

# Women's Leadership Council of UsAgainstAlzheimer's

## Overview

Imagine a world united by women against Alzheimer's. That vision is at the heart of **WomenAgainstAlzheimer's**, a group of women around the world who are demanding solutions for the health crisis and social injustice of Alzheimer's.

Alzheimer's is the **most dangerous threat** facing women today. Women are twice as likely both to die with Alzheimer's—and to care for someone with the disease.<sup>1</sup> Overall, women bear 80 percent of the total cost of Alzheimer's, which is set to rise dramatically as the disease's prevalence explodes.<sup>2</sup> We cannot and will not tolerate this immense unbalanced burden any longer.

The **Women's Leadership Council (WLC)** brings together influential **women executives** from the highest levels of leading global organizations. WLC members contribute their talent and resources in order to help influence and activate a movement to conquer Alzheimer's. The Council has attracted more than 25 women leaders from diverse industries to demand a solution to the Alzheimer's crisis and catalyze the change needed to make an impact.

### Our Focus

The Council's work focuses on early intervention, and its high-level leaders are at the forefront of this fight for brain health, creating fundamental change to eradicate Alzheimer's.



## The Opportunity—Be at the Forefront of Developing a Culture of Brain Health

The Women's Leadership Council offers unique opportunities for members to push brain health to the top of corporate and social agendas worldwide:

### 1 Make Early Intervention a Priority

Council members have the opportunity to engage in our early intervention work with policymakers, providers and consumers to advance an optimal system for brain health.

### 2 Activate Around the Be Brain Powerful® Campaign

After introducing our Brain Health Partnership in early 2018, UsAgainstAlzheimer's and our honorary chair, former First Lady Laura Bush, launched the consumer-facing Be Brain Powerful® Campaign (BBP). Featuring inspiring messaging and virtual resources, the campaign provides active ways for people to address their brain health and wellness over a 30-day period — and beyond. WLC members can elevate the subject of brain health by utilizing the innovative BBP campaign tools among their employees and customers, ensuring the culture of brain health is an embraced international priority.

### 3 Engage with Other Leaders

Through dynamic and content-rich convenings, WLC members have multiple opportunities throughout the year to engage with leading policy experts, researchers, global industry leaders and healthcare providers. Convenings include our National Alzheimer's Summit, the Be Brain Powerful— Trish Vradenburg annual dinner, and women-focused roundtables, oftentimes in collaboration with noteworthy organizations such as Nurse Practitioners in Women's Health.

## Benefits of Membership

Women's Leadership Council members receive a variety of benefits that both recognize their contributions and help them to accelerate the pace of change, including:

A vital leadership role in WomenAgainstAlzheimer's and its mission to end Alzheimer's

Access to our Brain Health Partnership, messaging guides and speaker notes, as well as sample collateral

VIP opportunities at UsAgainstAlzheimer's events throughout the year

Expert support for social media advocacy and digital marketing

Invitation to quarterly Women's Leadership Council meetings

Access to the latest research and news impacting the Alzheimer's community

Recognition on UsAgainstAlzheimer's website, annual report, and select promotional materials

Opportunity to engage with global efforts through the Global Alliance on Women's Brain Health

## Contributions

In addition to financial contributions, many of our Women's Leadership Council members also choose to participate directly in the work of WomenAgainstAlzheimer's and the UsAgainstAlzheimer's Brain Health Partnership:

### Convene conversations and roundtables

We support Women's Leadership Council members as they host small inspirational and educational gatherings of women, internal roundtables with employees or external roundtables with other WLC members.

### Voice support on social media

WomenAgainstAlzheimer's provides content to help Women's Leadership Council members raise awareness and enrich education through postings on social media.

### Make introductions

Women's Leadership Council members often act as connectors and facilitators between UsAgainstAlzheimer's and companies that may want to participate in our work.

### Communicate with networks

We provide sample emails for Women's Leadership Council members to use in promoting their events, as well as specially designed activities for them to share with their networks.

## Join the Council

**Passionate, informed, and engaged women can stop Alzheimer's.**

But to do so, we must work together to spread awareness, amplify our messages and resolutely call for urgent changes.

**Join us**—you can play an instrumental role in our efforts to create immediate change. Through your support, your advocacy, and outreach to your networks, you can generate much-needed progress. To learn more about the Women's Leadership Council, contact Brooks Kenny at [bkenny@usagainstalzheimer.org](mailto:bkenny@usagainstalzheimer.org) or [240.535.0848](tel:240.535.0848).

## Endnotes

- <sup>1</sup> Alzheimer's Association: Women and Alzheimer's Disease. 2014. Available at: [http://www.alz.org/documents\\_custom/2014\\_facts\\_figures\\_fact\\_sheet\\_women.pdf](http://www.alz.org/documents_custom/2014_facts_figures_fact_sheet_women.pdf)
- <sup>2</sup> Milken Institute. The Price Women Pay for Dementia: Strategies to Ease Gender Disparity and Economic Costs. 2016. Available at: <http://www.milkeninstitute.org/publications/view/778>

## Women's Leadership Council Members

### Co-chairs

**Jill Lesser**, President, WomenAgainstAlzheimer's

**Phyllis Ferrell**, Global Head, External Engagement, Alzheimer's and Neurodegeneration, Eli Lilly and Company

### Members

**Sharon Callahan**, CEO, TBWA World Health

**Mary Chi Michael**, Vice President, Patient Advocacy and Stakeholder Management, Otsuka

**Meryl Comer**, President and CEO, Geoffrey Beene Foundation Alzheimer's Initiative

**Laurie Cooke**, CEO, Healthcare Business Women's Association

**Teresa Cronin**, Director, Corporate Advocacy, Eisai

**Jisella Dolan**, Chief Advocacy Officer, Home Instead Senior Care

**Lynda Everman**, Founder, WomenAgainstAlzheimer's

**Jatrice Gaiter**, Executive Vice President, External Affairs, Volunteers of America

**Jody Gastfriend**, Vice President, Senior Care Services, Care.com

**Karin Hellsvik**, Director of Patient Advocacy, Asset Management, Biogen

**Krishea Holloway**, President, Curves North America

**Edna Kane-Williams**, Senior Vice President, AARP

**Elli Kaplan**, CEO and Co-Founder, Neurotrack

**Cori Lathan**, CEO, Co-Founder, and Board Chair, AnthroTronix, Inc.

**Glenda MacMullin**, CFO and CEO, Consumer Technology Association

**Andrea Pfeifer**, CEO and Co-Founder, AC Immune SA

**Dorie Ramey**, Chief Human Resource Officer, naviHealth

**Vicki Reece**, Founder, Joy of Mom

**Lorna Sabbia**, Managing Director, Head of Retirement and Personal Wealth Solutions, Bank of America Merrill Lynch

**Sheila Seleri**, Principal Medical Director, Neuroscience, Genentech

**Carol Wilner**, Former Vice President, Public Affairs, AT&T

