



The Be Trish Campaign:

Igniting and Uniting the Movement
for an Alzheimer's Cure

People ask me, "How can I best memorialize her?" I say very simply, "Be Trish." Adopt her commitment to the fight against Alzheimer's... to build a world of love, and kindness, and generosity. Be Trish, and by being Trish, you will give her eternal life.

Rabbi Michael Lerner,
Trish's brother

Laughing and Loving . . . All the Way to a Cure

The story of George and Trish Vradenburg is a love story of the finest kind. They first met in November 1966 at a Peter, Paul & Mary concert. She was a junior at Boston University. He was a third-year law student at Harvard. George drove her home and recalls that they talked for hours. By their third date, he told her, “I think we’re going to be married someday, but I don’t think you’re persuaded of that yet.” They were inseparable for the next 50 years.

For Trish Vradenburg, watching her mother die of Alzheimer’s was life changing. Together with George, she started asking tough questions and demanding

**“A cure for Alzheimer’s:
It’s called a fantasy, a wish,
an impossible dream; the
same words that were said
to Galileo, Edison, Curie,
Salk and whoever dreamed
up the Internet. Yesterday’s
dream is today’s reality.”**

—Trish Vradenburg



answers. She asked, if women are more likely to get Alzheimer’s disease, then why are our researchers only doing experiments on male mice? She was outraged, stating, “My apologies to Minnie Mouse, but she has to be part of the experiments.”

That was quintessential Trish. She had a way of spreading laughter and love wherever she went. A lifelong Democrat, Trish joked that her role in life was to cancel out her husband’s vote. She told people that she was married to a Republican because, “in the heat of the moment when we first met, I forgot to ask about party affiliation.”

When she went to Capitol Hill, however, she went not as a Democrat or a Republican, but as a fierce advocate for the Alzheimer's party. She walked the halls of Congress like she owned the place, planting herself in the offices of elected officials and refusing to leave until they heard her out. Senator Ed Markey said this of George and Trish, "George and Trish Vradenburg took on this cause and they gave a human face to it here in the city. It has been a gift, not just to me, but to this city, to this country, and to the world. Because of them we are telescoping the timeframe it is going to take to find a cure."



Trish Vradenburg always brought humor to this fight. She crafted a list for her family of what they should do if she got Alzheimer's. One of the entries was, "At least once-a-day tell me, 'My, you look thin. Can I get you a Snickers bar?'"

But when it came to fighting Alzheimer's, no one was more serious. Now we continue to keep this loving, funny and remarkable woman present in the fight with the *Be Trish* campaign.



Alzheimer's research receives less than 1/6th of the funding that is allocated to cancer research in our national budget, and less than 1/3rd of the money allocated to HIV/AIDS.



UsAgainstAlzheimer's: A Remarkable Track Record

Frustrated by the lack of progress on Alzheimer's, in 2010, two passionate social entrepreneurs, George and Trish Vradenburg, together with co-founders Meryl Comer and John Dwyer, created UsAgainstAlzheimer's. Combining the force of possibility and the power of optimism, their approach has been to disrupt the status quo, identify the barriers to success, and fight for a cure. To do this

they understood that they had to build a coalition of government, industry, and medical professionals. At the same time they needed to redefine the approach to a cure with individuals living with Alzheimer's Disease and caregivers at the center of research, drug development, clinical trials, and patient care. With this approach, UsAgainstAlzheimer's has changed the entire landscape of the fight against Alzheimer's.

In just seven short years, we have made remarkable progress, including:

- Securing the national goal of preventing and effectively treating Alzheimer's by 2025 through the National Alzheimer's Plan, and convincing leaders of the world's most powerful nations, the G7 group, to embrace a similar goal.
- Helping drive annual U.S. investment in dementia research at the National Institutes of Health from \$448 million in 2010 to \$1.4 billion in 2017 (a more than 3-fold increase).
- Launching the Global Alzheimer's Platform (GAP) Foundation to build the first-ever global trial-ready platform to reduce the time, cost and risk of conducting clinical trials and getting medicines to patients.



First-Ever Strategies

UsAgainstAlzheimer's is championing first-ever strategies to disrupt the status quo:

- ✓ First and only organization credited by the White House for creating time-based goals to stop Alzheimer's.
- ✓ First-ever coalition dedicated to reducing the time, cost and risk of Alzheimer's clinical trials.
- ✓ First-ever patient and caregiver powered research network funded by the federal government.
- ✓ First-ever women's, African American, Latino, veteran, and clergy networks focused on fighting Alzheimer's disease.
- ✓ First-ever Alzheimer's disease political action committee to advocate for increased federal Alzheimer's research funding.
- ✓ First-ever coalition of industry CEOs dedicated to using their voices to impact fiscal, social and political matters that will "change the game" on Alzheimer's.
- ✓ First-ever big data project to predict risk of Alzheimer's.

