

# FOIA Marker

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### Subject Files - FE009 (Proclamations)

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Folder Title:

1154681

Valerie Young

1154681

FE009

**Executive Office of The President  
Barcode Scanning Sheet**



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Collection Code: **SECLOG**

Staff Name:

Document Date:

Correspondent:

Subject/Description: **PROCLAMATION # 9202 NATIONAL ALZHEIMER'S  
DISEASE AWARENESS MONTH, 2014**

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ORM

National Alzheimer's  
Disease Awareness  
Month, 2014

Proclamation # 9202



NATIONAL ALZHEIMER'S DISEASE AWARENESS MONTH, 2014

- 9202 -

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

Across our Nation, as many as 5 million Americans live with Alzheimer's disease -- currently an irreversible, incurable, and fatal disease. Together with their loved ones, these individuals experience the tragic realities of a disease that gradually erases cherished memories, affects behavior, and destroys the ability to live independently and carry out the simplest daily tasks. This month, we recognize all those whose lives have been touched by Alzheimer's, and we renew our commitment to making progress in the war against it.

The Federal Government is the world's leading funder of Alzheimer's research, and we are dedicated to finding ways to prevent and effectively treat this devastating disease by 2025. Guided by the National Plan to Address Alzheimer's Disease, my Administration is working to enhance care for Alzheimer's patients, expand support for all people with dementia, and strengthen public-private partnerships to support the Alzheimer's community. We have funded major new clinical trials, helped train health care providers to diagnosis and manage dementia, and launched a new website that serves as a one-stop resource on Alzheimer's issues. And this year, as part of our Brain Research through Advancing Innovative Neurotechnologies (BRAIN) Initiative, we announced new investments to support the research that could unlock the answers to this disease. To learn more about Alzheimer's disease -- including risk factors and early signs and symptoms -- and to access resources for patients and caregivers, Americans can visit [www.Alzheimers.gov](http://www.Alzheimers.gov).

10/31/14: Approved / Signed / Released

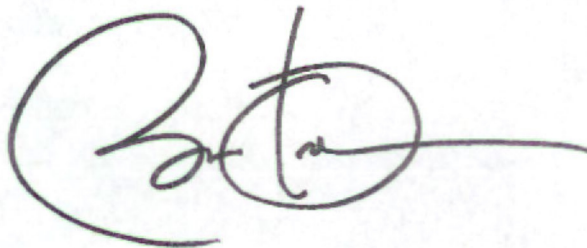
11/3/14: To Archives



During National Alzheimer's Disease Awareness Month, we join with researchers, health care providers, and patient advocates across our country to lift up all those who are battling this disease every day. As we come together to raise awareness about Alzheimer's, we honor the individuals who lost their lives to it, as well as the devotion and selflessness of the millions of caregivers who endure the financial and emotional strains of this disease. In their spirit, let us continue our work to end this debilitating ailment and its devastating effects.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim November 2014 as National Alzheimer's Disease Awareness Month. I call upon the people of the United States to learn more about Alzheimer's disease and support the individuals living with this disease and their caregivers.

IN WITNESS WHEREOF, I have hereunto set my hand this thirty-first day of October, in the year of our Lord two thousand fourteen, and of the Independence of the United States of America the two hundred and thirty-ninth.

A handwritten signature in black ink, appearing to be "Barack Obama", written in a cursive style. The signature is enclosed within a large, loopy circular flourish.



**Pate, Brian**

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**From:** Walsh, Joani  
**Sent:** Friday, October 31, 2014 4:13 PM  
**To:** Hegde, Shilpa; Williams, Sherman A.  
**Cc:** Staff Secretary; DL-WHO-Exec Clerk  
**Subject:** RE: Proclamations

These are OK to AP. Thank you, Joani

---

**From:** Hegde, Shilpa  
**Sent:** Friday, October 31, 2014 3:03 PM  
**To:** Williams, Sherman A.  
**Cc:** Walsh, Joani; Staff Secretary; DL-WHO-Exec Clerk  
**Subject:** Re: Proclamations

Thanks. Joani, these are ready for your OK to AP.

