



TAKING CARE

THE LEGACIES WE'LL ACCEPT, AND THOSE WE WON'T

PRESENTED BY HILARITY FOR CHARITY, PCH FILMS, BRIGHTFOCUS FOUNDATION, AARP

FROM PRODUCERS SETH ROGEN AND
LAUREN MILLER ROGEN

A FILM BY JAMES KEACH

2024 SYNOPSIS

Taking Care is a 38-minute documentary that follows Seth Rogen and Lauren Miller Rogen as they face the challenges of Lauren's mother's early-onset Alzheimer's disease. Directed by award-winning filmmaker James Keach (Walk the Line; Glen Campbell... I'll Be Me; Linda Ronstadt: The Sound of My Voice), the film captures the Rogens' unique blend of humor and honesty as they navigate the challenges of caregiving.

Taking Care is a story about family, resilience, and the power of taking action in the face of adversity. With expert insights and touching personal moments, the film is a powerful reminder of the difference we can all make in the effort to end Alzheimer's disease and dementia.

Whether you're drawn to stories of resilience, advocacy, or how laughter and love can help us through life's toughest moments, this film will leave you inspired and hopeful. Taking Care is about the legacies we choose to embrace - and those we strive to change - for a better future.

A NOTE FROM SETH ROGEN & LAUREN MILLER ROGEN

We're happy to introduce our documentary film, Taking Care, which chronicles our personal experience over the 17 years Lauren's mom, Adele, lived with early-onset Alzheimer's.

We made the film to shed light on what it's really like to be a family member caring for someone with dementia. Because it was, for us, beyond anything we could have ever imagined it to be.

We're especially excited to share this film with you all. We know that you share our goal to improve the quality of life for people with Alzheimer's disease and ease the caregiver burden for family members.

Believe it or not, we each have the power to lead a seismic shift in the trajectory of Alzheimer's and related dementias.



A stylized, handwritten signature of Seth Rogen in black ink.

SETH ROGEN

A stylized, handwritten signature of Lauren Miller Rogen in black ink.

LAUREN MILLER ROGEN

DISCUSSION GUIDE INTRODUCTION

Thank you for hosting a screening of Taking Care. This guide will help you facilitate a meaningful discussion about the film and its subjects.

HOW TO PREPARE FOR YOUR SCREENING:

- Prepare in advance. Consider using supplies such as chart paper or a whiteboard, to record the group's responses.
- Create an agenda. A sample agenda might include:
 - Welcome
 - Screening of the film
 - 10-minute break
 - Small group discussion
 - Reconvene for large group shareouts
- We highly encourage fun snacks and drinks too. And of course, brain-healthy snacks get you a gold star.
- Set ground rules for the discussion:
 - Review ground rules that you can write and display when your guests arrive. For example, please silence your cell phones, be respectful of your fellow participants, DO: listen actively, Don't: Interrupt. Invite others to add to the list.
 - Create an open and inclusive environment by encouraging participants to share their thoughts freely and remind everyone that there are no right or wrong answers.
- Check your tech. Test your technology before the screening to ensure the film is ready when you hit PLAY.
- Review the discussion prompts ahead of your screening. Note that there are general discussion prompts for all audiences and specific prompts provided for family caregivers, youth, and healthcare professionals.
- Start by introducing the film with the basic film information provided above. This sets the stage for deeper exploration.
- Play the film. The run time is 38 minutes.

TIPS FOR FACILITATING A POST-SCREENING DISCUSSION

- If someone interrupts while another is speaking, gently say something like, “we can get to that next.”
- If someone comes up with something not related to the discussion, you can create a ‘garage’ on paper. Say something like, “We’re not going to deal with that now, but I’ll put it in the garage and if we have time we can circle back,” and write down their question or thought on chart paper - put it in the garage for later.
- To clarify a point someone has made, try rephrasing it back to them by saying, “I’m hearing that you were moved by _____. Is that correct?”
- While it’s important to allow the discussion to flow naturally, be mindful of staying on topic. Gently steer the conversation back to the central themes or key questions if it begins to stray too far. Frequent gentle reminders may be needed to keep comments brief and on topic.
- Keep track of time so that you are not rushed. You may be working with a short time frame (60 or 90 minutes) so you want to be sure everyone who wants to share has the chance.
- Actively encourage different viewpoints by asking follow-up questions like, “Does anyone see this differently?” or “Can someone build on that idea?” This not only enriches the conversation but also ensures that quieter participants have the opportunity to contribute.
- Respectful debate and differing perspectives can lead to a richer understanding of the film. Acknowledge different opinions and if disagreements arise, guide the discussion in a way that maintains respect and openness.
- Expect emotional responses and comments. Many viewers share their personal experiences with caregiving or share about loved ones with dementia. Be patient and practice active listening and empathy.
- Conclude the discussion by asking participants to reflect on how the film has affected their thinking or what they’ve learned from the conversation.

