

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):

The campaigns should provide information on statewide clinical trials, prevention trials that a delay progression and encourage brain health, and symptom

management strategies, as well as information about how early diagnosis and intervention can lead to a more productive and meaningful life.

Recommendation: Foster the development of Dementia Friendly public awareness campaigns to include but not limited to:

- Updates **and resources** on research and prevention trials
- Initiatives to promote brain health and disease prevention
- Information about symptoms, diagnosis and treatment
- Resource navigation to identify programs/services and other types of assistance for persons living with dementia and care partners

Campaigns should be designed to increase awareness, promote access and offer support to individuals living with dementia, family and professional care partners. The public awareness campaigns can utilize public service announcements, broadcast and print interviews, as well as articles in newspapers, magazines, websites and other Internet venues. 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.

The respective target audiences for public awareness campaigns may include:

- Outreach to professional audiences such as businesses, financial institutions, legal services, first responders and others who may have interact with persons living with dementia and care partners
- Individuals and care partners including information about brain health, early diagnosis, education and resource navigation
- The general public with a focus on increasing awareness of dementia and healthy brain initiatives
- **Indicators:** Monitor various types of media, public relations/awareness efforts by Dementia Friendly communities, Dementia Friendly website, Healthy Brains website
- **Potential Funding:** In-Kind support from service providers such as Nevada 211 and Nevada Care Connection Resource Centers, Alzheimer's Association. Nevada ADSD. Grants, donations and/or gifts

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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