

Alzheimer's Association Strategic Plan FY 2009 – FY 2011



Our vision is a world without Alzheimer's disease.

Mission:

To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Core Values:

The Alzheimer's Association's core values are forged by our commitment to the highest ethical standards and drive our priorities, commitments, and organizational decisions. Our reputation is the ultimate asset, and these core values guide our behaviors, judgments, and how we accomplish our mission:

Integrity:

We assure and maintain transparency in our relationships with each other and with our various constituencies.

Commitment to Excellence:

We lead through innovation, maximize technology to its fullest, and relentlessly increase our knowledge.

Inclusiveness:

We operate in a spirit of inclusiveness by providing opportunities and forums for our many stakeholders to be represented and heard across activities throughout the Association.

Diversity:

We vigorously encourage and welcome the power of diversity especially those who have been underserved or under represented.

Consumer Focus:

We seek to understand, learn from, and meet the needs of individuals with Alzheimer's disease, their families, and caregivers.

Accountability:

We keep our commitments and make measurable progress to achieve our mission.

Strategic Outcomes:

Currently there are an estimated five (5) million people with Alzheimer's disease in the United States. This number is expected to skyrocket to as many as sixteen (16) million people by mid-century. The potential of earlier diagnosis and the development of better medications and treatments may significantly change the experience of Alzheimer's for millions of people. These factors will provide unprecedented challenges and opportunities to the Association over the next three (3) years.

The Alzheimer's Association is the leader across Alzheimer's advocacy, research, and support. To enhance and strengthen this leadership position as well as expand the depth, breadth, and pace of the Alzheimer's movement, we must do more.

From Fiscal Year 2009 through 2011, this strategic plan aims to aggressively advance the mission of the Alzheimer's Association by:

Expanding our nationwide reach as the "go to" Alzheimer's organization:

We will increase the general public's awareness of the Alzheimer's Association and the number of champions who advance our cause.

Updating the public face of Alzheimer's disease:

We will encourage those who are living with Alzheimer's disease to speak out about the issues they face, the impact of the disease on their families, and their needs in the communities in which they live.

Advocating more powerfully to change the course of Alzheimer's disease:

We will vigorously advance our leadership position in advocacy and public policy by increasing the number of advocates, the intensity and effectiveness of advocacy activities, and raising the issue of Alzheimer's disease to a higher priority societal level.

Speeding the treatment and prevention of Alzheimer's disease:

We will accelerate progress in Alzheimer's research through the creation of new partnerships within the scientific community. We will seek new opportunities to engage stakeholders who will promote increased funding of Alzheimer's research.

Increasing access to high quality care, services, education, and support:

We will improve the quality of culturally sensitive care, services, education, and support for people with Alzheimer's disease and their paid and family caregivers, in their homes, in the community, and in institutions.

Strategic Goals:



1. Increasing Concern and Awareness of the Disease and the Association

Mobilize forces that will amplify the level of concern for Alzheimer’s disease as a nationwide movement and dramatically raise the level of awareness of the Association as the leader in the fight against Alzheimer’s disease by:

Strategies:

1. Increasing and influencing public concern about and knowledge of Alzheimer’s disease.
2. Increasing awareness, recognition, and relevance of the Alzheimer’s Association relative to other voluntary health agencies (VHAs).
3. Optimizing the Alzheimer’s Association’s impact through consistent messaging and event implementation.
4. Increasing the amount of resources that are dedicated to strategic communications (public relations, advertising, and marketing).

2. Advancing Advocacy

To increase the reach, influence, and effectiveness of advocacy as a tool for advancing the mission

Recruit and engage diverse advocates to advance the Association’s mission through improved public and private sector policies by:

Strategies:

1. Building and sustaining a culture of advocacy and capability to improve policies that affect research and care.
2. Amplifying the power of Alzheimer’s Association advocacy efforts that target and cultivate new Alzheimer’s disease champions throughout the government, private sector, and grassroots level.
3. Raising the priority of Alzheimer’s related policies at the state and federal level to significantly increase public funding of research, care, and support.

3. Enhancing Care and Support

To develop and promote a full range of quality support, care, and services across diverse cultures

With a special emphasis on early detection, develop a variety of services that span the continuum of the disease for persons with Alzheimer's and their caregivers by:

Strategies:

1. Promoting early detection and brain health to reduce the stigma of Alzheimer's disease, increasing the understanding of evidence on modifiable risk factors, developing culturally competent community-based interventions, and initiating appropriate surveillance of the burden of Alzheimer's disease.
2. Sustaining and broadening the Association's Quality Care Initiatives to provide comprehensive and specific quality care resources and training options to help care professionals (including aides, nurses, physicians, and other health providers) enhance care to persons with dementia.
3. Offering a standardized set of culturally competent and language-sensitive services that span the continuum of Alzheimer's and addresses the needs of persons with the disease and caregivers and engages the person with Alzheimer's in planning whenever possible.

4. Accelerating Research

To increase financial support of both biomedical and social/behavioral research

In collaboration with the broader Alzheimer's community, fund and facilitate a greater focus on unrepresented and understudied areas of Alzheimer's research by:

Strategies:

1. Accelerating the progress in treating and preventing Alzheimer's disease by probing the earliest origins of the disease to identify novel targets for diagnosis (e.g., research on biomarkers in blood and cerebrospinal fluid), disease tracking, and therapy.
2. Reducing the burden of Alzheimer's disease through funding and facilitating research on early detection, eliminating physician barriers to early detection, identifying cost-savings and quality-of-life factors associated with early detection with special consideration for multicultural populations, broadening the understanding of mild cognitive impairment (MCI) and its place in early detection, and enhancing participation in clinical trials.
3. Forming alliances that leverage joint resources to fund expanded strategic research investments.
4. Facilitating communication between scientists and among scientists, lay audiences, and throughout the Association with self-sustaining mechanisms.

5. Growing Revenue Support of the Mission

To provide the financial resources that will facilitate achievement of the strategic plan

Capitalizing upon a full range of donor sources, significantly enhance revenue support of the Association's full mission in a collaborative manner by:

Strategies:

1. Increasing revenue to support the Mission Focus recommendations.
2. Achieving the top five (5) rank of the "Philanthropy 400" for VHAs in private support.