FILM DISCUSSION PROMPTS

PRO TIP: Take a short break after the film if people need to use the bathroom, or make a call, and reconvene.

PRO TIP: If you are hosting a large group, of 15 or more, you may want to break the group up into smaller groups to discuss the film. Small groups allow more time for discussion and it's easier for some people to share in a more intimate setting.

Counting off is a simple way to assign participants to discussion groups. Have participants count off: 1, 2, 3, 4. Each number then goes to a specific area of the room to form a group. Encourage the groups to form a small circle so everyone is in direct eye contact with each other. Each group will then choose a recorder/reporter to ask the questions aloud and document key elements of their discussion to bring back to the larger group. You may want to create a handout with the questions and give one to each group.

Key themes and messages - reflecting on how the film's narrative conveys the underlying ideas. Choose 3-5 prompts from below:

- What word or phrase describes how you feel after watching the film?
- What did you learn from the film? Did anything surprise you?
- Why do you think caregivers might feel resistant to outside help?
- Was your own brain health top of mind for you before watching the film? Did the film change that? If so, how?
- What role did humor and comedy play for Seth and Lauren in particular?
- Discuss how Alzheimer's impacted the family dynamics, roles, and relationships for the Rogens.
- What were the biggest emotional, physical, and financial challenges they faced?
- What strategies did they use to cope and support each other?
- What did the film reveal about the stigma associated with Alzheimer's and dementia, especially in its early stages?
- How did the documentary challenge or reinforce societal perceptions of Alzheimer's disease?
- Did the film inspire any new perspectives for you - or reinforce existing ones - about dementia?
- What insights did the film provide about the process of getting an Alzheimer's diagnosis?
- How did the film portray the emotional journey of the person living with early-onset Alzheimer's?
- What role did memory and identity play in the story. How did the loss of memory affect Adele's sense of self?

Social, cultural, and historical context - drawing connections to contemporary issues and encouraging further exploration of related topics. Choose 3-5 prompts from below:

- What are some familiar themes throughout the film? Are there examples of fear, shame, resistance, or transformation?
- Describe any specific social or political issues that are raised in the film. How do these issues impact family caregivers you might know?
- Did you observe any shifts in thinking among Adele's family members that may have influenced how they ultimately approached caregiving/their journey with Alzheimer's and dementia?
- How can being open and sharing our experiences promote change in policy related to health care?
- What did you learn from this film that you wish everyone knew? What would change if everyone knew it?
- What resources and support systems did the family have access to, and what were the gaps?
- How did the film address the role of professional caregivers, and what was their impact on the family?
- What lessons did the family learn, and how might they inform others facing similar situations?
- What changes would you advocate for in society to better support families dealing with Alzheimer's and dementia?

PROMPTS FOR SPECIFIC AUDIENCES

The following prompts are supplemental to the main talking points above. Adjust the number of prompts based on your discussion group and the amount of time you have.

Youth - high school and college-age students

- Has anyone had experience with dementia? A grandparent, neighbor, etc.
- Did anything that happened in this movie remind you of something that has occurred in your own life or that you have seen occur to others?
- Would you recommend this movie to a friend? Explain your reasons.
- What part of the story told by the movie was the most powerful? Why?
- Do you think there are things you can do now to help protect your brain in the future? E.g. Exercise, eat well, learn new things
- Is there anything you can do in your community - school, church, clubs - to help raise awareness about dementia and make a difference in the lives of those afflicted, both loved ones and their caregivers?

Family Caregivers, Family, and Community

- How did the film's portrayal of the day-to-day challenges of caring for someone with Alzheimer's resonate with your own experiences as a caregiver?
- What aspects of the emotional journey depicted in the film—such as feelings of grief, frustration, or love—felt most familiar to you, and why?
- The film shows how family dynamics change in response to a loved one's Alzheimer's diagnosis. How accurately did it capture the impact on relationships within your own family?
- What might motivate individuals or families to keep an Alzheimer's or dementia diagnosis private?
- After watching the film, do you feel that it provided a realistic portrayal of the support systems available to caregivers, and what would you like others to understand about the support you need?
- Do you or did you experience humor in your caregiving journey? In what way?

