



Communication Guidelines

About Alzheimer's Association essentiALZ®

Alzheimer's Association essentiALZ is a certification program that recognizes an individual's knowledge of current recommended dementia care practices through an online exam. Anyone who fulfills the prerequisite training requirements, which currently include CARES® online training programs, is eligible to take the essentiALZ certification exam.

EssentiALZ is a certification, not an endorsement

The Alzheimer's Association® does not endorse any dementia care facilities or evaluate the quality of care provided. Facilities and communities that have purchased a site license do not have access to, or authority to use, the Alzheimer's Association or essentiALZ logos or treatments.

How individuals can be recognized for individual essentiALZ certification

- Print and display your certificate.
- Add essentiALZ certification to your resume.

How companies can recognize staff members' essentiALZ certification

The essentiALZ certification recognizes your staff members individually for being trained in and knowledgeable of quality dementia care practices.

- Celebrate employees who complete essentiALZ by posting their certificates in a public area for other staff members and families to see. For example, create a "Wall of Recognition" by publically posting your staff's essentiALZ certificates to recognize individuals who are essentiALZ-certified.
- Facilities may prominently display the certificate earned by its staff members or list the names in an honor roll-style display, highlighting that "The following people have earned Alzheimer's Association essentiALZ® certification." You are also encouraged to recognize essentiALZ-certified employees in your company newsletter.

How companies can communicate essentiALZ certification

The following is a suggestion for how to **internally** communicate the essentiALZ certification program to staff members.

- (Community name) strongly encourages our (entire, health care, front line, professional, other) staff to become certified in Alzheimer's Association essentiALZ®. Sign up today to take your training to the next level!

Questions? Please visit alz.org/essentiALZ and complete a [Contact Us](#) form.