

# Nevada's BOLD Activities

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# ABOUT DPBH

## MISSION

To protect, promote, and improve the physical and behavioral health and safety of all people in Nevada, equitably and regardless of circumstances, so they can live their safest, longest, healthiest, and happiest life.

## VISION

A Nevada where preventable health and safety issues no longer impact the opportunity for all people to live life in the best possible health.

## PURPOSE

To make everyone's life healthier, happier, longer, and safer.



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# What is BOLD?

- The Building our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act of the 115th Congressional Session become law in December 2018.
- Directs CDC to strengthen the U.S. public health infrastructure related to dementia through the support of dementia risk reduction, early detection and diagnosis, prevention of avoidable hospitalizations, and dementia caregiving.



# Why does BOLD matter for NV?

- Alzheimer's disease and related dementias (ADRDs) are a growing public health crisis in Nevada
- 55,000+ people aged 65 and older are living with ADRDs in Nevada.
- 10.4% of people aged 45 and older have subjective cognitive decline.
- 84,000 family caregivers of people living with ADRDs in Nevada, offering 142 million hours (\$2.6 billion) of unpaid care and support per year.
- ADRDs represent a \$277 million cost to the state Medicaid program.



# Role of DPBH

DP20-2004 (FY21-FY23): Chronic Disease Prevention and Health Promotion (CDPHP) section housed within DPBH received an initial three-year grant from CDC. This grant helped to grow and enhance the Statewide Coalition (Dementia Friendly Nevada) that addresses the needs of diverse ADRD communities in Nevada.

## Key accomplishments:

- Publication and dissemination of the “Dementia Self-Management Guidebook”
- Two offerings of the Dementia Self-Management Program, both in-person and online
- Production of two inspirational and thought-provoking videos to address stigma related to dementia

DP23-0010 (FY24-FY28): CDPHP received a second, 5-year CDC BOLD grant in 2023. This is currently ongoing.



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# Key Focus Areas

- Strengthen Partnerships and Policies
- Build a Diverse and Skilled Workforce
- Engage and Educate the Public
- Measure, Evaluate and Utilize Data



# CDC's Healthy Brain Initiative (HBI) Road Map: How it guides BOLD strategies

## **Strengthen Partnerships and Policies**

- DPBH collaborates with program partners (the University of Nevada, Reno Dementia Engagement, Education, and Research (DEER) Program and Alzheimer's Association) to promote equitable access to services, supports, and quality care for people living with dementia and their caregivers.
- Program partners utilize community-clinical linkages (such as between the Sanford Center of Aging and UNR DEER Program) to improve access to community-based chronic disease prevention, dementia support, and healthy aging programs.



# CDC's Healthy Brain Initiative (HBI) Road Map: How it guides BOLD strategies

## **Build a Diverse and Skilled Workforce**

- Develop a healthcare provider toolkit in collaboration with Alzheimer's Association to train health care providers about detection and diagnosis of dementia
- Partner with public safety and emergency response agencies to improve their ability to recognize and meet the needs of people living with cognitive decline and dementia





# CDC's Healthy Brain Initiative (HBI) Road Map: How it guides BOLD strategies

## **Engage and Educate the Public**

- Utilize the Dementia Self Management Guidebook and the anti-sigma videos to engage diverse audiences
- Promote brain health and dementia risk reduction, such as encouraging people to quit smoking by disseminating smoking cessation cards in community outreach programs
- Ensure caregivers have information, tools, and resources (such as access to respite programs) to maintain their own health and well-being



# CDC's Healthy Brain Initiative (HBI) Road Map: How it guides BOLD strategies

## Measure, Evaluate, and Utilize Data

- DPBH funds the implementation of the Behavioral Risk Factor Surveillance System (BRFSS) optional modules for Cognitive Decline and Caregiving and uses the data to develop and inform programs and policies
- The BRFSS is used in conjunction with existing data (such as the Alzheimer's Associations *Facts and Figures* report and DFNV Comprehensive Dementia Community Needs Surveys) to better understand disparities and opportunities for improving equity.
- DPBH prepares an annual evaluation report and performance measures related to BOLD outcomes, and shares with CDC and program partners.