Health Care Professionals

- In what ways are the experiences of the Miller family similar or different from families you encounter in your work?
- How accurately does the film portray the progression of Alzheimer's disease and dementia, and are there specific aspects of the disease that the film highlights well or overlooks?
- In what ways does the film depict the challenges faced by caregivers of Alzheimer's and dementia patients, and how do these challenges compare to what you observe in your professional experience?
- Does the film address any common misconceptions about Alzheimer's and dementia that you encounter in your work, and how do you think these portrayals affect public understanding of the disease?
- Are any of the challenges faced by the Miller family in their journey with Alzheimer's and dementia familiar to you in your work? If so, describe the similarities or differences.
- Considering the ethical dilemmas often associated with Alzheimer's and dementia care, such as autonomy and end-of-life care decisions, how does the film handle these issues, and what insights can you provide from a healthcare professional's perspective?
- What was the strongest emotion that you felt when watching the film? How can this inform your understanding of families or patients with whom you work?
- Does the film inspire you to take any action in your own profession? In what ways?
- How might the film be useful to health care audiences?

CLOSING

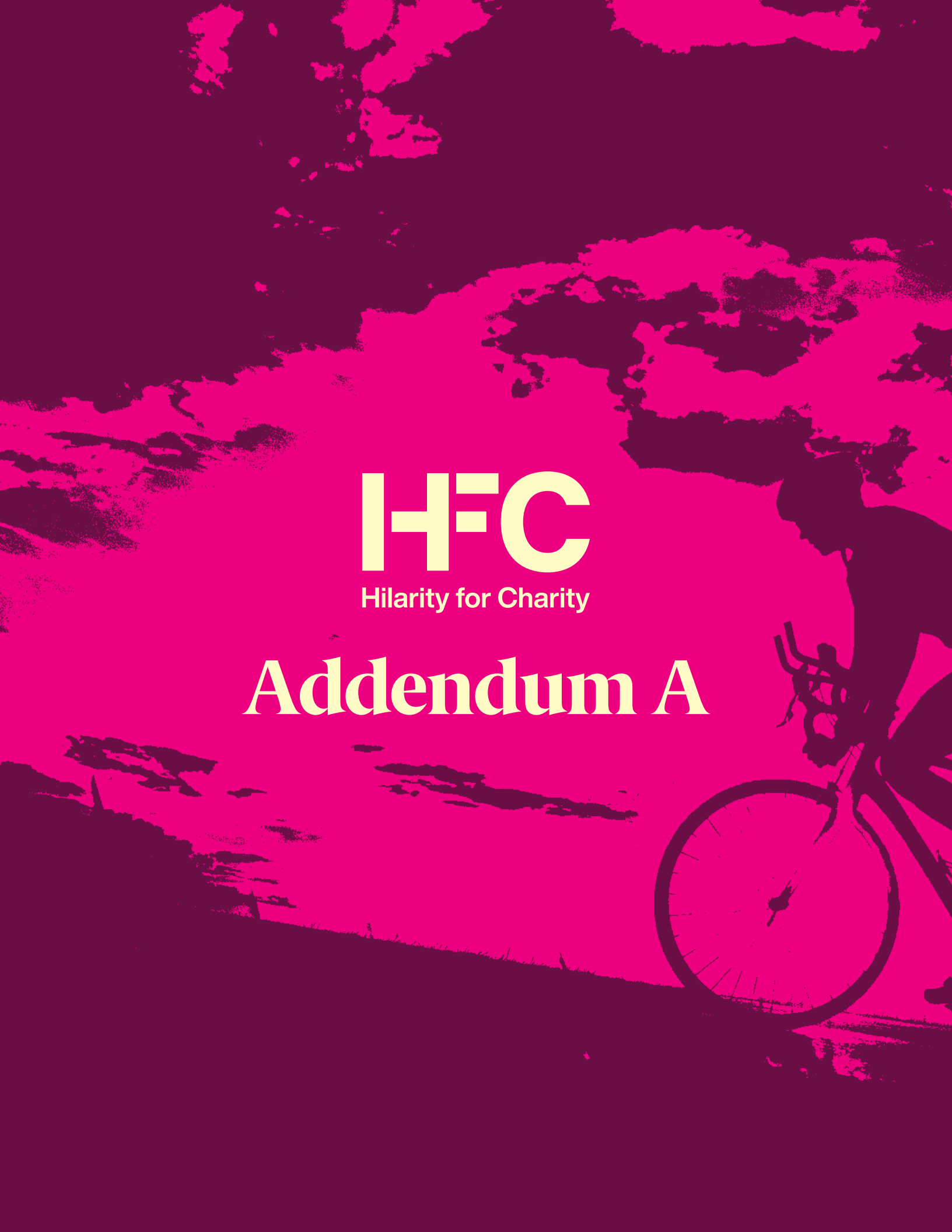
Take a few minutes to wrap up the discussion with the goal of ending on a positive note and folks feeling inspired.

