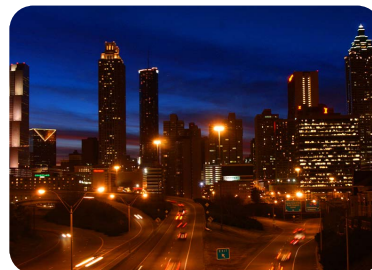




EMORY
UNIVERSITY

Alzheimer's Disease
Research Center

Engaging African Americans in *Alzheimer's Care and Research*



Monica W. Parker, MD

Pathway to Brain Health for AAs

- Develop a resource strategy and allocate fiscal and human resources
- Optimize yield from research interest stemming from educational activities by following up timely with 24 to 72 hours
- Maximize volunteer willingness to participate in more than one study (multiple study referrals)
- Provide technical assistance to Project Leads (PIs) at the start of respective research studies
- Align activities with existing, credible community-based organizations

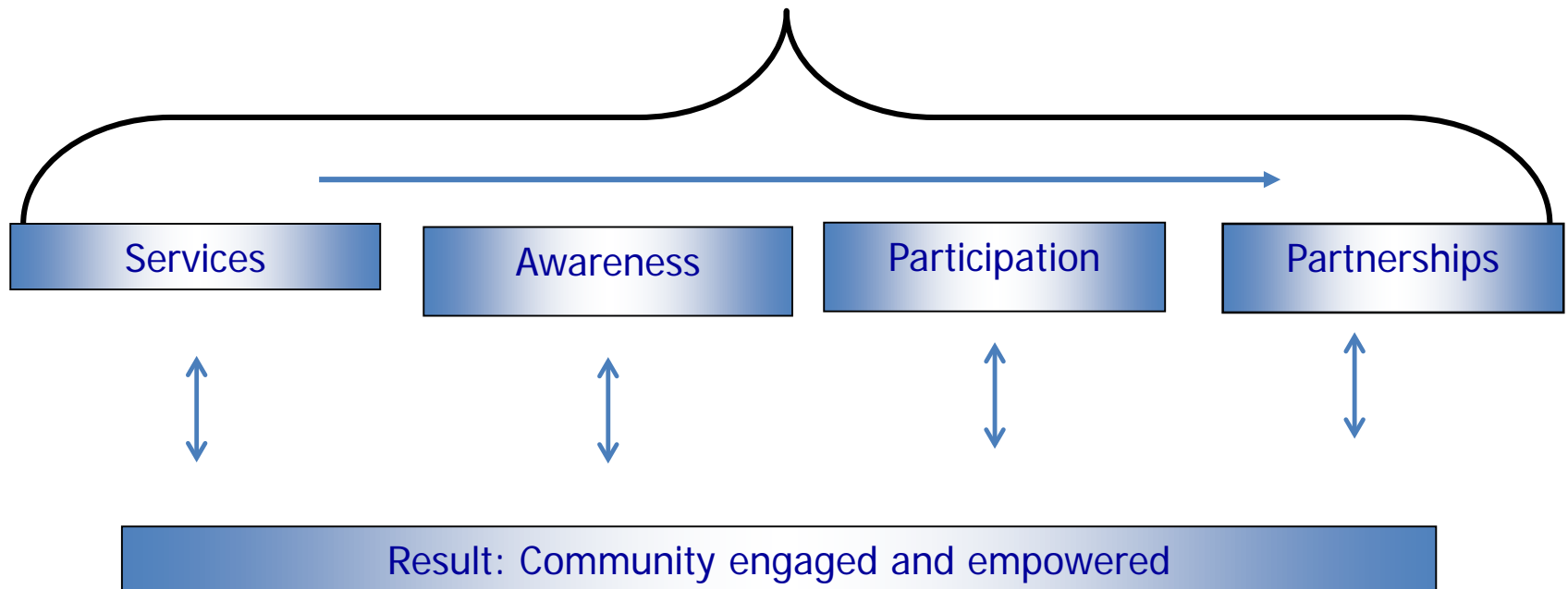
Leveraging Community Engagement

- Free Community Educational Forums
- Free Memory Screenings
- *ONR* Volunteer Reception
- Community Presentations
- Community Trainings
- Healthcare Training



Pillars of Community Engagement

Reciprocal Capacity Building



Antioch Lithonia Missionary Baptist Church

Brain Health Forum – June 2014

Working collaboratively to address the effectiveness of community-based educational programs that will increase knowledge, attitudes, self-efficacy and other intentions related to memory screening, early detection and prevention of Alzheimer's disease for older adults.



