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THE MAINE SENATE
132nd Legislature

**LD 1102, “Resolve, to Raise Awareness of the Importance of Brain
Health and Reducing the Risk of Dementia”
Joint Standing Committee on Health and Human Services
March 28, 2025**

Senator Ingwersen, Representative Meyer, and members of the Joint Standing Committee on Health and Human Services:

My name is Stacey Guerin and I represent the people of Senate District 4. I am before you today to introduce LD 1102, “Resolve, to Raise Awareness of the Importance of Brain Health and Reducing the Risk of Dementia.” This bill includes \$100,000 in one-time funding for a public awareness campaign.

Alzheimer’s disease and other dementia are significant public health issues that require more attention. The impacts are serious and the costs are substantial; but public health solutions, such as awareness campaigns encouraging people to take action to protect their brain health and discuss cognitive issues with their families and healthcare providers, can help.

There still exists a stigma around dementia and many do not seek help despite the benefits of doing so. For example, there are now FDA-approved treatments to slow the progression of Alzheimer’s disease in the earliest stages. The lifetime cost of caring for someone with Alzheimer’s disease can be reduced with early diagnosis, providing savings to Medicare, Medicaid, and families. It also gives families more time to plan for the future and for caregivers to receive education and support services, improving the patient’s health and wellbeing.

The funding provided would allow the Maine CDC to buy ad space for TV, radio, print, and digital advertisements promoting better understanding of warning signs of dementia and encouraging patients and families to address issues with health care providers. Organizations like the Alzheimer’s Association have developed materials that can be used by state health departments, so funding would not be needed to create new material.

I urge you to support this important legislation. Thank you for your consideration and I am happy to answer any questions.