Go around the room asking everyone to share:

- One thing they can do to 'Take Care' of themselves. Or,
- What does Taking Care mean to you? Or,
- Complete the statement: Before this film, I used to think_____. Now I think_____.

Thank everyone for coming and encourage them to dig deeper into the topic. You can supply websites, handouts, or brochures about Alzheimer's, resources, etc.



A person is riding a bicycle on a grassy hill. The rider is wearing a blue long-sleeved shirt and dark shorts. The bicycle is a road bike with a black frame and wheels. The background shows a blue sky with scattered white clouds. The overall scene is bright and sunny.

HFC

Hilarity for Charity

Addendum A

To CARE for families impacted by Alzheimer's today

- By 2050, the number of people age 65 and older with Alzheimer's may grow to a projected 12.7 million, barring the development of medical breakthroughs to prevent or cure Alzheimer's disease.
- Over 11 million Americans provide unpaid care for people with Alzheimer's or other dementias.
- HFC is an informative and comforting resource for families at any point in their Alzheimer's journey.
- HFC provides caregivers with much-needed respite grants and online support groups, as well as educational and supportive resources for them and their families.

To ACTIVATE the next generation of Alzheimer's advocates

- It is estimated that 47 million Americans currently have preclinical Alzheimer's disease with no apparent symptoms and memory problems.
- 45% of dementia cases may be preventable by adopting specific brain health habits.
- HFC creates opportunities for young people to live brain-healthy lifestyles today to reduce their risk of developing Alzheimer's disease and related dementias tomorrow.

To BE A LEADER in brain health research and education

- Long considered an "old person's disease," new research has found evidence that Alzheimer's begins in the brain up to 20-30 years before the onset of symptoms.
- HFC is committed to supporting future research and projects that advance the understanding and effectiveness of Alzheimer's prevention among people aged 50 and younger, including brain healthy lifestyle interventions so that one day we can prevent or delay onset.
- In partnership with New York Presbyterian/Weill Cornell Medicine, HFC has created educational programming about brain health for high school and college students. Digital courses featuring "Professor Seth Rogen" teach the signs and symptoms of Alzheimer's disease, brain health lifestyle interventions, and prevention strategies.

HFC by the Numbers



\$20M

raised to support family caregivers, brain health education, and prevention research.

427K

hours of in-home care relief awarded through our Caregiver Respite Grant Program

1.1M

people reached, on average, through our program grants, events, and social media each year

1.8M

people reached through our program grants, events, and social media in 2023

51

YMAA Chapters across 17 states;
nearly 1K members

2K+

reached on HFCUniverse, our brain health education platform

50

students trained as brain health peer educators

- HFC's work is characterized by a signature irreverence and commitment to bringing light and levity to those impacted by Alzheimer's and related dementias.
- HFC was founded to inspire young people to activate against Alzheimer's, historically considered an "old person's disease." Founders, Seth and Lauren Rogen, have leveraged their celebrity platforms to reframe Alzheimer's as a disease that desperately needs national attention and action from people of all ages.
- As storytellers and comedians, the Rogens have cultivated a throughline of their signature irreverence into HFC's work and programming. Caregivers often report engaging with HFC because they seek the unique levity we provide while they face such a dark disease.

HFC's 5 Brain Health Habits

- Living a brain-healthy lifestyle today can help reduce the risk of developing Alzheimer's disease and related dementias tomorrow.
[Learn more.](#)



Care for Caregivers

HFC supports family caregivers with a continuum of care that offsets the challenges of caregiving and enables more physically, financially, and emotionally sustainable caregiving journeys.