---

**From:** Williams, Sherman A.  
**Sent:** Friday, October 31, 2014 02:49 PM  
**To:** Hegde, Shilpa  
**Cc:** Walsh, Joani; Staff Secretary; DL-WHO-Exec Clerk  
**Subject:** Proclamations

Hello Shilpa,

Here's the Native American and Alzheimer proclamation for final review/approval.

Many thanks,

Sherman

**Pate, Brian**

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**From:** Hegde, Shilpa  
**Sent:** Friday, October 31, 2014 1:57 PM  
**To:** DL-WHO-Exec Clerk  
**Cc:** Staff Secretary; Walsh, Joani  
**Subject:** 2 Proclamations for Formatting  
**Attachments:** National Alzheimer's Disease Awareness Month 2014\_EOPMergedEdits\_sh cle....docx;  
National Native American Heritage Month 2014\_EOPMergedEdits\_sh clean.docx

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hi Clerks – the attached two proclamations are ready for formatting and should be released today when you have the OK to AP. Working on getting the last two!

Thanks,  
Shilpa



## National Alzheimer's Disease Awareness Month, 2014

*By the President of the United States of America*

### **A Proclamation**

Across our Nation, as many as 5 million Americans live with Alzheimer's disease—currently an irreversible, incurable, and fatal disease. Together with their loved ones, these individuals experience the tragic realities of a disease that gradually erases cherished memories, affects behavior, and destroys the ability to live independently and carry out the simplest daily tasks. This month, we recognize all those whose lives have been touched by Alzheimer's, and we renew our commitment to making progress in the war against it.

The Federal Government is the world's leading funder of Alzheimer's research, and we are dedicated to finding ways to prevent and effectively treat this devastating disease by 2025. Guided by the National Plan to Address Alzheimer's Disease, my Administration is working to enhance care for Alzheimer's patients, expand support for all people with dementia, and strengthen public-private partnerships to support the Alzheimer's community. We have funded major new clinical trials, helped train health care providers to diagnosis and manage dementia, and launched a new website that serves as a one-stop resource on Alzheimer's issues. And this year, as part of our Brain Research through Advancing Innovative Neurotechnologies (BRAIN) Initiative, we announced new investments to support the research that could unlock the answers to this disease. To learn more about Alzheimer's disease—including risk factors and early signs and symptoms—and to access resources for patients and caregivers, Americans can visit [www.Alzheimers.gov](http://www.Alzheimers.gov).

During National Alzheimer's Disease Awareness Month, we join with researchers, health care providers, and patient advocates across our country to lift up all those who are battling this disease every day. As we come together to raise awareness about Alzheimer's, we honor the individuals who lost their lives to it, as well as the devotion and selflessness of the millions of caregivers who endure the financial and emotional strains of this disease. In their spirit, let us continue our work to end this debilitating ailment and its devastating effects.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim November 2014 as National Alzheimer's Disease Awareness Month. I call upon the people of the United States to learn more about Alzheimer's disease and support the individuals living with this disease and their caregivers.

IN WITNESS WHEREOF, I have hereunto set my hand this \_\_\_\_ day of \_\_\_\_, in the year of our Lord two thousand fourteen, and of the Independence of the United States of America the two hundred and thirty-ninth.



**Pate, Brian**

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**From:** Hegde, Shilpa  
**Sent:** Wednesday, October 29, 2014 5:00 PM  
**To:** Kochman, Kate; Shulman, Sophie; Johnson, Carole; Marshall, Marlon; Gallogly, Katharine; Evans, Bess; McCombs, Claire; Hornung, Daniel; Blakemore, Emily; Etienne, Ashley  
**Cc:** Staff Secretary; DL-WHO-Proclamations; DL-WHO-Exec Clerk  
**Subject:** For review: Proclamation for National Alzheimer's Disease Awareness Month, 2014  
**Attachments:** National Alzheimer's Disease Awareness Month, 2014\_NoCitations.docx; National Alzheimer's Disease Awareness Month, 2014\_WithCitations.docx; Routing and Background\_National Alzheimer's Disease Awareness Month, 2014.docx

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Attached is a proposed draft of the proclamation for National Alzheimer's Disease Awareness Month, along with background and routing info. National Alzheimer's Disease Awareness Month, 2014 is observed beginning on November 1.

