

# We Won't Wait Campaign

## Overview

**Imagine a world united by women against Alzheimer's. That vision is at the heart of WomenAgainstAlzheimer's, a group of women across the globe who are demanding solutions for the health crisis and social injustice of Alzheimer's.**

We have launched the *We Won't Wait* campaign, the first-ever effort to define Alzheimer's as a women's rights imperative—affecting both economic and health-related justice for women—and demand immediate responses. The campaign aims to ignite widespread action and awareness among women and rally them aggressively to fight for an end to Alzheimer's.

The *We Won't Wait* campaign brings together women leaders—individuals and organizations—and ignites the millions affected by Alzheimer's with meetings, publications, and advocacy. We are calling for recognition of this catastrophe, disrupting stalled conversations, and urgently articulating the need for change.

### Our Advocacy and Policy Pillars

We will stop Alzheimer's with advocacy, education, and action focused on five key pillars:

#### Demand

that sex based differences are integrated into design, analysis and reporting in research.

#### Multiply

the amount of public funding for Alzheimer's research.

#### Overhaul

social support, medical, and workplace systems to alleviate the economic injustice of Alzheimer's.

#### Improve

families' access to diagnosis, treatment, and clinical trials.

#### Promote

brain health strategies and ideas for living well with Alzheimer's.

### Our Partners and Stakeholders

We join together leaders and organizations from across society, business, and advocacy, including:

**Women's health organizations**, like the Society for Women's Health Research, HealthyWomen, and Nurse Practitioners in Women's Health, are joining us to find solutions for the 4.2 million American women dying with Alzheimer's.<sup>1</sup>

**Women's health and advocacy groups**, such as LeadingAge and Disruptive Women in Healthcare, are joining us to demand change for the social and economic injustice of women bearing 80% of the total cost for Alzheimer's.<sup>2</sup>

**Forward-looking businesses** are joining us to address the mounting business costs and talent drain resulting from the disproportionate number of women caregivers who alter or end the basic routines of their working lives.<sup>3</sup>

## Our Work

We are not content with one-off victories, lip service, or incremental change. The *We Won't Wait* campaign goes both deeper and wider, leading **immediate actions in multiple channels**. We aim to spark the engagement of a diverse group of women and organizations, all committed to accelerating the fight against Alzheimer's:



We **convene innovative, dynamic groups** of women experts and advocates to develop new solutions for the burden of Alzheimer's, then spread these messages to powerful networks.



We partner with researchers and author and circulate **publications that build awareness and understanding** of women's fight against Alzheimer's, including white papers, blog posts, and social media messages.



Our **Monthly Calls to Action educate women** about the realities of Alzheimer's, and how they can make individual changes—right now—to promote brain health and cope with the disease.



We **connect women voices with policymakers** by holding meetings with members of Congress, co-signing selected letters, and hosting Congressional briefings.



Our **Women's Leadership Council brings together influential women executives** to contribute their reputation, resources and talent to WomenAgainstAlzheimer's mission.

## Our WomenAgainstAlzheimer's Founders

- An **all-women scientific advisory board** of researchers, physicians, and executives founded our campaign and continues to guide our efforts.
- These founding visionaries come from **world-class foundations, academic institutions, government agencies, and corporations**, including Harvard Medical School, the National Institutes of Health, Eli Lilly, the Alzheimer's Drug Discovery Foundation, and the Cleveland Clinic.

## Join the Campaign

**Passionate, informed, and engaged women** can stop Alzheimer's. But to do so, we must work together to spread awareness, amplify our messages, and resolutely call for urgent changes.

**Join us**—you can play an instrumental role in the *We Won't Wait* campaign, whether by voicing your support or educating your network. Join at [wewontwaitcampaign.org](http://www.wewontwaitcampaign.org)

## Endnotes

- <sup>1</sup> Alzheimer's Association. 2016 Alzheimer's Disease Facts and Figures. 2016. Available at: [http://www.alz.org/documents\\_custom/2016-facts-and-figures.pdf](http://www.alz.org/documents_custom/2016-facts-and-figures.pdf)
- <sup>2</sup> Alzheimer's Association. 2016 Alzheimer's Disease Facts and Figures. 2016. Available at: [http://www.alz.org/documents\\_custom/2016-facts-and-figures.pdf](http://www.alz.org/documents_custom/2016-facts-and-figures.pdf)
- <sup>3</sup> National Alliance on Caregiving. Caregiving in the U.S. 2015 Available at: [http://www.caregiving.org/wp-content/uploads/2015/05/2015\\_CaregivingintheUS\\_Final-Report-June-4\\_WEB.pdf](http://www.caregiving.org/wp-content/uploads/2015/05/2015_CaregivingintheUS_Final-Report-June-4_WEB.pdf)