

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, <i>Staying Sharp: Current Advances in Brain Research</i> booklets in English and Spanish.
Pre-2012		Global Collaborations	AARP publications including, <i>AARP Bulletin</i> , <i>AARP The Magazine</i> , and <i>The Journal</i> , 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.
Sept. 2013		Policy Expertise	AARP incorporates dementia awareness as a key pillar in support of Age-Friendly Banking.
Dec. 2013		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.
Sept. 2014		Global Collaborations	Dennis Gillings, World Dementia Envoy and World Dementia Council lead, visits with AARP policy leaders.

Sept. 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.
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).
			AARP sends a representative to speak at the Dementia X forum in Stockholm, Sweden.
Sept. 2015		Global Collaborations	AARP agrees to collaborate with Age UK as founding member of The Global Council on Brain Health.
Oct. 2015		Surveys and Reports	AARP surveys our members asking them what they are doing to preserve their brain health.
		Policy Expertise	Launch of The Global Council on Brain Health, A Collaborative from AARP.
Dec. 2015		Forums and Events	Dementia Care Technology & Innovation Forum held with external and internal partners.

A HEALTHY, INFORMED FUTURE