

June

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Dear {First Name},

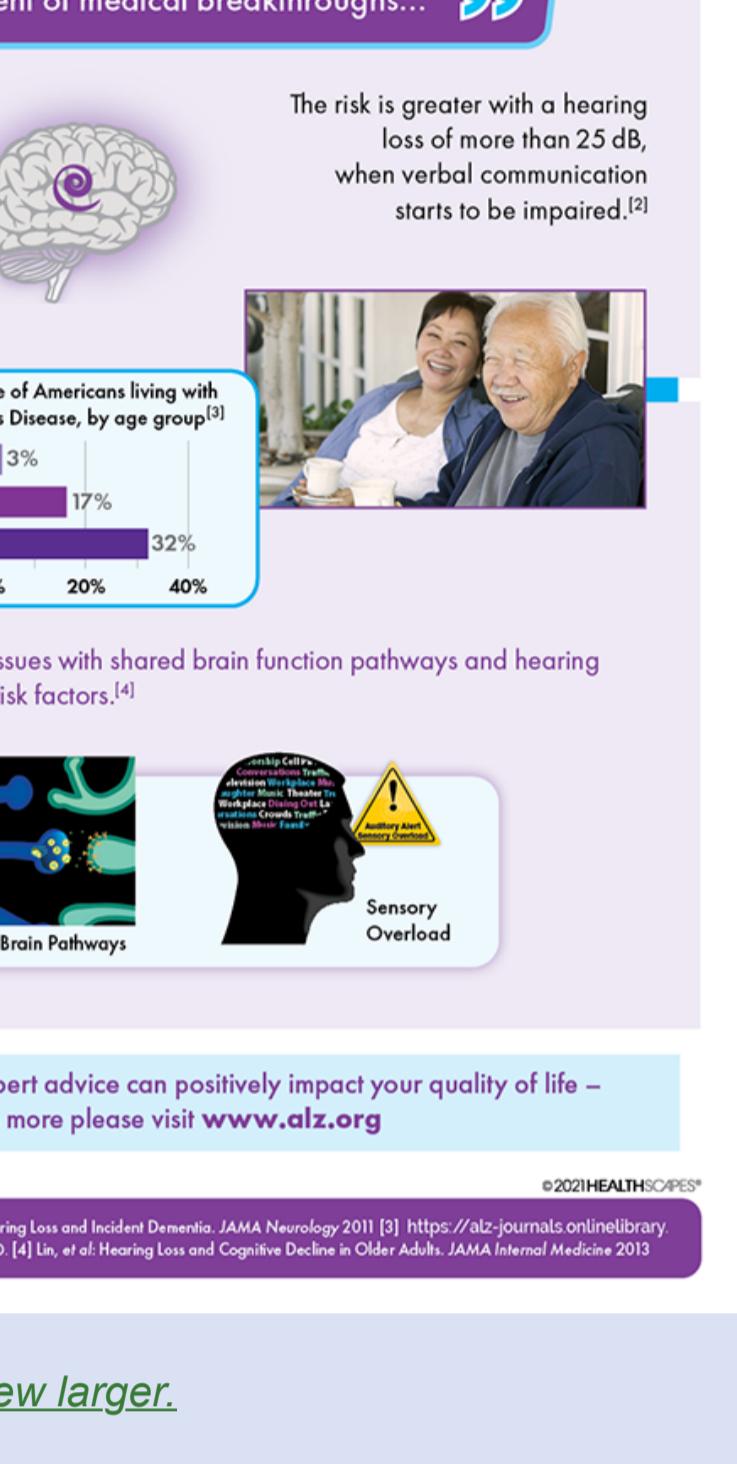
With June as **Alzheimer's and Brain Awareness Month**, now is an ideal time to hear what is possible. From a public health policy perspective, this is a crucial topic for our beloved that are affected, caregivers and those following in their footsteps.