Please review and comment on this proclamation by **4 PM Thursday**. Please make edits/comments to the version **without citations**.

Thanks,  
Shilpa

Shilpa Hegde  
Office of the Staff Secretary  
(202) 456-2187



National Alzheimer's Disease Awareness Month, 2014

*By the President of the United States of America*

**A Proclamation**

Across our Nation, as many as 5 million Americans live with Alzheimer's disease—an irreversible, incurable, and fatal disease. Together with their loved ones, these individuals experience the tragic realities of a disease that gradually erases cherished memories, affects behavior, and destroys the ability to live independently and carry out the simplest daily tasks. This month, we recognize all those whose lives have been touched by Alzheimer's, and we renew our commitment to making progress in the war against it.

The Federal Government is the world's leading funder of Alzheimer's research, and every day we are working toward our goal of finding ways to prevent and effectively treat this disease by 2025. Guided by the 2014 Update to the National Plan to Address Alzheimer's Disease, my Administration is fighting to enhance care for Alzheimer's patients, expand support for all people with dementia, and strengthen the public-private partnerships within the Alzheimer's community. This year we established the Accelerating Medicines Partnership, combining the considerable resources of our Government with the innovation of our private sector companies to develop treatments and cures for Alzheimer's and other diseases. My Administration is working with state and local aging and public health agencies to increase participation in clinical trials, and next year, as part of our Alzheimer's Disease Research Summit, we will bring together our G-8 partners to enhance coordination and collaboration on international Alzheimer's research. To learn more about Alzheimer's disease—including risk factors and early signs and symptoms—and to access resources for patients and caregivers, Americans can visit [www.Alzheimers.gov](http://www.Alzheimers.gov).

During National Alzheimer's Disease Awareness Month, we join with researchers, health care providers, and patient advocates across our country to lift up all those who are battling this disease. As we come together to raise awareness about Alzheimer's, we honor the individuals who lost their lives to it, as well as the devotion and selflessness of the millions of caregivers who endure the financial and emotional strain of this disease. In their spirit, let us continue our work to end this debilitating ailment and its devastating effects.

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IN WITNESS WHEREOF, I have hereunto set my hand this \_\_\_\_ day of \_\_\_\_, in the year of our Lord two thousand fourteen, and of the Independence of the United States of America the two hundred and thirty-ninth.



## National Alzheimer's Disease Awareness Month, 2014

*By the President of the United States of America*

### A Proclamation

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IN WITNESS WHEREOF, I have hereunto set my hand this \_\_\_\_ day of \_\_\_\_, in the year of our Lord two thousand fourteen, and of the Independence of the United States of America the two hundred and thirty-ninth.

**Commented [BB1]:** [NIH.gov](http://NIH.gov), "Alzheimer's disease is an irreversible, progressive, age-related brain disorder that affects as many as 5 million Americans age 65 and older, in addition to their families."

**Commented [BB2]:** [NIH.gov](http://NIH.gov), "Alzheimer's disease is an irreversible, progressive, age-related brain disorder that affects as many as 5 million Americans age 65 and older, in addition to their families."

**Commented [BB3]:** [HHS.gov](http://HHS.gov), "Although treatment can help manage symptoms in some people, currently there is no cure for these devastating diseases."

**Commented [BB4]:** [NIH.gov](http://NIH.gov), "Ultimately, Alzheimer's disease causes death."

**Commented [BB5]:** [NIH.gov](http://NIH.gov), "Over time, people with Alzheimer's disease lose their ability to remember, think, learn, and carry out even the simplest of tasks...As cognition declines, people with Alzheimer's and other forms of dementia sometimes experience disturbing personality and behavior changes."

