

Learn About California's First-Ever Alzheimer's Disease Awareness Campaign!



WHAT

Join the California Department of Public Health's upcoming webinar to learn about "Take on Alz," the state's first-ever Alzheimer's Disease Awareness campaign.

Learn about the goals of the campaign, upcoming media efforts, ways to support and get involved.

Plus – find out how to get connected to campaign resources and materials to benefit your communities!

WHEN

April 11, 2024 | 11am - 12pm

Zoom: <https://us02web.zoom.us/j/84744863124>

The webinar recording will be posted to the campaign website at <https://www.takeonalz.com/media> for those who are unable to attend.

Together We Can Take On Alzheimer's

Many Californians avoid seeking help for Alzheimer's due to unawareness and stigmas. "Take On Alzheimer's" is a multilingual, multicultural campaign aiming to shift perceptions and reduce stigma. It educates diverse communities about signs to look out for, ways to reduce risk and improve brain health, and the importance of screening and early detection.

Why this matters to Californians:

- Alzheimer's is the [second leading cause of death](#) in California.
- Currently, more than 690,000 people in California are living with the disease.
- Women and communities of color are at higher risk of developing Alzheimer's.