As stated in a prestigious medical journal, * “*Acting now on dementia prevention, intervention and care will vastly improve living and dying for individuals with dementia and their families, and in doing so, will transform the future for our society. Overall, about 80% of dementias are in people aged 75 years and older, while the number of people with this condition is expected to increase to 66 million by 2030 and 131 million by 2050, driven by rising numbers of older adults.*”

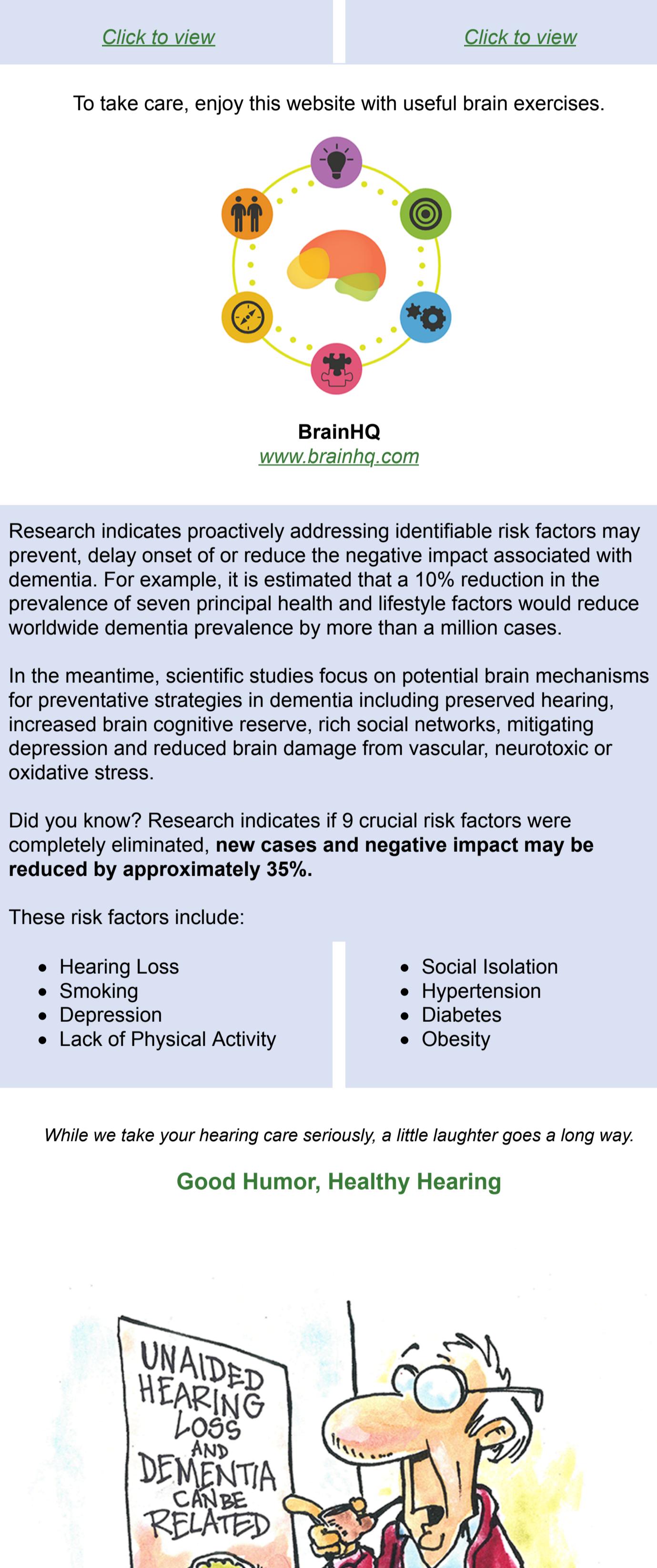
**The Lancet, Dementia prevention, intervention, and care: 2020 report of the Lancet Commission, Volume 396, Issue 10248, 2020, Pages 413-446*

While quality of life imperatives are vital, economic impacts are immense, estimated at US \$818 billion globally, accelerating towards 1 trillion dollars and beyond. At an individual level, reputable resources estimate these median costs for U.S. based long-term care services in 2021:

- Non-medical home health aide at \$24 per hour, which is \$960 per 40-hour week
- Assisted living facilities at \$4,300 per month or \$51,600 per year
- Semi-private room in a skilled nursing facility at \$255 per day or \$93,075 per year



While more should be fully aware of these remarkable prevalence and cost statistics, the *Lancet* research study indicated hearing loss is one of the most **important modifiable risk factors**, along with related medical conditions and lifestyle issues such as diabetes, hypertension, smoking, social isolation and depression. Evidence shows social isolation may be a risk factor for dementia, indicating the essential role of communication wellness in quality of life.



Let's talk about

In 2021, an estimated **6.2 million Americans** age 65 and older are living with **dementia**, growing to **13.8 million** by 2060, barring the development of medical breakthroughs...^[1] 

DID YOU KNOW? For those older than 60 years, the risk of dementia is closely related to the severity of hearing loss.