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# Objective 1

Help Direct Persons Living with  
Dementia to Resources

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# Rec. 1: Dementia Support Specialists (DSS) Program



- Educating about AB337
- Partnered with Aging and Disability Services Division (ADSD) to design Nevada's Dementia Support Specialist initiative
- Training first DSSs (April – May 2025)
- **Dementia Friendly Nevada (DFNV) Community Groups serve as hubs for DSS connections with communities**
- DFNV $\infty$  Hub supports cross-organizational learning amongst DSSs
- Providing Caregiver Support Groups
- **Conducting memory screenings**
- Connecting families and people diagnosed with dementia to online and helpline resources



# Rec. 2: Developing Community Awareness Around Increased Brain Health Literacy



- **Anti-stigma videos**

- **5,500+ physical Dementia Self-Management Guidebooks. 1,000+ PDF downloads.**
  - 440+ sessions of Dementia Conversations. 6,000+ repeat visits.
  - 235+ Dementia Friends Information Sessions. 3,400+ Dementia Friends. 140+ Champions.
  - **607,000+ social media impressions. 268,000+ reach.** Newsletters and articles.
  - **100+ presentations, 6,000+ participants**
  - **300+ DFNV meetings. 3,800+ participants**
  - DEER Program Trainings (+ CARES)
  - **DFNV Community Group activities**
  - **DFNV Self-Advocacy Aspiration**
  - Nevada Dementia Supports Toolbox
- **Providing 27 community-based education on the 10 Healthy Habits for Your Brain, 10 Warning Signs, or Understanding Alzheimer's and Dementia, reaching over 900 people.**
  - **Implementation of the Healthy Brain Initiative Road Map**
  - Promotion of strategies for living well with dementia
  - Critical resources and care consultations for 870 Caregivers and people living with dementia to develop effective strategies for living well with dementia

# Rec. 3: Veterans and Their Families



- Bravo Zulu: Achieving Excellence in Relationship-Centered Dementia Care.
  - Approximately 1000 completers
  - 100% of surveyed participants agreed training improved care practices.
- **Strong relationship with Veterans Affairs (VA)**
  - **Bi-directional referrals**
  - **Dementia Self-Management Guidebooks**
- Heroes for Heroes (with Nevada Department of Veterans Services)



- **Providing community-based education on the 10 Healthy Habits for Your Brain**
- **Implementation of the Healthy Brain Initiative Road Map**
- Promotion of strategies for living well with dementia
- Resources for Caregivers and people living with dementia to develop effective strategies for living well with dementia
- **Presented Empowered Caregiver Series**

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# Objective 2

Optimize Healthcare for Persons  
Living with Dementia

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# Rec. 4: Telehealth



- Virtual Programs (including but not limited to)
  - Dementia Conversations
  - Dementia Friends
  - CARES (Connect with the person, Assess behavior, Respond appropriately, Evaluate what works, Share with others)
  - Bravo Zulu & DEER Care Partner Training
  - DFNV Statewide Meetings
  - Dementia Self-Management
- **Bi-Directional Referrals**
  - **Sanford Center for Aging**
  - **VA**
  - **Renown**
  - **Alzheimer's Association**

- **Implementation of the Healthy Brain Initiative Road Map**
- **Providing community-based education on the 10 Healthy Habits for Your Brain**
- Resources for Caregivers and people living with dementia to develop effective strategies for living well with dementia



# Rec. 5: Outreach to Primary Care Providers



- Educating about AB337
- **Enhancing existing training materials and approaches**
- Partnerships with Geriatric Workforce Enhancement Programs (GWEPs)
  - ICECAP Nevada (Improving Care for Elders through Community and Academic Partnerships)
  - NIHAN (Nevada Interprofessional Healthy Aging Network)
- Project ECHO Nevada (Extension for Community Healthcare Outcomes)
- **DFNV Community Groups**
- **Dementia Self-Management Guidebooks to Clinics (thousands of copies)**
- **Presentations**, including Nevada Primary Care Association Conference & Comagine
- **Implementation of the Healthy Brain Initiative Road Map**
- **Distribution of the Alzheimer's Association Cognitive Assessment Toolkit**
- **Project ECHO, Dementia Care Aware Training**
- **Presentations to healthcare providers on available resources (including all of the above) available for use in the Medicare Annual Wellness Visit**

# Rec. 6: Hospital Transitional Care Practices



- **DFNV Community Groups** serve to connect hospitals and community-based organizations.
  - **Bi-Directional referrals** with Renown & VA
  - **DSM Guidebooks** to hospitals
  - DSS Program
  - **Education focused on proactive support of well-being**, including first-responder training
- **Distribution of the Alzheimer's Association Cognitive Assessment Toolkit**
  - **Dementia Training** for first responders and crisis intervention teams
  - Resources, including the 24/7 Helpline and Alzheimer's Association website
  - **Respite Assistance** for caregivers of home-bound family members living with dementia

