

## Jason Swanson, Part 1 Video Transcript

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### **Jason Swanson:**

As we see older adults living longer lives and as we see the continued toll on the workforce, there is a call to action to help people age successfully in their homes. We're trying to get to them before they need nursing home placement, or have a hospitalization. So it's really raising awareness and breaking down the stigma of dementia or Alzheimer's. You know, it's not contagious! But we want people to understand what it is so they can start seeing things sooner; they can start taking proactive measures with it, as well. As people live longer, you know, we're starting to see a prevalence of dementia and Alzheimer's cases increase, and not just for older adults, we're starting to see it too with the younger generation—early onset Alzheimer's as well, I should say. So it's imperative that we raise awareness and break down that stigma with it, as well.

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