

**Senate Study Bill 3066 - Introduced**

SENATE FILE \_\_\_\_\_  
BY (PROPOSED COMMITTEE ON  
HUMAN RESOURCES BILL BY  
CHAIRPERSON MATHIS)

**A BILL FOR**

1 An Act relating to the development and implementation of  
2 a public awareness campaign on Alzheimer's and other  
3 dementias, and providing an appropriation.  
4 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

1 Section 1. ALZHEIMER'S AND OTHER DEMENTIAS — PUBLIC  
2 AWARENESS CAMPAIGN — APPROPRIATION. There is appropriated  
3 from the general fund of the state to the department of public  
4 health for the fiscal year beginning July 1, 2016, and ending  
5 June 30, 2017, the following amount or so much thereof as is  
6 necessary for the purposes designated:

7 For the public purpose of providing a grant to an  
8 organization that is the Iowa chapter of a national nonprofit  
9 organization that is the leading voluntary health organization  
10 in Alzheimer's care, support, and research and provides  
11 vital services, education, and support to people living with  
12 Alzheimer's as well as their family members and caregivers, to  
13 develop and implement a public awareness campaign as specified  
14 in this section:

15 ..... \$ 100,000

16 The moneys appropriated in this section shall be used  
17 to support a statewide campaign through partnerships with  
18 entities including but not limited to the department of public  
19 health, the department on aging, the office of long-term care  
20 ombudsman, area agencies on aging, faith-based communities,  
21 business and corporate associations, chambers of commerce,  
22 professional and trade associations, the medical community, and  
23 nontraditional partners to increase public awareness and reduce  
24 the stigma of Alzheimer's and other dementias; to support  
25 those living with Alzheimer's and other dementias, as well  
26 as their families and caregivers; to provide evidence-based  
27 information about Alzheimer's and other dementias regarding  
28 early detection, accurate diagnosis, warning signs, brain  
29 health, advance planning, and other related issues; and to  
30 empower communities to take action and be agents of change in  
31 addressing Alzheimer's and other dementias.

32 EXPLANATION

33 The inclusion of this explanation does not constitute agreement with  
34 the explanation's substance by the members of the general assembly.

35 This bill appropriates \$100,000 from the general fund

1 of the state to the department of public health for FY  
2 2016-2017 for the public purpose of providing a grant to an  
3 organization that is the Iowa chapter of a national nonprofit  
4 organization that is the leading voluntary health organization  
5 in Alzheimer's care, support, and research and provides  
6 vital services, education, and support to people living with  
7 Alzheimer's as well as their family members and caregivers,  
8 to develop and implement a public awareness campaign. The  
9 moneys are to be used to support a statewide campaign through  
10 partnerships with state entities, faith-based communities,  
11 business and corporate associations, chambers of commerce,  
12 professional and trade associations, the medical community, and  
13 nontraditional partners to increase public awareness and reduce  
14 the stigma of Alzheimer's and other dementias; to support  
15 those living with Alzheimer's and other dementias, as well  
16 as their families and caregivers; to provide evidence-based  
17 information about Alzheimer's and other dementias including  
18 early detection, accurate diagnosis, warning signs, brain  
19 health, advance planning, and other related issues; and to  
20 empower communities to take action and be agents of change in  
21 addressing Alzheimer's and other dementias.