CARE GRANTS:

The HFC In-Home Care Grant Program relieves caregivers, giving them time to rest, recharge, and focus on their personal and professional life. Delivered with our partner, Home Instead, HFC's Care Grants provide 3-6 months of free, professional, in-home care.

ONLINE SUPPORT GROUPS:

HFC's Online Support Groups are free, frequent, and designed to help caregivers navigate any stage of Alzheimer's disease.

CAREGIVER WELLNESS PROGRAMS:

HFC provides free, educational, interactive, and informative online events to support caregivers, especially around their own health and well-being. Through our national partnership with BetterHelp, HFC is able to offer three-months of free individual therapy to caregivers as well.

CARE NAVIGATION

Through our national partnership with Arosa Senior Care, HFC provides individualized care navigation services to family caregivers to help them address and plan for challenges they are experiencing related to caregiving. A customized, detailed plan with vetted resources is provided to specifically address the caregiver's needs.

Care for Brains

HFC's groundbreaking digital platform, HFCUniverse, is transforming the way young people learn about, talk about, and support others dealing with an Alzheimer's diagnosis. The platform fosters a sense of community, reduces stigma surrounding the disease, and promotes brain health education.

Drive Awareness & Inspire Change

The Youth Movement Against Alzheimer's (YMAA) Powered by HFC empowers and activates high school and college students across the U.S. to change the trajectory of Alzheimer's disease through education, awareness, and collective action. The aim is to reduce the stigma associated with Alzheimer's disease and dementia by promoting disease education, providing opportunities to connect and support those affected by the disease, and inspire a generation of youth to take action to protect their own brain health by learning about and practicing brain healthy habits. The program also recognizes the growing community of students who are providing or helping to provide care to someone living with Alzheimer's and aims to support caregiving youth with a range of resources and programs.

The YLC supports HFC's mission by serving as a group of thought leaders who provide insight, guidance, suggestions, and feedback. YLC members prioritize driving social awareness among their peers and empowering more young people to be curious and aware of brain health and Alzheimer's prevention. YLC members contribute to HFC's mission and help activate the next generation of Alzheimer's advocates.

Alzheimer's and Brain Health Stats

- Alz is the most expensive disease in the United States.
- An estimated 6.5 million Americans age 65 and older are living with Alzheimer's dementia in 2022. <https://pubmed.ncbi.nlm.nih.gov/34043283/>
- Research suggests that 4 of 10 cases of Alzheimer's disease may be preventable by adopting specific habits.
- Alzheimer's can begin to develop 20-30 years before the onset of symptoms.

Caregiver Facts

- "Caregivers suffer for the pains they take to support family members. They have worse health outcomes than their peers, including increased rates of depression and heart disease."
- There are at least 3.4 million caregivers under the age of 18 nationwide.

HFC

Hilarity for Charity



@WeAreHFC | @hfcuniverse

wearehfc.org



**BrightFocus[®]
Foundation**

Cure in Mind. Cure in Sight.

