

# Dr. Lisa Genova

## Taking the Lead on Alzheimer's

Please see important information at the end of this program. Filmed on 10/9/18.



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# TAKING THE LEAD ON ALZHEIMER'S

with Dr. Lisa Genova

2/3's of people who have Alzheimer's are Women.



Five and a half million Americans have Alzheimer's and they all have people they know and love.

**5.5 MILLION AMERICANS** have  
**ALZHEIMER'S** and they all have  
**PEOPLE** they **KNOW** and **LOVE**

I think one of the keys to solving Alzheimer's is conversation. So, women are good at chatting. We need to chat up this disease and bring it into our living rooms and neighborhoods and communities where we can shine a light on this disease and talk about it.

Bring it into our **LIVING ROOMS,  
NEIGHBORHOODS,  
COMMUNITIES**

So, 50 years ago, we didn't talk about cancer.  
We called it the big C.

The **'BIG C'**

What changed with cancer was we began to talk about it.  
You know, when we talk about something, we make the unfamiliar, familiar.

When we **TALK** about **SOMETHING**  
we make the **UNFAMILIAR**  
**FAMILIAR**

We need to talk about it if we going to get to social change, treatments, survivors.



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