

Recommendation #16 Community Awareness

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:

Promote Dementia Friendly community awareness programs which are designed to increase knowledge, understanding and access to dementia-related information and supportive resources. Awareness programs serve to reduce stigma around a diagnosis of dementia, engage care partners and offer support to individuals living with dementia over the course of their illness. These programs should also provide information to enable those affected by dementia to become partners in the search for effective therapies through participation in research, evidence-based interventions, and clinical trials.

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

- 1) Initiatives to promote brain health for all individuals and reduce risks associated with modifiable lifestyle factors
- 2) Overview of dementia including types, early symptoms, diagnosis, treatment and course of illness
- 3) Community resources, educational programs and social services including evidence-based programs to support for individuals living with dementia and care partners
- 4) Highlight opportunities for individuals living with dementia to advocate for their well-being and participate in meaningful engagement in community life
- 5) Educational resources to increase awareness about research opportunities and benefits of clinical trials with special consideration for those in underserved, minority communities

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. Programs promoting community awareness are offered statewide by various organizations and groups including Dementia Friendly Nevada Community Action Groups, Alzheimer's Association, Cleveland Clinic Lou Ruvo Center for Brain Health and UNR's Dementia Engagement, Education and Research (DEER) Program. Public awareness presentations can also include tools developed by Dementia Friendly America (Dementia Friends) and Dementia Friendly Nevada groups such as Community Awareness Training (CAT) and Dementia Training for First Responders video, constructed using People First Language (a type of linguistic style which puts a person before a diagnosis, describing what a person "has" rather than asserting what a person "is".)

Various outreach strategies can be used to promote these programs such as broadcast/print interviews, articles in newspapers/magazines/websites and postings on social media sites. The Dementia Friendly Nevada website promotes community awareness programs scheduled in various communities statewide and offered online.

Indicators:

Monitor the number and types of dementia-related community awareness presentations including those listed on the Dementia Friendly Nevada website and offered through Dementia Friendly Community Action Groups, Sanford Center, DEER Program, Dementia Friends, Community Awareness Training, Alzheimer's Association and Cleveland Clinic Lou Ruvo Center for Brain Health.

Potential Funding:

Federal/state grants. Foundation grants. Private gifts.