Addendum B



**BrightFocus®
Foundation**

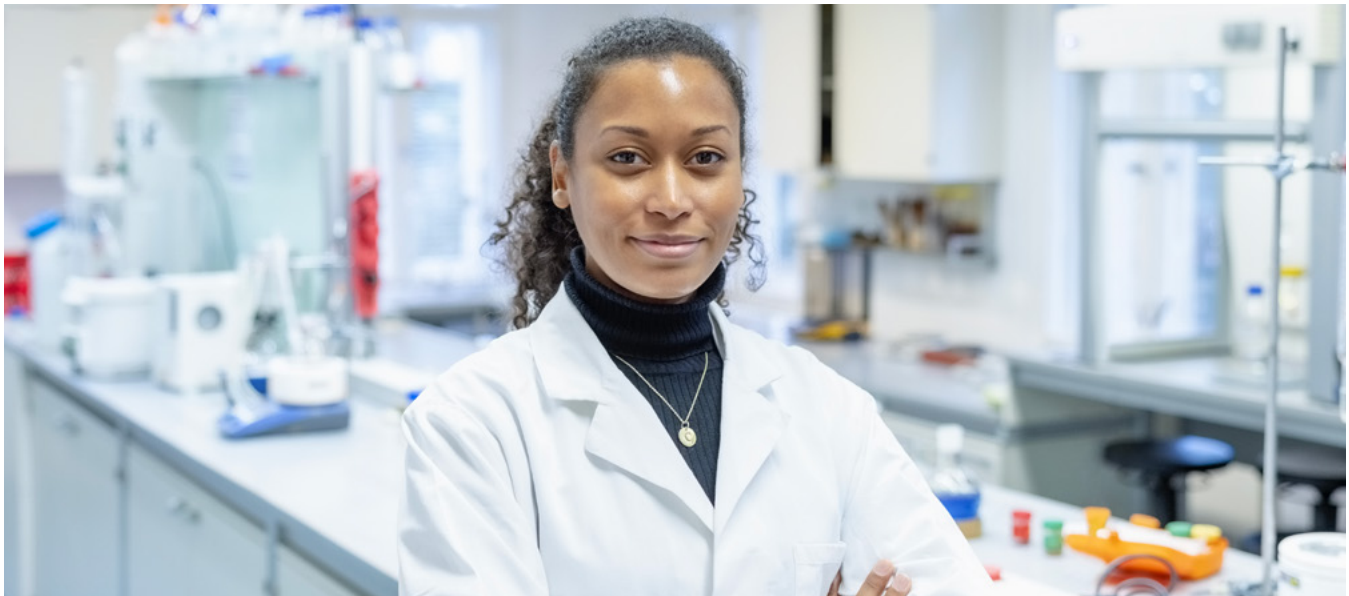
**Alzheimer's
Disease
Research**

BrightFocus Foundation's Mission

BrightFocus funds exceptional scientific research worldwide to defeat Alzheimer's disease, macular degeneration, and glaucoma and provides expert information on these heartbreaking diseases.

BrightFocus Foundation's Vision

A world where all people age free from diseases of mind and sight.



For more than 50 years, BrightFocus Foundation has supported exceptional scientific research worldwide to find cures for Alzheimer's disease, macular degeneration, and glaucoma—diseases of mind and sight affecting over 300 million people around the world. We also share the latest information on treatments, healthy living, and ways to reduce risk to help families and individuals facing these conditions. This work is made possible through a growing community of donors who care deeply about defeating these diseases.

Research grants are funded through our three signature programs—Alzheimer's Disease Research, Macular Degeneration Research, and National Glaucoma Research. Through our carefully vetted annual grant application process in partnership with world-class experts who serve on our scientific review committees, we invest in the most forward-thinking and creative ideas, sparking revolutionary approaches and life-saving breakthroughs. Many of our grant recipients have gone on to win Nobel Prizes, launch innovative companies, and develop diagnostic tools and treatments that are in use today.

We are committed to supporting the next generation of scientists by offering educational programs for up-and-coming researchers and funding nearly 100 travel fellowships each year, allowing scientists from diverse backgrounds to attend conferences and share their research with experts around the world.

Research = Hope

Alzheimer's Disease Research has awarded more than **\$180 million** in research grants to better understand and cure this devastating disease.

Our funded research leaves no stone unturned, exploring a wide range of scientific paths toward better treatments, prevention strategies, and ultimately a cure for Alzheimer's disease.

By providing initial funding for highly innovative experimental research and creative ideas, we spark revolutionary approaches and lifesaving breakthroughs for this disease, the seventh-leading cause of death in the United States.

By the Numbers:

112

active Alzheimer's
research projects
worldwide

\$180

million awarded
in Alzheimer's
research grants
since inception

3,042

scientists
supported



Free Alzheimer's Resources and Information

Monthly Discussion Series: Zoom In on Dementia & Alzheimer's

Each month, we host live interactive interviews with the foremost world-class research scientists and other experts on dementia and Alzheimer's. These hourlong episodes are held on the Zoom platform and streamed live on YouTube. Each session is recorded and available to watch on demand for those who miss the live broadcasts.

