

SENATE, No. 1673

STATE OF NEW JERSEY
219th LEGISLATURE

INTRODUCED FEBRUARY 13, 2020

Sponsored by:

Senator LINDA R. GREENSTEIN

District 14 (Mercer and Middlesex)

Senator NELLIE POU

District 35 (Bergen and Passaic)

SYNOPSIS

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

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 1/7/2021)

1 **AN ACT** concerning Alzheimer’s disease and supplementing Title
2 26 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 is a progressive brain disorder that damages and
12 eventually destroys brain cells, leading to diminished memory,
13 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 other dementias costs the nation
27 \$290 billion per year which could rise to \$1.1 trillion by 2050;

28 h. Increased public awareness and education are needed among
29 health care, social services, judicial, law enforcement, and
30 emergency medical services personnel in order to better respond to
31 the needs of Alzheimer's disease patients, their caregivers, and
32 families.

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

37
38 3. As used in this act:

39 “Commissioner” means the Commissioner of Health.

40 “Department” means the Department of Health.

41 “Program” means the Alzheimer's disease public awareness and
42 education program established pursuant to this act.

43
44 4. The commissioner, subject to available funds, shall establish
45 an Alzheimer's disease public awareness and education program.

46 a. The purpose of the program shall be to promote public
47 awareness of Alzheimer's disease and the value of early detection
48 and possible treatments, including the benefits and risks of those

1 treatments. The department may accept for that purpose any grant
2 of monies, services, or property from the federal government, an
3 organization, or a medical school.

4 b. The program shall include the following:

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

8 (a) the cause and nature of the disease;

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

12 (c) environmental safety and injury prevention;

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

15 (f) cognitive aging and the benefits of early detection and
16 diagnosis.

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

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

25 (4) Development and maintenance of a list of current providers
26 of services for the diagnosis and treatment of Alzheimer's disease.
27 Dissemination of the list shall be accompanied by a description of
28 diagnostic procedures and a statement about the current status of
29 Alzheimer's disease research and treatment. The statement shall
30 indicate that the department does not endorse specific Alzheimer's
31 disease centers in this State; and

32 (5) Continuation of New Jersey's Behavioral Risk Factor
33 Survey.

34

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

42

43 6. The Commissioner of Health, pursuant to the
44 "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et
45 seq.), may adopt rules and regulations to effectuate the purposes of
46 this act.