The *Be Trish* Campaign: Accelerating Our Plan to End Alzheimer's

Thanks to the tireless work of George and Trish Vradenburg and millions of others they've mobilized to this cause, we no longer ask "if" we will defeat Alzheimer's, we only ask "when."

With the *Be Trish* campaign, we have a chance to continue in the spirit of our champion, Trish Vradenburg, with one of her favorite calls to action: "We won't wait!" Your investment in UsAgainstAlzheimer's today will help us continue advancing our groundbreaking model: Here's our plan:

UsAgainstAlzheimer's is all about being highly targeted in identifying and aggressively attacking the impediments we have identified that slow progress in developing a cure. These impediments include:

1. Lack of adequate funding for research.
2. The need for a passionate, collaborative, and agile community dedicated to this fight.
3. The terribly slow pace of clinical trials that are burdened by red tape, duplication and inadequate enrollment of the right patients for those trials. All of this greatly slows getting promising new drugs to those who suffer from Alzheimer's.
4. Lack of adequate support for families and caregivers – who often feel alone and whose considerable needs often go unmet.



5. Lack of good early and accurate diagnostic techniques, awareness about detection and diagnosis, and a solid understanding of the importance of good brain health.

To address these impediments, UsAgainstAlzheimer's is mobilizing a movement of researchers, caregivers, families, public officials, companies, and advocates in fierce pursuit of the breakthrough innovations that will stop Alzheimer's in its tracks. We are rapidly increasing investment in research and knocking down barriers in the drug development process to move treatments to patients faster.

Initiative 1: Drive More Dollars to Alzheimer's Research

Through our own networks and a coalition of 90+ Alzheimer's-serving organizations that we co-convene, we mobilize literally millions of Americans to demand a cure through increased public investment in research. The vast majority of funding for disease research comes from the federal government. UsAgainstAlzheimer's leverages our networks and coalitions to work with Congress to drive investment and innovation in federal research programs. We also advocate for policy incentives to encourage private investors to contribute to innovations leading to a cure.

Our seven networks help us to give voice to and empower those who are most deeply impacted by Alzheimer's and include:

- ✓ ActivistsAgainstAlzheimer's
- ✓ AfricanAmericansAgainstAlzheimer's
- ✓ ClergyAgainstAlzheimer's
- ✓ LatinosAgainstAlzheimer's
- ✓ ResearchersAgainstAlzheimer's
- ✓ WomenAgainstAlzheimer's
- ✓ VeteransAgainstAlzheimer's



Without a treatment, costs associated with Alzheimer's are projected to increase to more than 1.1 trillion dollars in 2050.

Initiative 2: Move Innovative Medicines to Market Faster

There are nearly a hundred Phase II and III Alzheimer's drugs being tested in laboratories across the world—and 27 of them are on pace to potentially progress to patients in the next five years. UsAgainstAlzheimer's is investing in the capacity of the Alzheimer's clinical trials system to move medicines to patients more rapidly. The first person cured of Alzheimer's disease will be in a clinical trial. Yet, the current state of clinical research is slow and non-collaborative. There are significant barriers to entry for trial participants, and minorities are underrepresented in studies. We are acting forcefully to engage the public in medical research, build a trial-ready clinical trial platform, recruit individuals for trials (with a special focus on communities of color), and reduce trial costs to spur more corporate investment.



Initiative 3: Design Patient-Centered Drug Development and Care

When new drugs are being developed, reviewed by regulators, and considered for reimbursement, patients and their advocates do not currently have a seat at the table. UsAgainstAlzheimer's is working to bring patient and caregiver voices to the forefront. We are fighting to ensure that a scientifically rigorous understanding of patient needs and preferences is given a high priority in the drug development process. This includes regulatory endpoints and scales that are better suited to the needs and priorities of those living with Alzheimer's and their caregivers, and insights on new value models in coverage and payment decisions for Alzheimer's therapies.

Initiative 4: Improve Caregiver Support

Today, an estimated 15 million unpaid caregivers are providing round-the-clock care to Americans with Alzheimer's. More than a third of these caregivers say their health has worsened due to care responsibilities (vs. 19% of caregivers for older people without dementia). UsAgainstAlzheimer's is keeping the needs of caregivers front and center in our work. We are working to improve or expand policies and practices that improve the health, safety, financial preparedness, economic opportunity and quality of life of those living with Alzheimer's and their caregivers.

