

SENATE, No. 1250

STATE OF NEW JERSEY

222nd LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2026 SESSION

Sponsored by:

Senator LINDA R. GREENSTEIN

District 14 (Mercer and Middlesex)

Senator JAMES BEACH

District 6 (Burlington and Camden)

Co-Sponsored by:

Senators Singleton, Diegnan, A.M.Bucco, Johnson, Zwicker, Mukherji, Polistina, McKnight, Schepisi, Timberlake, Amato and Turner

SYNOPSIS

Requires DHS to establish Alzheimer's disease public awareness campaign.

CURRENT VERSION OF TEXT

As reported by the Senate Health, Human Services and Senior Citizens Committee with technical review.



1 AN ACT concerning Alzheimer's disease and supplementing Title
2 30 of the Revised Statutes.

3

4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

6

7 1. This act shall be known and may be cited as the
8 "Alzheimer's Disease Public Awareness and Education Act."

9

10 2. The Legislature finds and declares that:

11 a. Alzheimer's disease is a progressive brain disorder that
12 damages and eventually destroys brain cells, leading to diminished
13 memory, thinking, and other brain functions.

14 b. The visible symptoms of Alzheimer's disease are often
15 mistaken to be a normal part of aging.

16 c. Many people with the disease encounter precarious personal
17 and legal situations due to their diminished brain function.

18 d. Alzheimer's disease takes an enormous emotional,
19 psychological, financial, and physical toll on the individual,
20 caregivers, and families.

21 e. It has been estimated that 5.8 million Americans are living
22 with Alzheimer's disease, with that number expected to grow to 14
23 million by 2050.

24 f. There are currently no medicines that are effective in the
25 treatment of Alzheimer's disease.

26 g. Alzheimer's disease and related disorders or other forms of
27 dementia cost the nation \$290 billion per year, which cost could rise
28 to \$1.1 trillion by 2050;

29 h. Increased public awareness and education are needed among
30 health care, social services, judicial, law enforcement, and
31 emergency medical services personnel in order to better respond to
32 the needs of patients living with Alzheimer's disease and related
33 disorders or other forms of dementia, their caregivers, and their
34 families.

35 i. It is imperative for New Jersey to commit itself to actively
36 support public awareness and education efforts throughout the State
37 in order to better meet the needs of its citizens who are suffering
38 from or affected by Alzheimer's disease.

39

40 3. As used in this act:

41 "Commissioner" means the Commissioner of Human Services.

42 "Department" means the Department of Human Services.

43 "Program" means the Alzheimer's disease public awareness and
44 education program established pursuant to this act.

45

46 4. The commissioner, subject to available funds, shall establish
47 an Alzheimer's disease public awareness and education program.

1 a. The purpose of the program shall be to promote public
2 awareness of Alzheimer's disease and the value of early detection
3 and possible treatments, including the benefits and risks of those
4 treatments. The department may accept for that purpose any grant
5 of monies, services, or property from the federal government, an
6 organization, or a medical school.

7 b. The program shall include the following:

8 (1) Development of a public campaign to promote Alzheimer's
9 disease awareness and education, including, but not limited to, the
10 following subjects:

11 (a) the nature, symptoms, and warning signs of the disease;

12 (b) lifestyle issues relating to how individuals and families cope
13 with Alzheimer's disease, including, but not limited to, diet and
14 physical exercise;

15 (c) environmental safety and injury prevention;

16 (d) availability of Alzheimer's disease diagnostic and treatment
17 services in the community; and

18 (e) cognitive aging and the benefits of early detection and
19 diagnosis.

20 (2) Development of educational materials to be made available
21 through local boards of health, physicians, hospitals, and clinics;
22 and

23 (3) Development of educational programs for judicial staff,
24 police officers, fire fighters, and social services and emergency
25 medical service providers, to assist them in recognizing the
26 symptoms of Alzheimer's disease and understanding how to respond
27 to the needs of persons with the disease in the course of performing
28 their duties.

29

30 5. The department, in consultation with the Greater New Jersey
31 Chapter of the Alzheimer's Association, shall prepare and make
32 available on the department's Internet website in English and
33 Spanish, and in a manner that is easily understandable by the
34 general public, information about the symptoms and treatment of
35 Alzheimer's disease and any other information that the
36 commissioner deems necessary.

37

38 6. The Commissioner of Human Services, pursuant to the
39 "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et
40 seq.), may adopt rules and regulations to effectuate the purposes of
41 this act.

42

43 7. This act shall take effect on the 180th day following
44 enactment, except that the Commissioner of Human Services may
45 take such anticipatory administrative action in advance as shall be
46 necessary for the implementation of the act.