Downloadable Resources for Alzheimer's Disease

Our website offers expert-vetted information on signs and symptoms, diagnosis, treatments, risk reduction, and caring for someone with Alzheimer's disease. Explore expert articles, downloadable brochures, videos, and more at brightfocus.org/alzheimers/resources

Here are some examples of the content you will find:

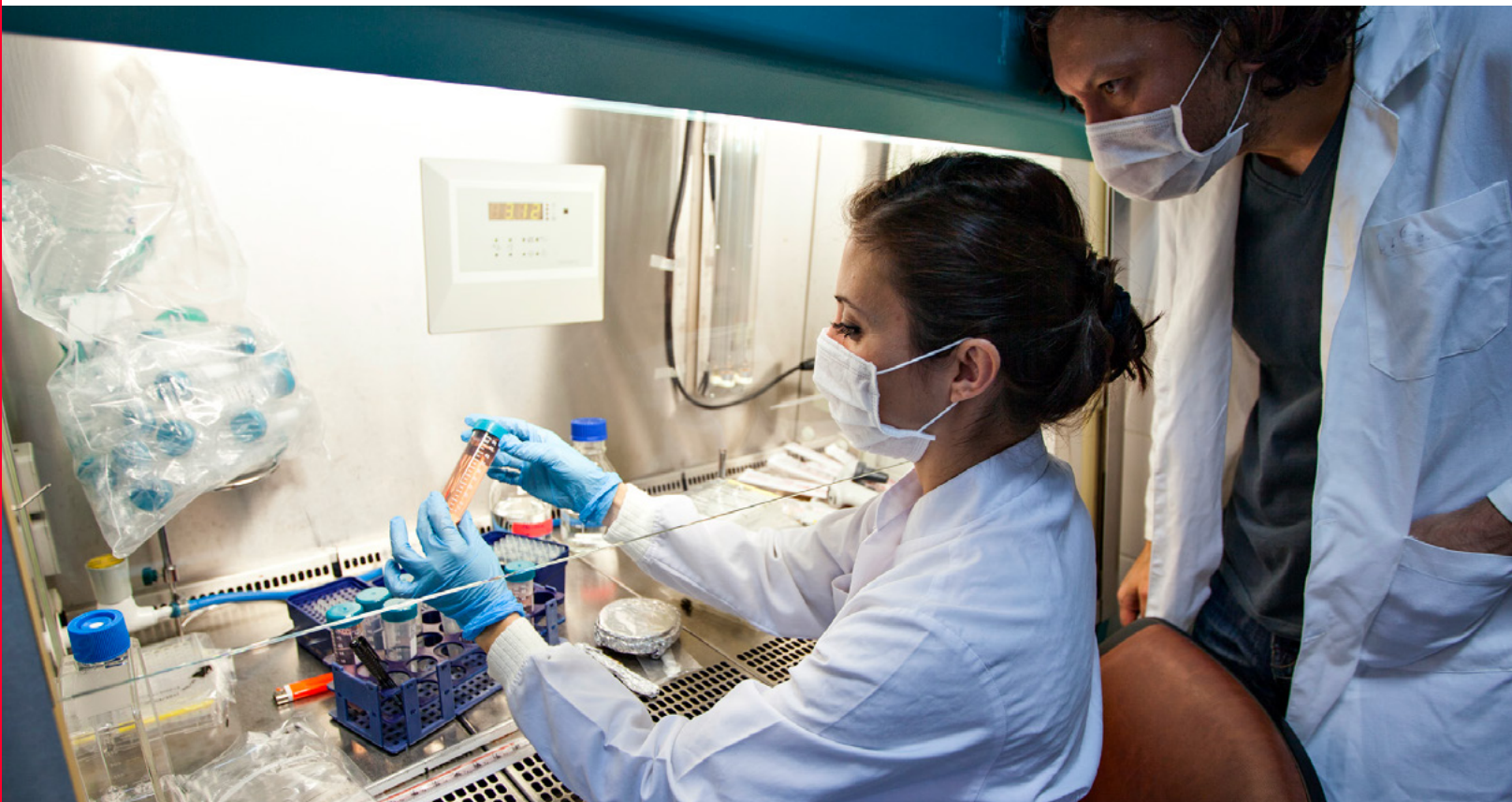
- Treatments for Alzheimer's Disease
- Managing Stress: Care for the Caregiver
- Dementia and Alzheimer's Disease: Differences, Stages, Signs, and Promise
- Alzheimer's Diagnosis: Questions to Ask Your Doctor
- Understanding Alzheimer's Disease: It's Not Just Forgetfulness





**BrightFocus[®]
Foundation**

**Alzheimer's
Disease
Research**



**Learn more and join our community at:
[brightfocus.org/ADR.](https://brightfocus.org/ADR)**

or call us at 1-855-345-6237