Initiative 5: Change America's Approach to Brain Health

We are investing in the increased understanding of brain health among patients and doctors to fundamentally change the way people perceive Alzheimer's disease and dementia. We must increase understanding of the brain as a vital organ, the health of which we can preserve and maintain, just as we do the heart. Better understanding of and attention to brain health may allow us to delay onset of the disease, detect and diagnose brain impairments in a more timely fashion and develop treatment plans and care support systems personalized to the needs of each patient and family.



**Since it began in 2010,
UsAgainstAlzheimer's
investment of 20 million
dollars has helped to
leverage 1.8 billion dollars
in federal spending.**

Will You Join the *Be Trish* Campaign and End Alzheimer's?

One day in the not too distant future, scientists will know what causes Alzheimer's, industry will know how to prevent it, and doctors will be able to diagnose it early and treat it. And until we eradicate Alzheimer's entirely, there will be survivors to take care of.

Families will no longer be bankrupted when moms and dads have to leave their jobs to care for loved ones with Alzheimer's. And grandchildren will be able to enjoy sleepovers at Grandma's instead of missing out because Grandma has Alzheimer's.

This is Trish's dream. Working together, we are confident we can achieve it. Please join UsAgainstAlzheimer's in making this the last generation with Alzheimer's.

We are building from strength. We have bold and visionary leadership. We have a diverse global network of people pulling together in the same direction toward a cure. And we have a solid plan to remove all the obstacles that stand in our way.

Now, all we need is YOU. Join us in the fight of our century so that you can one day say, "I stopped Alzheimer's."

Alzheimer's is the only disease in the top 10 causes of death in the United States with no means of preventing, stopping, or curing it.



TIKKUN OLAM

Trish Vradenburg's life was a wonderful example of the concept of Tikkun Olam. In Judaism, Tikkun Olam means to repair or restore the world. Trish was dedicated to repairing the world in the actions she took every day. We keep her spirit alive by continuing that work today.

Loved and Admired By So Many



“Trish’s journey was one that has made a tremendous difference in the lives of people. Not only for her vision, but for how she approached the work with such love, respect, kindness, beauty, sparkle, you name it. That was Trish.”

Rep. Nancy Pelosi, D-CA
Democratic Leader,
U.S. House of Representatives

“We have a national Alzheimer’s plan being implemented by the White House. There would not have been a national goal of 2025 if it weren’t for George and Trish. We have greater resources devoted to preventing and treating the disease and an unwavering advocate in the African American Network Against Alzheimer’s.”

Melody Barnes, Former Director,
White House Domestic Policy Council;
Founder, African American
Network Against Alzheimer’s

“As highly accomplished professionals, it would have been easy and fair for George and Trish to rest on their laurels and enjoy a leisurely retirement. But instead, they have invested their time, energy and resources to building the global movement that is UsAgainstAlzheimer’s. Their passion is born out of their own suffering in caring for Trish’s mother, Bea Lerner, who was struck down by Alzheimer’s.”

Husseini Manji, MD, FRCP
Global Therapeutic Head, Neuroscience
Janssen Research & Development, LLC

“I have seen more accomplished in the years since UsAgainstAlzheimer’s formation than the 20 plus years prior. George is one of the best conveners of people that I have ever known. His inclusiveness and Trish’s sharp wit made them a great team. She will be missed.”

Alice Watkins
Former Executive Director,
Alzheimer’s North Carolina;
Co-Founder,
WomenAgainstAlzheimer’s

“Trish was dedicated and persistent in working for research dollars...Trish didn’t take ‘no’ for an answer and she never relented in her fight for a cure.”

Sen. Roy Blunt, R-MO
Speaking at Trish’s memorial service



“Trish’s passion and knowledge helped to drastically increase our investments in Alzheimer’s disease research, and to improve care and support for patients and their families.”

Sen. Susan Collins R-ME
Chairman of the Senate Special
Committee on Aging;
Senate Co-Chair of the Congressional
Alzheimer’s Task Force



"We've been to the moon. We've turned HIV/AIDS from fatal into a chronic condition. I don't think it's pie in the sky to believe a treatment or cure for Alzheimer's is possible. My optimism is going to pay off. And you can quote me on that!"

Trish Vradenburg

UsAgainstAlzheimer's

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