**Commented [TD6]:** [WhiteHousePressRelease](http://WhiteHousePressRelease) 9/30/2009  
"This historic investment demonstrates this administration's commitment to pushing the boundaries of science and ... [1]

**Commented [TD7]:** [POTUSRemarks](http://POTUSRemarks) 9/30/2009 ... [2]

**Commented [BB8]:** [NIH.gov](http://NIH.gov), "s the world's leading ... [3]

**Commented [WA9]:**

**Commented [GEM10R9]:** Adding a source for ... [4]

**Commented [BB11]:** Capitalization per [HHS.gov](http://HHS.gov), " ... [5]

**Commented [BB12]:** Note, it's commonly acceptab ... [6]

**Commented [BB13]:** [HHS](http://HHS.gov) press release on National ... [7]

**Commented [TD14]:** [Wh.gov](http://Wh.gov) blog post 5/17/2012 ... [8]

**Commented [BB15]:** [WH.gov](http://WH.gov), "Today, my ... [9]

**Commented [TD16]:** From the agency draft. ... [10]

**Commented [BB17]:** [HHS.gov](http://HHS.gov), "In 2014, the G8 co ... [11]

**Commented [BB18R17]:** Note official name: ... [12]

**Commented [TD19]:** Welcome to [alzheimers.gov](http://alzheimers.gov), ... [13]

**Commented [BB20]:** Included in 2013 and 2012.

**Commented [TD21]:** National Family Caregivers M ... [14]

**Commented [TD22]:** National Family Caregivers M ... [15]

**Commented [TD23]:** [Wh.gov](http://Wh.gov) blog post ... [16]

**Commented [TD24]:** [Wh.gov](http://Wh.gov) blog post 7/9/2012 ... [17]

**Commented [BB25]:** As written in 2013.

**Commented [BB26]:** As in previous years. Confirm ... [18]



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| Page 1: [1] Commented | Thomas, Debbie | 10/6/2014 4:29:00 PM |
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White House Press Release 9/30/2009

"This historic investment demonstrates this administration's **commitment to pushing the boundaries of science and turning those discoveries into benefits for the American people**...said Secretary Kathleen Sebelius. "These awards will **accelerate our progress towards the new medicines, treatments, and cures** that will help Americans live longer, healthier lives.

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POTUS Remarks 9/30/2009

And that's why **my administration is making a historic commitment to research** and the pursuit of discovery.

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| Page 1: [3] Commented | Brendan Bertagnoll | 10/29/2014 1:50:00 AM |
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NIH.gov, "s the world's leading funder of Alzheimer's disease research, NIH plays a key role in this inclusive and collaborative effort involving private, public, and academic researchers along with clinicians, advocacy groups, and the American public."

|                       |             |                        |
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| Page 1: [4] Commented | Main, Galen | 10/29/2014 10:50:00 AM |
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Adding a source for this from the National Plan to Address Alzheimer's Disease hhs.gov Goal 1: Prevent and Effectively Treat Alzheimer's Disease by 2025

|                       |                    |                       |
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| Page 1: [5] Commented | Brendan Bertagnoll | 10/29/2014 1:52:00 AM |
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**Capitalization per HHS.gov**, "This is the **2014 Update to the National Plan**. Like the original, this update includes recommendations..."

"The first **National Plan to Address Alzheimer's Disease** was released on May 15, 2012, following the Obama Administration's investment in Alzheimer's research, provider education, and awareness in February 2012. **The 2013 Update to the National Plan** was released on June 14, 2013. Highlights of some initiatives and scientific findings since the 2013 Update are described below."

Note, the official title is "NATIONAL PLAN TO ADDRESS ALZHEIMER'S DISEASE: 2014 UPDATE"

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| Page 1: [6] Commented | Brendan Bertagnoll | 10/29/2014 2:02:00 AM |
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**Note**, it's commonly acceptable to drop "disease."

In the 2012 proc: "...extend our support to Americans living with **Alzheimer's**, and press on toward promising new treatments....**bold vision for Alzheimer's** prevention and treatment,"

|                       |                    |                       |
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| Page 1: [7] Commented | Brendan Bertagnoll | 10/29/2014 1:57:00 AM |
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HHS press release on National Plan: "Training and support to more than 23,000 health care providers on **dementia**;"



HHS.gov, "The goal of the Summit was to develop a coordinated global strategy for addressing the growing issue of Alzheimer's disease and **related dementias** (ADRD). It is my pleasure to be here today to talk to you about the Summit, its outcomes, and our future plans."

