Who We Are:
The Youth Movement Against Alzheimer’s (YMAA) empowers and activates high school and college students across the U.S. to change the trajectory of Alzheimer’s disease through education, awareness, and collective action. YMAA powered by HFC aims to reduce the stigma associated with Alzheimer’s disease and dementia by promoting disease education, providing opportunities to connect and support those affected by the disease, and inspiring a generation of youth to take action to protect their own brain health by learning about and practicing brain-healthy habits. YMAA powered by HFC also recognizes the growing community of students who are providing or helping to provide care to someone living with Alzheimer’s and aims to support caregiving youth with a range of resources and programs.

Why We Care:
Let’s face it—bringing up Alzheimer’s doesn’t usually make you the life of the party. Most people don’t want to think about dementia until they have to. Yet, Alzheimer’s is the 6th leading cause of death in the United States, with 5.8 million Americans affected. Currently, 16 million Americans provide unpaid care for those affected and 40% of these caregivers have been diagnosed with depression. But here’s the deal: if we can get people talking about Alz early on, and change their behavior, we can actually prevent up to 40% of cases! And when we say change, we’re not talking Ironman training or subsisting on raw wheatgrass.

We’re talking brain-healthy lifestyle adjustments like better sleep, breathing exercises and delicious new recipes. Creating awareness is the first step toward finding a solution and you can play an integral role in your community by starting a chapter at your school! Plus, when we build relationships with folks living with AD, we reduce isolation, break the stigma associated with Alzheimer’s disease and well, kick Alzheimer’s in the Ballzheimer’s!
How to Join the Movement

How can you make a difference by starting a chapter at your school?

Your chapter will help increase awareness of Alzheimer’s and the caregiving crisis by volunteering with patients and helping people understand how difficult it is for caregivers to care for patients. In addition, you will increase the visibility of the disease through advocacy and fundraising campaigns.

STEP ONE:
Fill out our chapter application HERE (shouldn’t take you more than 20 minutes!)

STEP TWO:
Meet and Greet. Once your application has been approved for consideration, you will be contacted to arrange for a virtual meeting with a YMAA team member so we have an opportunity to meet you, answer any questions, and confirm that you are ready to launch!

STEP THREE:
Get started! We’ll provide you with a membership starter kit and support you and your fellow chapter leaders on next steps for setting up your chapter and positioning you for success.

Things to keep in mind to finalize your chapter membership:

- You will need to modify our sample constitution for your own chapter
- In most cases, chapters must secure a faculty advisor on campus or at your school
- Be sure you are familiar with your school’s guidelines and requirements for starting a student club
- Register your club at your campus or school
- Pick a meeting time and secure a location so you can hit the ground running once you are approved.
- Start planning an outreach and advertising plan to build your club membership (don’t worry, we’ll help you!)
- Plan for your peer educator and Dementia Friends training
Get Trained as Brain Health Peer Educators
Take part in the nation’s only certification training program for HS and college students and become an Alzheimer’s prevention/brain health peer educator! This training was developed by HFC and builds on our evidence-based coursework featured on HFCUniversity.

Get Trained as Dementia Friends
A Dementia Friend is someone who learns about what it's like to live with dementia and then turns that understanding into action such as telling their friends about what it's like living with dementia and visiting someone with dementia.

Raise Awareness and Inspire Change
Join YMMA’s national awareness campaigns to educate their community about dementia and fight the stigma of the disease through social media and local activities.

Volunteering in the Community
Chapters often arrange volunteering opportunities in the community to engage with those living with Alzheimer’s who attend adult day programs, live in nursing homes, or memory care facilities. Having your chapter participate in community events and volunteer drives our movement to create change.

Fundraise
YMMA fundraising efforts support affected families to get the care they need through free online support groups, respite care grants, caregiver education and wellness events.

Contact Us:
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