

Purpose of the Speaker's Kit

The impact of Alzheimer's disease is being felt at all levels of the community. Families, service workers, and the general public all need information about the disease. Recognizing the value of educating volunteers, health educators, program directors, and other speakers, the National Institute on Aging's Alzheimer's Disease Education and Referral (ADEAR) Center has created this speaker's kit.

The PowerPoint slideshow, *Alzheimer's Disease: Unraveling the Mystery* is intended for use by speakers addressing lay audiences, such as community groups or clubs, volunteers or prospective volunteers in programs for older people, members of senior citizens' centers, and residents of retirement communities. The presentation is based on the NIA's December 2003 publication of the same name.

We have assembled this kit to help you, the speaker, organize your talk and discuss up-to-date information about Alzheimer's disease with lay audiences. It begins with a brief discussion of the impact of AD on our society. To provide listeners with necessary context, the talk then reviews basic information about AD and how it affects the brain. Following this background, the presentation reviews highlights of ongoing AD research into causes, diagnosis, and treatment, and closes with a description of some current NIA research efforts to improve support for families and other caregivers.

We have prepared a handout that will help your audience contact national resources – such as the ADEAR Center or Eldercare Locator, listed at the end of the slideshow. You may want to prepare your own handouts listing contact information for local resources, including support groups sponsored by organizations such as the Alzheimer's Association. We have also included forms to help your audience get information about participating in clinical trials. If you are from an NIA-sponsored Alzheimer's Disease Center (ADC), please use the form called *ADC Clinical Trial Information Form*. If you are from another organization, please use the form called *For More Information About Participating in Alzheimer's Disease Research Studies* and forward to the ADEAR Center.

Print copies of *Alzheimer's Disease: Unraveling the Mystery* can be ordered from the ADEAR Center by visiting the Web site at www.alzheimers.org, or by calling 1-800-438-4380. The Web site lists many other publications available from the ADEAR Center. When ordering, please allow 2-4 weeks for delivery. Overnight delivery can be arranged by providing your Fed Ex account number to the ADEAR Center. Visit the National Institute on Aging Web site at www.nia.nih.gov. To order NIA publications online, visit www.niapublications.org.

Using the Kit

The Speaker's Kit for *Alzheimer's Disease: Unraveling the Mystery* contains:

- **General guidelines and tips for speaking to lay audiences** to assist you in planning and making your presentation
- **Script** corresponding to the slide set, which consists of: a **description** of each slide, the **script** itself, that is, the information you need to discuss each slide, and **speaker's notes** for some slides, which contain brief supplemental points
- **PowerPoint** file of numbered **slides divided into sections**, with each section introduced by a "Roadmap" slide. Please feel free to reorganize the slides and/or substitute new slides to help address your audience's specific needs. The material is not copyrighted and can be reproduced as needed. Each slide is numbered in the lower right corner. You can edit this number to renumber and reorganize the file and the corresponding "Roadmap" slides. Please provide credit to the National Institute on Aging when using specific slides.
- **Forms, including:**
 - **Audience Feedback** form to receive feedback on your presentation.
 - **2 clinical trials forms:**
 - **ADC Clinical Trial Information** form for use if you are from an NIA-sponsored Alzheimer's Disease Center
 - **For More Information About Participating in Alzheimer's Disease Research Studies** form if you are from another organization. This form is to be forwarded to the ADEAR Center via fax (301-495-3334) or mail (PO Box 8250, Silver Spring, MD 20907). An Information Specialist from the ADEAR Center will contact the person to provide further information about studies in his or her area.
 - **Speaker's Response** form for you to give us *your* comments about improving the kit.

The kit is designed to be flexible and portable. It contains everything you need to organize and present your talk. Depending on the characteristics of your audience

and the time available, you may use all or only some of the slides that are most relevant to your presentation topic. If your time is limited, you may reduce the number of slides and still give a cohesive presentation.

If you have ordered this kit in CD ROM format, please note that the CD also contains a PDF file of the print copy of *Alzheimer's Disease: Unraveling the Mystery* plus a brief animation showing how AD develops, which you may also find useful for certain audiences.

You can reorganize the slides and their corresponding script pages in this kit to follow your own outline. The script for each slide and the speaker's notes are included to help you structure your presentation and anticipate questions from the audience. The CD also contains high- and low-resolution files of the medical illustrations used in the booklet and in the slideshow, which you may also use to customize your presentation.

We hope you will find this speaker's kit a helpful tool as you reach out to your audiences. Our job isn't finished, though, until we hear from you! We need your feedback about this kit. Please take a few minutes after each talk to let us know about your experiences using these materials by completing the speaker's response form.