Page 1: [8] Commented

Thomas, Debbie

10/5/2014 3:32:00 PM

[Wh.gov blog post 5/17/2012](#)

This is a truly national plan, **based on a strong partnership with every part of the Alzheimer's community**, including scientists, patient advocates, and people living with the disease."

Thanks to the President's commitment, work is already underway, including exciting new **clinical research projects** that may yield breakthroughs in just a few years.

Page 1: [9] Commented

Brendan Bertagnoll

10/29/2014 1:51:00 AM

[WH.gov](#), "Today, my Administration is taking action to accelerate the development of life-saving drugs and to help identify new treatments and cures for diseases like Alzheimer's and diabetes. This new public-private partnership – the Accelerating Medicines Partnership – combines the considerable resources of America's government with the innovation of our private sector companies in an effort to find new answers to today's domestic and global public health challenges."

Page 1: [10] Commented

Thomas, Debbie

10/5/2014 2:27:00 PM

From the agency draft.

[HHS.gov 2014 update to the National Plan](#)

To further support the engagement of the public health network on this topic, CDC partnered with the National Association of Chronic Disease Directors and released the first ever opportunity grants awarded to five states. The grants focus on **how state and local public health agencies and their partners can promote cognitive functioning** and address cognitive impairment for individuals living in the community by implementing action items from *The Healthy Brain Initiative: The Public Health Road Map for State and National Partnerships, 2013-2018*.

Increased enrollment in clinical trials is crucial for the development of better treatments and ultimately a cure for AD. Participating in clinical trials and other research enables volunteers to access the latest experimental approaches available and provides them with care by clinical research staff. **HHS is working to increase clinical trial enrollment by expanding awareness of clinical trial opportunities among health and long-term care providers so that** they may inform interested people about these opportunities.

Page 1: [11] Commented

Brendan Bertagnoll

10/29/2014 1:59:00 AM

[HHS.gov](#), "In 2014, the G8 countries plan to hold a series of high-level "legacy events" in partnership with the OECD, WHO, the European Commission, the EU Joint Programme on Neurodegenerative Disease, and private partners, to develop cross sector partnerships and innovation focused on social impact investment, new care and prevention models, and partnerships between academia and industry. We look forward to participating in these important meetings, as they will represent useful opportunities to learn from other countries about what is working in each of these critical areas. The U.S. will lead one of these efforts, hosting a follow-up meeting of G8 health ministers and global experts (including WHO and OECD) in early February 2015 as part of the next NIH-hosted Alzheimer's Research Summit."

Page 1: [12] Commented

Brendan Bertagnoll

10/29/2014 4:48:00 PM

[Note official name](#): "Alzheimer's Disease Research Summit 2015"

Page 1: [13] Commented

Thomas, Debbie

10/6/2014 5:38:00 PM



Welcome to [alzheimers.gov](http://alzheimers.gov), the government's free **information resource about Alzheimer's disease** and related dementias. Here you can find links to authoritative, up-to-date information from agencies and organizations with expertise in these areas.

|                               |                       |                             |
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| <b>Page 1: [14] Commented</b> | <b>Thomas, Debbie</b> | <b>10/6/2014 3:55:00 PM</b> |
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[National Family Caregivers Month 2013](#)

American families strengthen the fabric of our Nation by lifting each other up in the face of life's greatest challenges.

|                               |                       |                             |
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| <b>Page 1: [15] Commented</b> | <b>Thomas, Debbie</b> | <b>10/6/2014 3:56:00 PM</b> |
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[National Family Caregivers Month 2013](#)

The **selfless and unheralded work of delivering care** to seniors or people with disabilities or illnesses.

