

Nevada Task Force on Alzheimer's Disease

State Plan Recommendations Planning Template

Recommendation #: 16

TFAD Member Lead(s): Cleveland Clinic (Sabbagh, Mandarino, Hirsch), Tina Dortch, Jennifer Carson

Current Recommendation as Stated: Foster the development of Dementia Friendly Communities awareness campaigns to provide information about early signs of dementia and to advance Dementia Friendly Communities across the state. The campaigns should include updates on current research and prevention trials that a delay progression, as well as information about how earlier diagnosis and intervention can lead to a more productive and meaningful life. The campaigns should be designed to help citizens feel better supported and hopeful as well as encourage access to available services. The campaigns should be promoted through public service announcements, broadcast and print interviews, as well as articles in newspapers and magazines, websites, and other Internet venues. The respective target audiences for each public awareness campaign may include, but are not limited to:

- a) Allied health professionals, bankers, ...
- b) Caregivers and family members of persons with ADRD.
- c) The general public

Determination: Do you propose that for the 2021 State Plan this recommendation be:

- 1) Retained as is
- 2) Retired to the Appendix (it has been accomplished or is no longer relevant)
- 3) Revised / Updated _

Justification:

Suggested Revisions: Please provide the text for your suggestions on how to revise the recommendation (and be sure to include each of the following required elements):

Recommendation: Foster the development of Dementia Friendly community awareness programs to increase understanding of dementia,

promote brain health, expand access to research opportunities and offer supportive community resources for individuals living with dementia and their care partners. Awareness programs are designed to reduce stigma around a diagnosis of dementia and once diagnosed, provide opportunities for an individual to live a productive and meaningful life.

Dementia Friendly community awareness programs may include but are not limited to:

- 1) Updates and resources to access research including clinical trials
- 2) Initiatives to promote brain health and reduce risks associated with modifiable lifestyle factors
- 3) Overview of dementia including types, early symptoms, diagnosis, treatment and course of illness
- 4) Community resources, educational programs and social services including evidence-based programs to support for individuals living with dementia and care partners
- 5) Highlight opportunities for individuals to sustain meaningful engagements and connections to community life

The target audience for community awareness programs includes individuals living with dementia, family care partners, professional care partners, businesses, faith-based communities, first responders, government agencies, social service organizations, community groups and interested individuals. Various outreach strategies can be used to promote these programs such as broadcast/print interviews, articles in newspapers/magazines and postings on social media sites. Dementia Friendly Community Action Groups and the Dementia Friendly Nevada website offer additional opportunities to promote community awareness programs. Public awareness presentations can also include tools developed by Dementia Friendly America and Dementia Friendly Nevada such as Dementia Friends, Community Awareness Training (CAT) and Dementia Training for First Responders video.

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State Plan Recommendations Planning Template

Recommendation #: 17

TFAD Member Lead(s): Cleveland Clinic (Sabbagh, Mandarino, Hirsch), Tina Dortch, Jennifer Carson

Current Recommendation as Stated: Encourage the business community to establish and implement employee assistance

programs and dementia-friendly activities that encompass education and training for employees including those who are caregivers. Specifically, foster partnerships with other organizations that are also affected by Alzheimer's disease and other forms of dementia, such as diabetes, stroke, and heart organizations, to help promote information about services and care for those who have symptoms of dementia.

Determination: Do you propose that for the 2021 State Plan this recommendation be:

- 1) Retained as is
- 2) Retired to the Appendix (it has been accomplished or is no longer relevant)
- 3) Revised / Updated

Justification: We want them to have the capacity to assist employees with issues related to dementia. We cannot force an employee/business to implement an assistance program and it sounds presumptuous to assume we can. Better language would be to provide free training about dementia similar to DFSNs CAT Training or DFN's Dementia Friends.

Suggested Revisions: Please provide the text for your suggestions on how to revise the recommendation (and be sure to include each of the following required elements):

- **Recommendation:**

Encourage the business, government, social service and non-profit sectors to:

- Incorporate dementia -related information/resources into existing employee assistance programs to offer specialized assistance to individuals living with dementia and care partners
- Offer dementia awareness programs to their employees such as Dementia Friends and Dementia Friendly Community Awareness Training (CAT)
- Promote education regarding brain health initiatives
- Develop partnerships with statewide Dementia Friendly Community Action Groups

- **Indicators:** Monitor dementia friendly activities and collaborations with businesses, government agencies, social service organizations and not-for-profit entities
- **Potential Funding:** Employers and employer organizations. Grants, donations and/or gifts