



**MEMORANDUM**  
**HEALTH AND HUMAN SERVICES**  
**PUBLIC HEALTH**  
County of Placer

TO: Board of Supervisors

DATE: June 7, 2016

FROM: Jeffrey S. Brown, M.P.H., M.S.W., Director of Health and Human Services

SUBJECT: Approve a Proclamation Declaring June 2016 as Alzheimer's and Brain Awareness Month and June 20, 2016, as "The Longest Day" in Placer County

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**ACTION REQUESTED**

1. Approve a Proclamation to promote Alzheimer's and brain awareness by proclaiming June 2016 as Alzheimer's and Brain Awareness Month and June 20, 2016, as "The Longest Day" in Placer County.

**BACKGROUND**

Today there are more than 5 million Americans living with Alzheimer's, a figure that is expected to grow to as many as 16 million by mid-century if we don't develop a cure or an effective treatment.

There are currently more than 588,000 people with Alzheimer's living in the state of California, over 7,350 living in Placer County. Additionally, there are 22,050 caregivers in Placer County providing care for loved ones with Alzheimer's.

Researchers are making great progress in developing ways to accurately diagnose and treat Alzheimer's disease; and, the pace of that research needs to accelerate to have a disease-altering treatment in the next 15 years.

The Alzheimer's Association is marking June as Alzheimer's and Brain Awareness Month and June 20, 2016, as The Longest Day. The Alzheimer's Association asks residents of Placer County to visit [actionalz.org](http://actionalz.org) to learn more about Alzheimer's and become part of the effort to combat this disease.

**FISCAL IMPACT**

There is no fiscal impact as a result of this action.

**ATTACHMENTS**

Proclamation

**IN THE MATTER OF A PROCLAMATION RECOGNIZING JUNE 2016, AS, ALZHEIMER'S AND BRAIN AWARENESS MONTH, and JUNE 20, 2016, AS, "THE LONGEST DAY" IN PLACER COUNTY.**

**WHEREAS,** Today there are more than 5 million Americans living with Alzheimer's, a figure that is expected to grow to as many as 16 million by mid-century if we don't develop a cure or an effective treatment, and

**WHEREAS,** There are currently more than 588,000 people with Alzheimer's living in the state of California, over 7,350 of whom are in Placer County. Additionally there are another 22,050 caregivers in Placer County who are caring for a loved one with Alzheimer's; and

**WHEREAS,** Researchers are making great progress in developing ways to accurately diagnose and treat Alzheimer's disease, and we need to accelerate the pace of that research if we are going to have a disease-altering treatment in the next 15 years; and

**WHEREAS,** The Alzheimer's Association is marking June as Alzheimer's and Brain Awareness Month and June 20 as The Longest Day, and asking residents of Placer County to visit [actionalz.org](http://actionalz.org) to learn more about Alzheimer's and become part of the effort to combat this disease.

**NOW, THEREFORE, BE IT PROCLAIMED,** that the above PROCLAMATION was duly passed by the Board of Supervisors of the County of Placer, on behalf of the citizens of Placer County, at a regular meeting held, June 7, 2016, proclaiming the month of June 2016, as Alzheimer's and Brain Awareness Month, and June 20, 2016 as "The Longest Day" in Placer County.