Survey/2010 National Memory Screening Day Participants)

MISDIAGNOSIS OF ALZHEIMER'S DISEASE



64% of caregivers said they initially mistook behavioral symptoms of Alzheimer's disease, such as irritability and aggression, as "normal aging."



As a result, 67% said those false impressions delayed their loved one's diagnosis of the incurable brain disorder.

(From "Alzheimer's Caregivers: Behavioral vs. Cognitive Challenges" survey conducted by Harris Interactive for AFA: <http://bit.ly/TGjdng>)



ABOUT SCREENINGS

- Consist of questions and tasks
- Can be done at doctor's office, community sites
- Results are not a diagnosis