Translating Volunteerism into Success

Raise visibility



Improve and
build pipeline



Engage new
and existing
volunteers



Connect the
effort with the
outcome



Carter Center Brain Health Forums

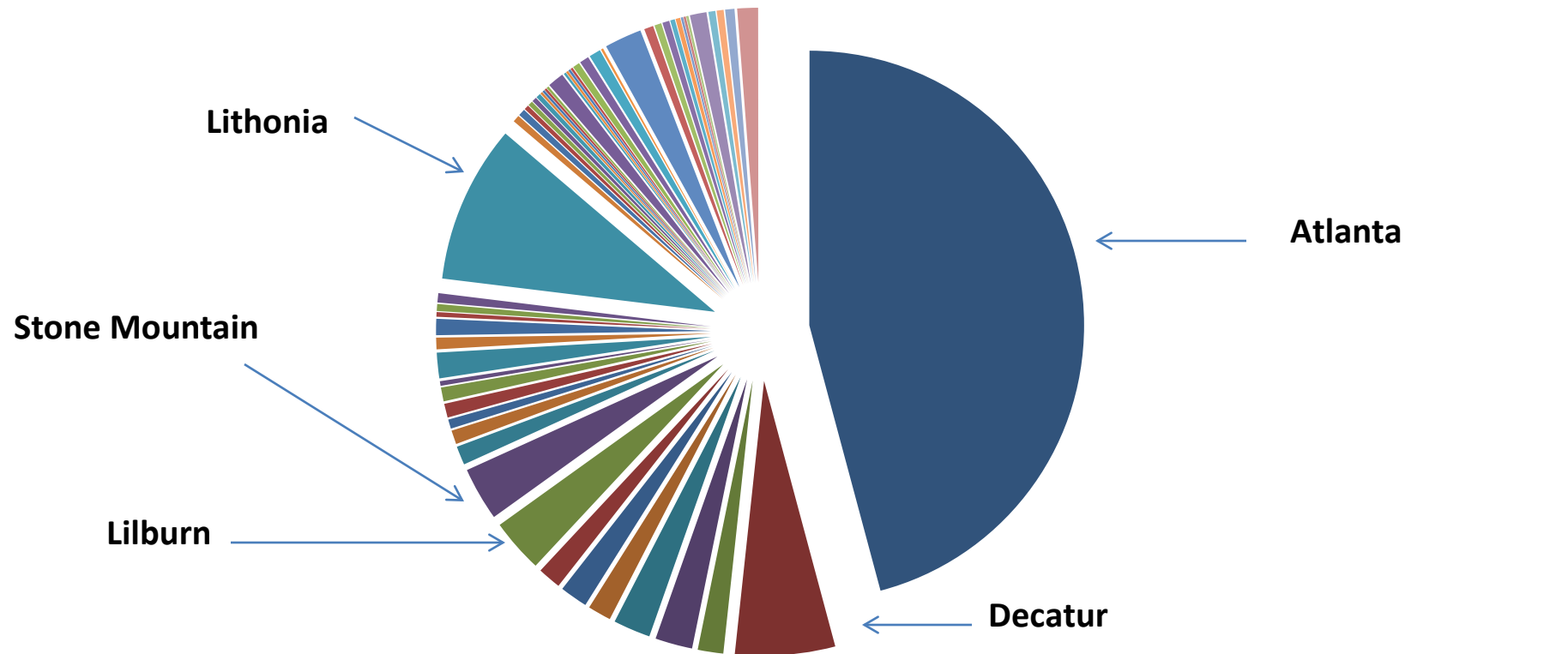


Hosted twice a year featuring pro-health messages

Emory ADRC Brain Health Forums

Your Brain Health: Caregiving and Aging Successfully	May 2015	425
Addressing Matters of the Mind for Memory, Nutrition and Behavior Management	April 2015	400
The Heart Brain Connection for People of Color	Mar. 2015	450
Movement and Memory: a Prescription for Your Brain's Health	Oct. 2014	440
Memory Loss and Brain Health: What you Need to Know	June 2014	185
Preventing Memory Loss: Emory's Current Research Agenda	April 2014	275
Your Brain's Health: A Forum on Memory Loss and Aging Successfully	Oct. 2013	300
Navigating the Complex Role of the Caregiver	April 2013	280
The ABC's of Brain Health: What to Keep in Mind	Oct. 2012	200
Diets, Documents, Disordered Thinking	April 2012	75
Aging Well for People of Color	Oct 2011	170
The Heart-Brain Connection	Mar. 2011	125


