



See the signs.  
Start a conversation  
about Alzheimer's.



*Did you know about one in nine Americans age 65 and older has Alzheimer's disease?<sup>1</sup> Increasing age is the greatest known risk factor.<sup>1</sup> The Alzheimer's Disease Program at the Texas Department of State Health Services works to increase awareness of the disease and provide helpful information to individuals, families, friends and caregivers.*

Are you worried that changes in a loved one's memory or how they act might be Alzheimer's disease? Talking about your concerns is the first step to helping them. It can be a difficult conversation, but the sooner you have it, the better. Early treatment can make a big difference in quality of life. The tips below can help begin the conversation.<sup>2,3</sup>

- **Start the conversation** if you notice signs of memory loss or difficulty doing usual activities.
- **Choose a time** to have the conversation when you and your loved one aren't busy or tired.
- **Pick a place** that is familiar, comfortable and quiet.
- **Have confidence** you're doing the right thing.
- **Decide in advance** what you're going to say.
- **Keep your words simple**, gentle and reassuring.
- **Begin by** asking if they've noticed any differences in their behavior.
- **Say you're concerned** and give a few examples why.
- **Listen when they express worry** about memory loss or difficulty doing usual activities.
- **Reassure them** that Alzheimer's is a disease and not something they are doing wrong, even though it may feel embarrassing to talk about it.
- **Encourage them to see a doctor** to find out what's causing memory loss. Offer to go with them for support.
- **Learn about local resources** that can help you understand memory loss and learn ways to talk with your loved one and their doctor.

Find out more about Alzheimer's disease, ways to start a conversation and available community resources at [dshs.texas.gov/alzheimers](https://dshs.texas.gov/alzheimers).



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<sup>1</sup> Alzheimer's Association. Alzheimer's disease facts and figures. <https://www.alz.org/media/Documents/alzheimers-facts-and-figures.pdf>. 2023. Accessed July 12, 2023.

<sup>2</sup> The Conversation Project. The Conversation Project Conversation Starter Kit. <https://theconversationproject.org/wp-content/uploads/2017/02/ConversationProject-ConvoStarterKit-English.pdf>. 2020. Accessed June 30, 2020.

<sup>3</sup> Alzheimer's WA. How to talk to a loved one about dementia. <https://www.alzheimerswa.org.au/the-hardest-conversation-how-to-talk-to-a-loved-one-about-dementia/>. Date unknown. Accessed June 30, 2020.