

# Nevada Task Force on Alzheimer's Disease

## State Plan Recommendations Planning Template

**Recommendation #:** 14 Community Awareness

**TFAD Member Lead(s):** Tina Dortch

### **Current Recommendation as Stated:**

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 own 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 any other interested individuals. Programs promoting community awareness are offered statewide by various organizations and groups including, but not limited to, Dementia Friendly Nevada Community Action Groups, Alzheimer's Association, Cleveland Clinic Lou Ruvo Center for Brain Health and the UNR DEER Program. 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, but not limited to, those listed on the Dementia Friendly Nevada website and offered through Dementia Friendly Community Action Groups, UNR Sanford Center for Aging, DEER Program, Alzheimer's Association and Cleveland Clinic Lou Ruvo Center for Brain Health.

## Potential Funding

Grants, donations and/or gifts.

**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

### **Recommendation #14 Community Awareness *and Increased Health Literacy***

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 own 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 any other interested individuals. Programs promoting community awareness are offered statewide by various organizations and groups including, but not limited to, Dementia Friendly Nevada Community Action Groups, Alzheimer's Association, Cleveland Clinic Lou Ruvo Center for Brain Health and the UNR DEER Program. 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, but not limited to, those listed on the Dementia Friendly Nevada website and offered through Dementia Friendly Community Action Groups, UNR Sanford Center for Aging, DEER Program, Alzheimer's Association and Cleveland Clinic Lou Ruvo Center for Brain Health.

### **Potential Funding**

Grants, donations and/or gifts.

**Justification:** If you propose revising this recommendation, what is your rationale for your suggested changes:

Revise category title and content to reflect AWARENESS (i.e. instilling the knowledge that Alzheimer's exists and familiarity with its symptoms) and LITERACY (i.e. presenting information in easy to comprehend formats/content that can be effectively actioned by most people)

**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 Title:**

Community Awareness *and Increased Health Literacy*

- **Recommendation:**

Promote dementia friendly community awareness programs *and literacy efforts* which are designed to increase knowledge, understanding and access to dementia-related information and supportive resources. *In general*, awareness programs serve to introduce *communities to Alzheimer's Disease but also 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 serve to enhance a community's health literacy by providing easy to understand and action* information. *With this level of understanding*, those affected by dementia

can become *more informed partners in the development of their care plans ranging from daily needs through* the search for effective therapies through participation in research, evidence-based interventions and clinical trials.

Dementia friendly community awareness programs *and health literacy efforts* 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 own 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.
6. *Standards defined as Culturally and Linguistically Appropriate Services (CLAS) to ensure broad health literacy across all communities.*

The target audience for community awareness *and health literacy* 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 any other interested individuals. Programs promoting community awareness are offered statewide by various organizations and groups including, but not limited to, Dementia Friendly Nevada Community Action Groups, Alzheimer's Association, Cleveland Clinic Lou Ruvo Center for Brain Health and the UNR DEER Program. 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. *For information on developing effective, equitable, understandable health literacy content visit the U.S. Department of Health and Human Services "Think Cultural Health" webpage for CLAS implementation guidance.*

- **Indicators:**

**Add a 2<sup>nd</sup> indicator:**

Does content in awareness campaigns and literacy efforts adhere to the **Cultural and Linguistically Appropriate Services (CLAS)** standards?  
<https://thinkculturalhealth.hhs.gov/clas/standards> ?

Note:

Not all 15 CLAS standards will apply in all awareness or literacy efforts.

The PRINCIPAL STANDARD is to provide effective, equitable,

understandable, and respectful quality care and services that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy, and other communication needs.

The other 14 standards fall under 3 categories: (a) Governance, Leadership, and Workforce; (b) Communication and Language Assistance; (c) Engagement, Continuous Improvement, and Accountability

- **Potential Funding:**

*The US Department of Health and Human Services, most often its Office of Minority Health, releases NOFA's that fund efforts to action CLAS standards.*

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