WHERE WE HAVE BEEN & WHERE WE ARE GOING
AARP Milestones in Brain Health

1994
Policy Expertise
AARP teams up with the Dana Alliance for Brain Initiatives for state events and policy knowledge.

2001
Consumer Benefits
Dana Alliance for Brain Initiatives and AARP Andrus Foundation produce, Staying Sharp: Current Advances in Brain Research booklets in English and Spanish.

Pre-2012
Global Collaborations
AARP publications including, AARP Bulletin, AARP The Magazine, and The Journal, have included numerous articles on dementia written by experts.

Fall 2012
Consumer Benefits
AARP offers first Staying Sharp membership option.

Surveys and Reports
AARP surveys our members asking them how important they view brain health as an issue.

Dec. 2012
Forums and Events
AARP Public Policy Institute (PPI) hosts Innovation Roundtable on Brain Science.

2013
Consumer Benefits
The Brain Health Center goes live on aarp.org, a platform that provides useful information for consumers on living a healthy lifestyle, which has been connected to helping people stay mentally sharp.

Policy Expertise
AARP incorporates dementia awareness as a key pillar in support of Age-Friendly Banking.

Forums and Events
AARP Policy Forum on Brain Health: Living Well With Dementia.

Global Collaborations
AARP sends a representative to the G8 (now G7) Summit on Dementia in London.

2013-2015
Consumer Benefits
The Staying Sharp program updates reflect the latest brain health guidance.

Global Collaborations
AARP sends a representative to the G8 (now G7) Summit on Dementia in London.

2013-
Policy Expertise
AARP issues a Board Charge to the National Policy Council to further develop cognitive health and dementia policy.

Mar. 2015
Policy Expertise
AARP issues a Board Charge to the National Policy Council to further develop cognitive health and dementia policy.

Global Collaborations
AARP sends a representative to the G7 Summit on Dementia in Tokyo.

Oct. 2014
Forums and Events
AARP co-hosts Changing Global Care for Dementia summit with the Global CEOi Initiative on Alzheimer’s Disease (CEOi).

Nov. 2014
Global Collaborations
AARP sends a representative to the G7 Summit on Dementia in Tokyo.

Jan. 2015
Forums and Events
AARP and CEOi host the first meeting of Dementia Friendly America and become part of advisory council.

Mar. 2015
Policy Expertise
AARP issues a Board Charge to the National Policy Council to further develop cognitive health and dementia policy.

Global Collaborations
AARP sends a representative to the World Health Organization Ministerial Summit on Dementia in Geneva.

Apr. 2015
Surveys and Reports
The Institute of Medicine releases the Public Health Dimensions of Cognitive Aging report co-sponsored by AARP.

May 2015
Global Collaborations
AARP joins the Global Alzheimer’s and Dementia Action Alliance (GADAA).

Sept. 2015
Global Collaborations
AARP sends a representative to speak at the Dementia X forum in Stockholm, Sweden.

Oct. 2015
Surveys and Reports
AARP agrees to collaborate with Age UK as founding member of The Global Council on Brain Health.

Policy Expertise
Launch of The Global Council on Brain Health, A Collaborative from AARP.

Dementia Care Technology & Innovation Forum held with external and internal partners.

2014
Surveys and Reports
AARP conducts a survey on attitudes and perceptions on brain health, awareness and consideration for brain training, and sources of information on brain health.

A HEALTHY, INFORMED FUTURE