This month, as we reflect on the **generosity, grace, and strength of family caregivers**, we renew our commitment to matching their dedication to the health and wellness of families across our country

|                               |                       |                             |
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| <b>Page 1: [16] Commented</b> | <b>Thomas, Debbie</b> | <b>10/5/2014 2:48:00 PM</b> |
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[Wh.gov blog post](#)

Additionally, there are nearly 11 million unpaid caregivers and the Nation spends an estimated \$172 billion in annual costs.

|                               |                       |                             |
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| <b>Page 1: [17] Commented</b> | <b>Thomas, Debbie</b> | <b>10/6/2014 5:12:00 PM</b> |
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[Wh.gov blog post 2/9/2012](#)

tremendous physical, **emotional, and financial strain** on their families and loved ones.

|                               |                           |                              |
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| <b>Page 1: [18] Commented</b> | <b>Brendan Bertagnoli</b> | <b>10/24/2014 4:25:00 PM</b> |
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As in previous years. Confirmed with the [Alzheimer's Association](#).

## **ROUTING**

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National Alzheimer's Disease Awareness Month, 2014  
11/1/2014

### **Agency- HHS**

No contact information received.

### **EOP- Internal Draft**

| <b>Role</b> | <b>Name</b>        | <b>Title</b>              | <b>Office</b> | <b>Completed</b> |
|-------------|--------------------|---------------------------|---------------|------------------|
| Drafter     | Debbie Thomas      | Analyst                   | OPC           | 10/6             |
| Approvers   | Brendan Bertagnoll | Senior Writer             | OPC           | 10/29            |
|             | Andrea Washington  | Associate Director        | OPC           | 10/29            |
|             | Galen Main         | Principal Deputy Director | OPC           | 10/29            |
|             | Fiona Reeves       | SAP and Director          | OPC           | 10/29            |



## **BACKGROUND**

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National Alzheimer's Disease Awareness Month, 2014  
11/1/2014

### **History**

This Proclamation was issued annually by Congressional request from 1983-1991. It has been issued annually on the President's own initiative since 2001.

### **Original Agency Draft – HHS**

Three years ago, our Nation strengthened its efforts to end the suffering wrought by Alzheimer's disease when I signed into law the National Alzheimer's Project Act. This landmark legislation laid the foundation for the *National Plan to Address Alzheimer's Disease*, a highly collaborative endeavor focused on finding effective interventions for Alzheimer's disease and related dementias by year 2025, improving clinical care, and providing long-term care through the years that the disease progresses. This month, we reaffirm our commitment to ending the suffering brought by a disorder that deprives too many of their memories, their independence, and, ultimately, their lives.

Collaboration- among government, industry, and the community living with Alzheimer's- is vital to advancing Alzheimer's research and care. A number of important initiatives, primarily led by the Department of Health and Human Services, are underway:

The National Institutes of Health, 10 biopharmaceutical companies, and several nonprofit organizations launched an unprecedented five-year, \$230 million partnership to identify biomarkers and likely therapy targets for specific diseases, including Alzheimer's.

In collaboration with NIH, agencies across the Department of Health and Human Services are joining with state and local aging and public health agencies to raise Alzheimer's research awareness among older adults and to engage them in clinical studies and trials for Alzheimer's and other health conditions.

The Administration for Community Living supports state and community-run service systems with funding opportunities and educational resources targeting the unique needs of people with dementia and their family caregivers.

The Centers for Disease Control and Prevention leads the Healthy Brain Initiative to support state and local communities in recognizing and effectively caring for the needs of people with dementia and their caregivers by building awareness, expertise, and support directly where needed.

The Health Resources and Services Administration works directly with health care providers, with educational resources and training programs on Alzheimer's disease that offer dementia assessment tools and information on managing dementia in the context of other chronic



diseases, easing transitions between home and care institutions and participating in clinical trials.

My Administration is committed to the goals and objectives outlined in the National Plan. We are inspired in this effort by people with Alzheimer's and by the remarkable, day-to-day devotion and sacrifice of family and friends caring for those with the disease. I join them and the vast network of researchers, clinicians, health care providers, and advocates who have dedicated their careers to advancing scientific understanding and improving care. Our efforts together give me hope for a future free of this disease.

NOW, THEREFORE, I BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim November 2014 as National Alzheimer's Disease Awareness Month. I call upon the people of the United States to learn more about Alzheimer's disease and to offer their support to the individuals living with this disease, and their caregivers.

IN WITNESS WHEREOF, I have hereunto set my hand this \_\_\_\_ day of November, in the year of our Lord two thousand fourteen, and of the independence of the United States of America the two hundred and thirty-ninth.