



HFC's YOUTH MOVEMENT AGAINST ALZHEIMER'S

Chapter Launch Guide

(aka, all the important info you need to know to start a YMAA chapter and join the movement!)

Who We Are

HFC's Youth Movement Against Alzheimer's (YMAA) is a nationwide (and international!) community of high school and college students leading the charge to change the future of Alzheimer's Disease. Through education, awareness, and bold collective action, YMAA empowers young people to break the stigma around Alzheimer's and related dementias. We're here to do more than just talk about it.

YMAA offers opportunities to learn about the disease, connect with those affected, and take meaningful steps to support brain health, starting with your own. From spreading awareness on campus to building brain-healthy habits, every action counts. YMAA also recognizes the strengths and challenges of students who are caring for a loved one with Alzheimer's. That's why we're committed to supporting caregiving youth with programs, resources, and a community that gets it. This is your chance to be part of something bigger. Let's create a future without Alzheimer's together.

Why We Care

Let's face it - bringing up Alzheimer's doesn't usually make you the life of the party. Most people don't want to think about dementia until they have to. But, Alzheimer's is the 6th leading cause of death in the United States, with 5.8 million Americans affected. Currently, 16 million Americans provide unpaid care for those affected and 40% of these caregivers have been diagnosed with depression. But here's the deal: if we can get people talking about dementia early on, and change their behavior, we can actually prevent up to 45% of cases! And when we say change, we're not talking Ironman training or subsisting on raw wheatgrass. We're talking brain-healthy lifestyle adjustments like better sleep, breathing exercises, and delicious new recipes. Creating awareness is the first step toward finding a solution and you can play an integral role in your community by starting a chapter at your school! Plus, when we build relationships with folks living with dementia, we reduce isolation, reduce stigma, and well, kick Alzheimer's in the ballzheimers!

Join the Movement

YMAA chapters play a key role in raising awareness about Alzheimer's Disease, highlighting the caregiving crisis, and promoting brain-healthy habits that support lifelong cognitive wellness. Each year, chapters take part in two major national campaigns: "What's Your 'Y' in YMAA?" in November and the Brain Boost Challenge in March.

Beyond these national events, your chapter can bring the mission to life on campus and in your community—whether it's through volunteering, hosting fundraisers, tabling, organizing walks, dance-a-thons, or launching your own creative initiatives. The possibilities are wide open, and the impact is real.

STEP ONE:

Fill out our chapter application [HERE](#) (shouldn't take you more than 20 minutes!)

STEP TWO:

Meet and Greet. Once your application has been approved for consideration, you will be contacted to arrange for a virtual meeting with a YMAA team member so we have an opportunity to meet you, answer any questions, and go over what's needed to keep your chapter active!

STEP THREE:

Get started! We'll provide you with a chapter starter kit and support you and your fellow chapter leaders on next steps for setting up your chapter and positioning you for success.



Tips to get started

Get familiar with your school's guidelines & requirements for starting a student club

Make time in your schedule for Brain Health courses on HFCUniverse

Have an idea of who your faculty advisor & e-board members would be

Think about when & where you will hold meetings on campus for your chapter leaders & members

What Chapters Do



Get Trained as Brain Health Leaders

Be part of the first and only certification program in the country designed just for high school and college students and become a peer educator in Alzheimer's prevention and brain health! This dynamic training, created by HFC, is rooted in evidence-based content from our interactive platform, HFCUniverse, and gives you the tools to educate and inspire others while protecting your own brain health.

Volunteer in the Community

Chapters often arrange volunteering opportunities in the community to engage with those living with Alzheimer's who attend adult day programs, live in nursing homes, or memory care facilities. Having your chapter participate in community events and volunteer drives our movement to create change.

Raise Awareness & Inspire Change

Join YMAA's national awareness campaigns to educate your school and local community about dementia and fight the stigma of the disease through social media and local activities.

Fundraise

YMAA fundraising efforts support affected families to get the care they need through free online support groups, respite care grants, caregiver education, and wellness events.



STAY CONNECTED!

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