

Nevada Task Force on Alzheimer's Disease State Plan Recommendations Planning Template

Recommendation #: 14

TFAD Member Lead(s): Gini Cunningham, LeeAnn Mandarino

Current Recommendation as Stated: Developing Community Awareness Around Increased Brain Health Literacy

Promote dementia-friendly community awareness programs to increase knowledge, understanding and access to brain health and dementia-related information and supportive resources. Awareness programs serve to reduce stigma and dispel myths and stereotypes around a diagnosis of dementia, engage care partners and offer support to people living with dementia in living well over the course of their illness. These programs should also provide information that serves to enhance a community's brain health literacy, enabling people affected by dementia to become partners in their daily care needs to the search for effective therapies through participation in research, evidence-based interventions, and clinical trials.

Community awareness programs and brain health literacy efforts may include, but are not limited to:

- 1) Promotion of strategies for living well with dementia.
- 2) Initiatives to promote brain health for all people and reduce risks associated with modifiable lifestyle factors.
- 3) Helpful resources to support people living with dementia and care partners in developing effective strategies.
- 4) Overview of dementia, including prevalence, types, early symptoms, treatment, and course of illness, along with information about the benefits of early detection and diagnosis.
- 5) Community resources, educational programs and social services including evidence-based programs to support for people living with dementia and care partners.
- 6) Opportunities for people living well with dementia to advocate for their own well-being and participate in meaningful engagement in community life.
- 7) Educational resources to support family care partners in fostering their own health and well-being.
- 8) Educational resources to increase awareness about research opportunities and benefits of clinical trials with special consideration for those in underserved, minority communities; and
- 9) Information to help people living with dementia, family care partners, and community members recognize the signs of abuse, neglect, and exploitation, along with resources to access in such cases; and
- 10) Information about brain health which adheres to **Cultural and Linguistically Appropriate Services (CLAS)** standards.

The target audience for community awareness and brain health literacy programs includes people living with dementia, family care partners, professional care partners, businesses, faith-based communities, first responders, government agencies, social service organizations, community groups, K – 12 and higher education 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 Groups, Alzheimer’s Association, Cleveland Clinic Lou Ruvo Center for Brain Health and the University of Nevada, Reno (UNR) Dementia Engagement, Education, and Research (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 and Cleveland Clinic Education websites promotes community awareness programs scheduled in various communities statewide online and offers resources for brain health promotion.

In addition to promoting community awareness about brain health literacy and dementia within the broader community, it is important to ensure adequate opportunities to learn about brain health and dementia across K – 12 and institutions of higher education.

Current Status (I.e. activities/outcomes?)

Several programs exist including Cleveland Clinic Nevada’s HealthyBrains.org and a newly created “Six Weeks to Build Better Brain Health” class that take learners through an intensive 6-week course focusing on one of the six pillars of brain health including diet, exercise, sleep, stress management, social engagement, and cognitive exercise each week. The Alzheimer’s Association and DEER are partners of the Nevada BOLD Coalition to implement the “Healthy Brain Initiative Roadmap”, which focuses on a three-tiered approach of Risk Reduction, Early Detection & Diagnosis and Quality Care & Support. This initiative includes implementation and outreach to healthcare providers and underserved communities including Black/African American Churches, AAPI, Spanish speaking and tribal communities.

Determination: Do you propose that for the 2025 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: *If you propose revising this recommendation, what is your rationale for your suggested changes:* Programs to apprise the community of brain health strategies exist. Program updates on brain health education will focus more strategically on minority and rural brain health with more culturally appropriate approaches to the six pillars of brain health.

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):* Expand brain health curricula to include ways to engage underserved minority and rural populations to make it more amenable to their cultures and customs.

Recommendation: Expand brain health education to engage underserved minority and rural populations in ways more amenable to their cultures and customs.

Indicators

Monitor the number and types of dementia and brain health-related community awareness presentations including, but not limited to, those listed on the Dementia Friendly Nevada website and offered through Community Groups including Alzheimer's Association, Cleveland Clinic Lou Ruvo Center for Brain Health, UNR DEER program, and UNR Sanford Center for Aging.

Monitor how effectively community awareness campaigns increase brain health literacy

Monitor if content in community awareness campaigns around brain health literacy adhere to **Cultural and Linguistically Appropriate Services (CLAS)** standards.

<https://thinkculturalhealth.hhs.gov/clas/standards>

Potential Funding:

Grants, donations and/or gifts. Specific sources may include:

- State appropriation and/or state grants for dementia training
- Civil monetary penalty funds
- US Department of Health and Human Services, Office of Minority Health, which releases NOFO's that fund efforts to action CLASS Standards
- Federal grants.