Forum participant's city of residence



Atlanta	Decatur	Marietta	Tucker	Mableton	Woodstock	Norcross	Rosewell
Lilburn	Stone Mountain	Lawrenceville	Winder	Kennesaw	Stockbridge	Union City	Gansevoort
Conyers	Powder Springs	Gainseville	Thomaston	McDonough	Clarkston	Lithonia	Morrow
Ellenwood	Alpharetta	Perry	Portsmouth	Hilton Head Island	Dallas	Fayetteville	Cleveland
Acworth	Covington	Athens	Spartanburg	Forest Park	Madison	Newnan	Jonesboro
Smyrna	Sumter	Austell	Suwanee	San Diego	Savannah	Jacksonville	Alpine
Rutledge	Griffin	Alexandria	Snellville	Louisburg	Cobb	Fairburn	Duluth

Post forum evaluation

- More than 15% of participants scheduled a memory screening, enrolled in research or made a clinical appointment for further evaluation
- Hosted (2) memory screenings in community churches
- Increase in participant's knowledge and behavior noted by self- report and post event survey

 Preventing Memory Loss and Dementia: Emory's Current Research Agenda April 29, 2014 ~ The Carter Presidential Center		
How would you describe yourself: <input type="checkbox"/> Doctor, nurse, nurse assistant, therapist <input type="checkbox"/> Public Health Professional <input type="checkbox"/> Researcher <input type="checkbox"/> Social Worker <input type="checkbox"/> Family member/caregiver <input type="checkbox"/> Person with memory loss <input type="checkbox"/> Other _____	How comfortable do you feel about enrolling in research studies? <input type="checkbox"/> Very comfortable <input type="checkbox"/> Comfortable <input type="checkbox"/> Somewhat comfortable <input type="checkbox"/> Uncomfortable	The greatest known risk factor for Alzheimer's is advancing age. <input type="checkbox"/> True <input type="checkbox"/> False
How would you rate your present knowledge of current resources available for those with Memory Loss? <input type="checkbox"/> Very Good <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor <input type="checkbox"/> Very Poor	How would you rate your present knowledge of vascular risks associated with cognitive impairment? <input type="checkbox"/> Very Good <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor <input type="checkbox"/> Very Poor	
Are you aware of interventions that could prevent Memory Loss? <input type="checkbox"/> Yes <input type="checkbox"/> No	Select the most <u>accurate</u> statement about Clinical Trial Participation: <input type="checkbox"/> Only healthy individuals can participate in clinical trials <input type="checkbox"/> Participants over age 65 can participate in clinical trials <input type="checkbox"/> Individuals that meet eligibility criteria can participate in clinical trials	
Memory loss is a natural part of aging. <input type="checkbox"/> True <input type="checkbox"/> False	Participating in a clinical study contributes to medical knowledge. <input type="checkbox"/> True <input type="checkbox"/> False	Were the learning objectives of the Forum met? <input type="checkbox"/> Yes <input type="checkbox"/> No
What additional information would you like to have regarding Memory loss and aging?		
What actions do you plan to take as a result of participating in the Preventing Memory Loss forum?		

Thank you for your participation!
<http://med.emory.edu/ADRC>

Results of Community Engagement

- Establishing community visibility
- Reduce stigma
- Providing priority clinical access
- Community Education via ADRC, ARGEC, Alz. Association about dementia
- Developing a role for the ADRC in this community
- Providing various engagement opportunities
- Until there is a cure it's critical to highlight the work around research - As This Is The Hope

Why I participate in research?

To advance
science

To learn how
to maintain
my brain's
health

So my
children/grandchildren
may benefit