The risk is greater with a hearing loss of more than 25 dB, when verbal communication starts to be impaired.^[2]

RESEARCH INDICATES Social isolation, issues with shared brain function pathways and hearing loss-related sensory overload may be important risk factors.^[4]

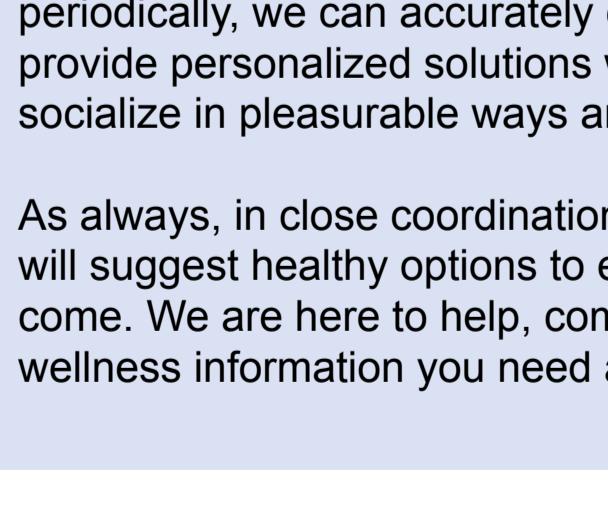
DEMENTIA AWARENESS **HEALTHY DECISIONS** Our expert advice can positively impact your quality of life – to learn more please visit www.alz.org

[1] <https://www.alz.org/alzheimers-dementia/2021-figures> [2] Lin, et al. Hearing Loss and Incident Dementia. *JAMA Neurology* 2011 [3] <https://alz-journals.onlinelibrary.wiley.com/doi/full/10.1002/alz.12068#alz.12068-bib-0062> 2020 [4] Lin, et al. Hearing Loss and Cognitive Decline in Older Adults. *JAMA Internal Medicine* 2013

As shown, sensory overload or overstimulation appears to be associated, a key reason why increasing cognitive reserves via physical exercise, intellectual stimulation and leisure activities may have preventative benefits. The growing evidence that healthy habits which promote mental resilience can be beneficial makes sense.

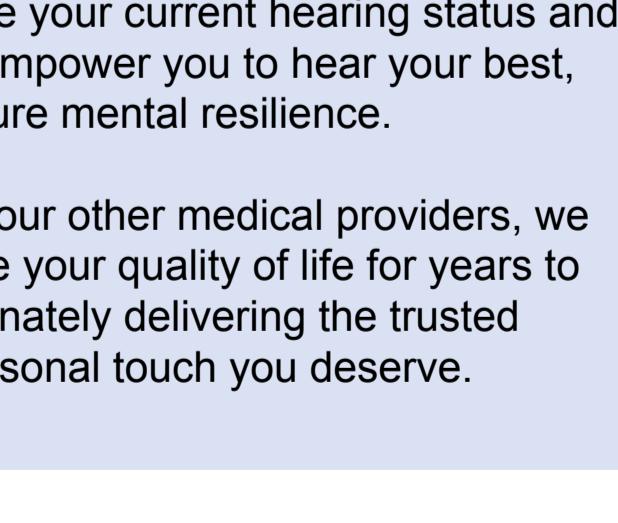
Please invest a few minutes to learn from these alz.org resources:

Facts and Figures



[Click to view](#)

10 Early Signs and Symptoms



[Click to view](#)

To take care, enjoy this website with useful brain exercises.



www.brainhq.com

Research indicates proactively addressing identifiable risk factors may prevent, delay onset of or reduce the negative impact associated with dementia. For example, it is estimated that a 10% reduction in the prevalence of seven principal health and lifestyle factors would reduce worldwide dementia prevalence by more than a million cases.

In the meantime, scientific studies focus on potential brain mechanisms for preventative strategies in dementia including preserved hearing, increased brain cognitive reserve, rich social networks, mitigating depression and reduced brain damage from vascular, neurotoxic or oxidative stress.

Did you know? Research indicates if 9 crucial risk factors were completely eliminated, new cases and negative impact may be reduced by approximately 35%.

These risk factors include:

- Hearing Loss
- Smoking
- Depression
- Lack of Physical Activity
- Social Isolation
- Hypertension
- Diabetes
- Obesity

“Yeah, but, what if I can’t remember if I have a hearing loss?”

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