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## **ALZHEIMER'S ASSOCIATION AND BEYOND DEMENTIA COALITION ANNOUNCE PARTNERSHIP TO ADDRESS HIGH PREVALENCE OF ALZHEIMER'S IN NORTHEAST GEORGIA**

*- According to study, most of the counties that make up the Northeast Georgia region have at least 10% of the population over age 65 living with Alzheimer's disease -*

**ATLANTA, GEORGIA. May 7, 2024** – For the first time in Georgia, we now have data on the prevalence of Alzheimer's disease in each of the state's 159 counties, thanks to a report released at the Alzheimer's Association's International Conference in July of 2023. As a result, we are able to understand better what areas of the state can benefit from specific programs and services, and tailor partnerships around the state to best meet those needs. That is why the Alzheimer's Association, Georgia Chapter is pleased to announce a community partnership with area non-profit organization Beyond Dementia Coalition.

Beyond Dementia Coalition serves a wide area, mostly in Northeast Georgia, with the goal of educating and inspiring people through awareness of dementia so that they can better understand it. That understanding leads to the ability to better assist and engage with people in the community living with dementia.

The most common form of dementia is Alzheimer's and the counties that make up Northeast Georgia have high prevalence rates of Alzheimer's. Of these counties, Dawson County has the lowest percentage of people over the age of 65 living with Alzheimer's disease; 8.8%. Hart County has the highest prevalence rate, at 11.2%.

"No one organization can adequately cover every one of Georgia's 159 counties and be everything to everyone who needs us, which is why community partnerships are so important to what we all do to help Georgia's families," said Kim Franklin, Senior Program Director for the Alzheimer's Association, Georgia Chapter.

“By partnering with Beyond Dementia Coalition, we can all work together to provide additional education and vital support systems like support groups. This collaboration allows us to better meet the needs of the people of Northeast Georgia,” Franklin added.

One of those education opportunities is a dementia-specific symposium on September 25 in Gainesville. The day-long event will feature general sessions, breakout sessions, roundtable discussions and an exhibitors hall to connect families to resources. The programming will serve defined audiences including family caregivers; professional caregivers, healthcare practitioners, social workers, researchers, and students preparing for these careers; and people living with early and moderate stage dementia. Attendees will also be able to take the Virtual Dementia Tour for a hands-on experience of what it’s like to navigate everyday tasks while living with dementia. The event is free, however registration is required. For information on the symposium, visit: (<https://beyonddementiacoalition.org/events/dementia-symposium-2024/>)

"The most effective responses to the urgent and growing need for dementia preparedness will be coordinated through partnerships. Our vision will become reality when everyone feels able to help a person with dementia succeed in their daily activities whether at home or in a store, restaurant, bank, house of worship, doctor's office, or progressive care community," said Cloud Conrad, Beyond Dementia Coalition executive director. "Our partnership with the Alzheimer's Association strengthens our shared support of people living with dementia by supporting the families and communities around them in Northeast Georgia."

Both the Alzheimer's Association and the Beyond Dementia Coalition believe no individual or family should navigate the challenges of Alzheimer's disease and caregiving alone. Community partnerships like this one benefit families affected by Alzheimer's disease by increasing the number of dedicated staff and volunteers available to bolster resources, programs and services to support those families in their communities.

### **About Alzheimer's Association®**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer's® and all other dementia. Visit [www.alz.org](http://www.alz.org) or call 800.272.3900.

### **About Beyond Dementia Coalition**

Beyond Dementia Coalition seeks to reduce stigma and inspire people through awareness and education to recognize, engage, assist, and ultimately embrace people living with dementia as valued and beloved members of the community. The organization is committed to bringing dementia education and other support programs to Hall County and North Georgia in collaboration with national and local organizations. Visit [www.beyonddementiacoalition.org](http://www.beyonddementiacoalition.org).

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