



Presented as a public service by American Advertising Federation – Fourth District • [www.WeCANFL.org](http://www.WeCANFL.org)

### **Facts About the We CAN Campaign:**

We CAN Florida is a statewide, cross-media public service campaign developed by the American Advertising Federation – Fourth District to advance public awareness of the enormous impact of Alzheimer’s disease on Florida -- and that a cure is possible. “We C.A.N.” means “We can Cure Alzheimer’s Now.”

In this strategic campaign the AAF will reach out to the advertising industry professionals in each of its 23 local chapters (known as “federations”) in Florida to work with local media. The AAF boasts nearly 1,500 members in Florida and the Caribbean. Utilizing this unique distribution system, the potential number of Floridians who may be reached by the campaign is in the millions.

#### **Alzheimer’s in Florida:**

The affects of Alzheimer’s disease go far beyond its victims. The toll on Florida’s economy is enormous.

The human statistics and financial price tag are staggering, and quite a bit frightening...

- One in 40 Floridians suffers from Alzheimer's. Florida's total of 523,000 patients represents roughly 10 percent of the U.S. total of about 5.4 million
- The number of Alzheimer's patients in Florida is expected to grow 40 percent by 2025
- Health care costs related to dementia exceed \$15 billion in Florida

According to the Alzheimer's Association's *2012 Alzheimer’s Disease Facts and Figures* report, more than one billion hours of unpaid care were spent in Florida in 2011, with a total value of more than \$13 billion. As family members go from full-time earners to full-time caregivers, they sacrifice income and retirement savings. And Florida’s businesses have lost millions in productivity.

#### **Campaign Objectives:**

- To “turn up the volume” on public awareness of –
  - The enormous negative impact of Alzheimer’s disease on Florida’s families, businesses, way of life
  - The strides that are being made every day by researchers – working with scant resources – to find a way to prevent Alzheimer’s



**Campaign Objectives, continued:**

- The importance of early diagnosis
- Legislative and private sector efforts to mobilize resources to prevent AD
- The fact that a cure is possible
- Our goal – to cure Alzheimer’s by 2020
- Drive support to community care organizations throughout the state
- Provide an information resource (the web site) for patients, families, caregivers, medical professionals, researchers and legislators
- Encourage more state government funding of Alzheimer’s research

**Campaign Elements:**

Each of the 23 chapters will receive pre-produced Public Service Announcements suitable for use by a range of media –

- TV
- Newspapers
- Magazines
- Radio
- Outdoor billboards

The Campaign Web site – [WeCANFL.org](http://WeCANFL.org) – includes information for patients, families and caregivers, and educators and researchers. It will also provide links to health, research and caregiver resources statewide. Links also will be provided to such important national resources as the Alzheimer’s Association and the Alzheimer’s Foundation.

**Development Partners:**

- [American Advertising Federation, Fourth District](#)
- [USF Health](#)
- [CMR Studios](#)
- [Sarasota Memorial Health Care System](#)

**AAF Fourth District Contacts:**

Steve Smith, Public Service Chair: 941-355-7900 • [steve@smithadvertising.net](mailto:steve@smithadvertising.net)

Nairn’ B. Gillet, Governor: [ngillet@yahoo.com](mailto:ngillet@yahoo.com)