# Rec. 7: Residential Long-Term Care



- DEER Resource Center
- DSS & **DFNV partnerships with long-term care communities**
- Bravo Zulu, DEER Care Partner Training, and Dementia Friends
- Dementia Conversations



- Supported through the Alzheimer's Association's Public Policy Initiatives
- Online Community Resource Finder
- **Year-round partnerships with community long-term care providers to include Walk to End Alzheimer's participation**





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# Objective 3

Formalized Protections and  
Rights for Persons Living with  
Dementia

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# Rec. 8: Advance Care Planning



- Direct support through DSS Program
- **Representation of legal sector on DFNV Community Groups**
- **Discussion about advance care planning in the Dementia Self-Management Guidebook**
- **Education regarding decision-making capacity**
- Dementia Conversations
- Information & referral



- **Managing Money, A Caregiver's Guide to Finances**
- Resources offered through Alzheimer's Association Care Consultations
- **Alzheimer's Association website**
- Community Resource Finder

# Rec. 9: Driving and Dementia



- **Dementia-friendly and inclusive public transport, through DFNV & Dementia Friends**
- **Bi-Directional referrals with transportation providers**
  - **Sanford Center for Aging**
  - **Neighbor Network of Northern Nevada (N4)**
- Dementia Conversations
- **Dementia Self-Management Guidebook**
- Direct support through DSS Program



- **Alzheimer's Association Dementia Conversations including driving and going to the doctor**
- **Alzheimer's Association Care Consultations**
- **Online and printed resources for informed decision-making**
- Alzheimer's Association Public Policy initiatives



# Rec. 10: Choice in Care and Care Setting



- **Inclusive communities through DFNV!**
- Education for community-based and residential care organizations on dementia care and support
- **Education for DFNV network on dementia and human rights**
- DNFV and ADSD in conversation about Nevada's Olmstead Plan
- State and national conference presentations
- Direct support through DSS program



- **Portfolio of established dementia education programs including evidence-based and evidence-informed for people living with dementia and their caregivers.**
- Supported through Alzheimer's Association Public Policy initiatives
- Alzheimer's Association Care Consultations

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# Objective 4

Structured, competent, and  
comprehensive dementia education

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# Rec. 11: Dementia Training



- Bravo Zulu and DEER Care Partner Training
- CARES
- **Partnerships with state and national organizations**, including ADSD Caregiver Conferences



- Supported through Alzheimer's Association Public Policy initiatives
- Supported through Alzheimer's Association EssentiALZ Training Program

# Rec. 12: Caregiver Support



- Direct support through DSS Program
- **DEER Program Trainings, including Dementia Self-Management**
- **DFNV Community Groups (and activities)**
- CARES
- Dementia Conversations
- Nevada Dementia Supports Toolbox
- Curated national family care partner resource list and pocket guide



- Respite voucher program
- Alzheimer's Association Care Consultations
- Alzheimer's Association Support Groups
- Education and resources online and in-person
- **Supporting Caregivers through Alzheimer's Association Public Policy initiatives**

# Rec. 13: Cultural Competence



- Bravo Zulu & DEER Care Partner Training
- ***Finding Pesa Sooname***
- Dementia Friends for AI/AN Communities
- **Nevada Tribal Summits on Age- and Dementia-Friendly Care**
- Dementia Friends Community Partners
- Spanish-language Cultural Adaptations
- Guidance through DFNV<sup>∞</sup>



- Conducting listening sessions
- Providing helpline and online resource via ALZ.org in 200 languages
- **Focused on marginalized community education, including the Healthy Brain Initiative Road Map for American Indian and Alaska Native Peoples**

# Rec. 14: Dementia and the Legal Profession



- **Legal professions engagement with DFNV**
- Conversations with the Nevada Supreme Court about future training
- **Training on rights-based dementia care**



- Supported through Alzheimer's Association Public Policy initiatives
- **Online and in-person education materials and resources for care partners and persons living with dementia**
- Online and in-person education materials and resources for legal professionals
- **Understanding Dementia training**

# Next Steps for BOLD



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- Continuing statewide and local impact, amplified by the network of Dementia Friendly Nevada Community Groups, the Dementia Support Specialist program, and activation of Alzheimer's Association volunteers.
- Educating healthcare providers and general community members to promote risk reduction and early diagnosis
- Enhanced support for care partners
- Continuing to disseminate the Dementia Self-Management Guidebook far and wide.
- Combating the stigma of dementia!

# Questions?

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