



**HEALTHY BRAIN
RESEARCH NETWORK**

Public Health Communications: Culturally Relevant
Messages and Strategies to Promote Awareness about
Dementia, including Alzheimer's Disease

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Together make a visit. Together make a plan.

You might think your mother doesn't want you to visit
a memory doctor with her, but she needs you there.



Call the Penn Memory Center at 215-662-7810



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Be there for him now, like he was there for you then.

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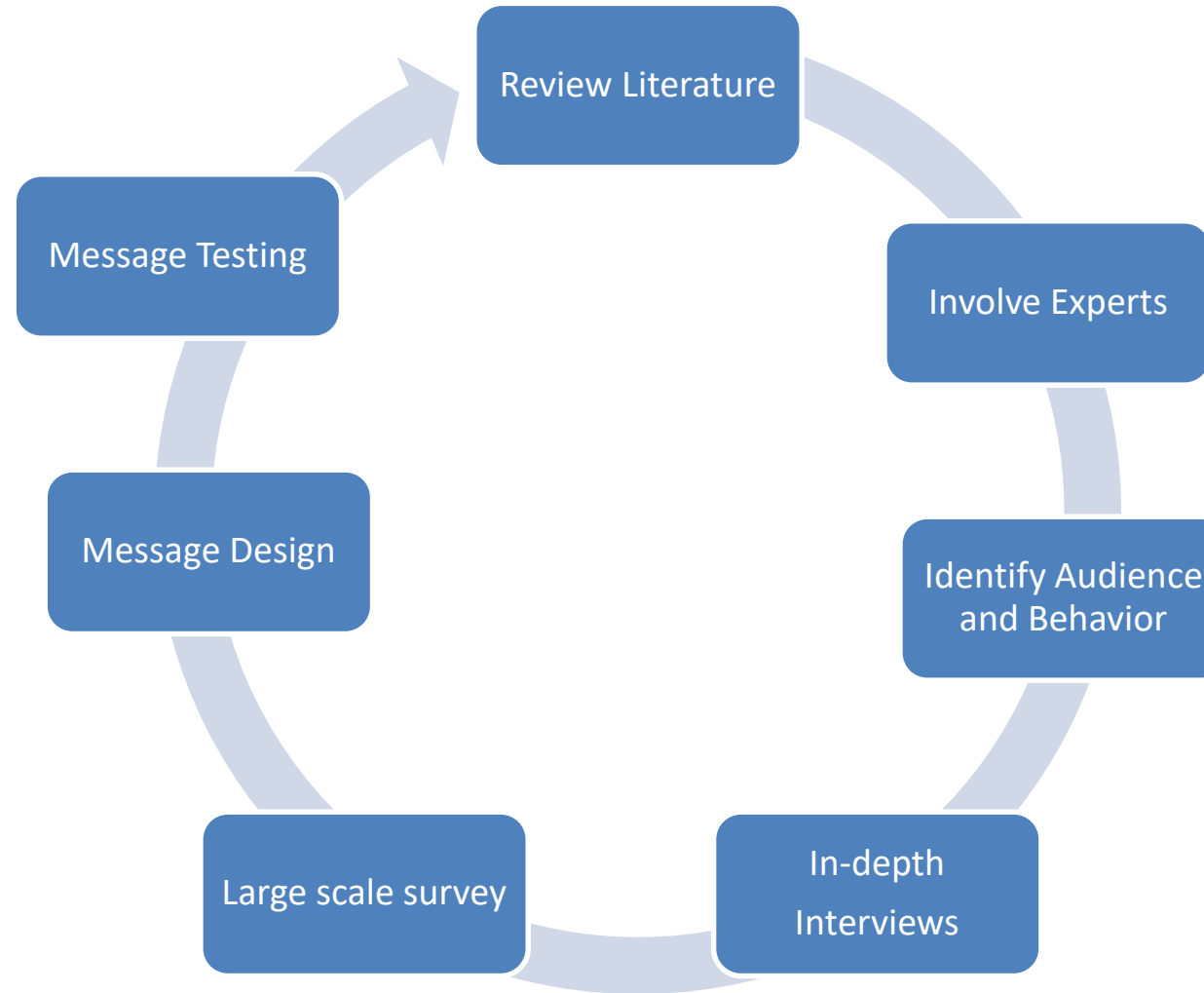
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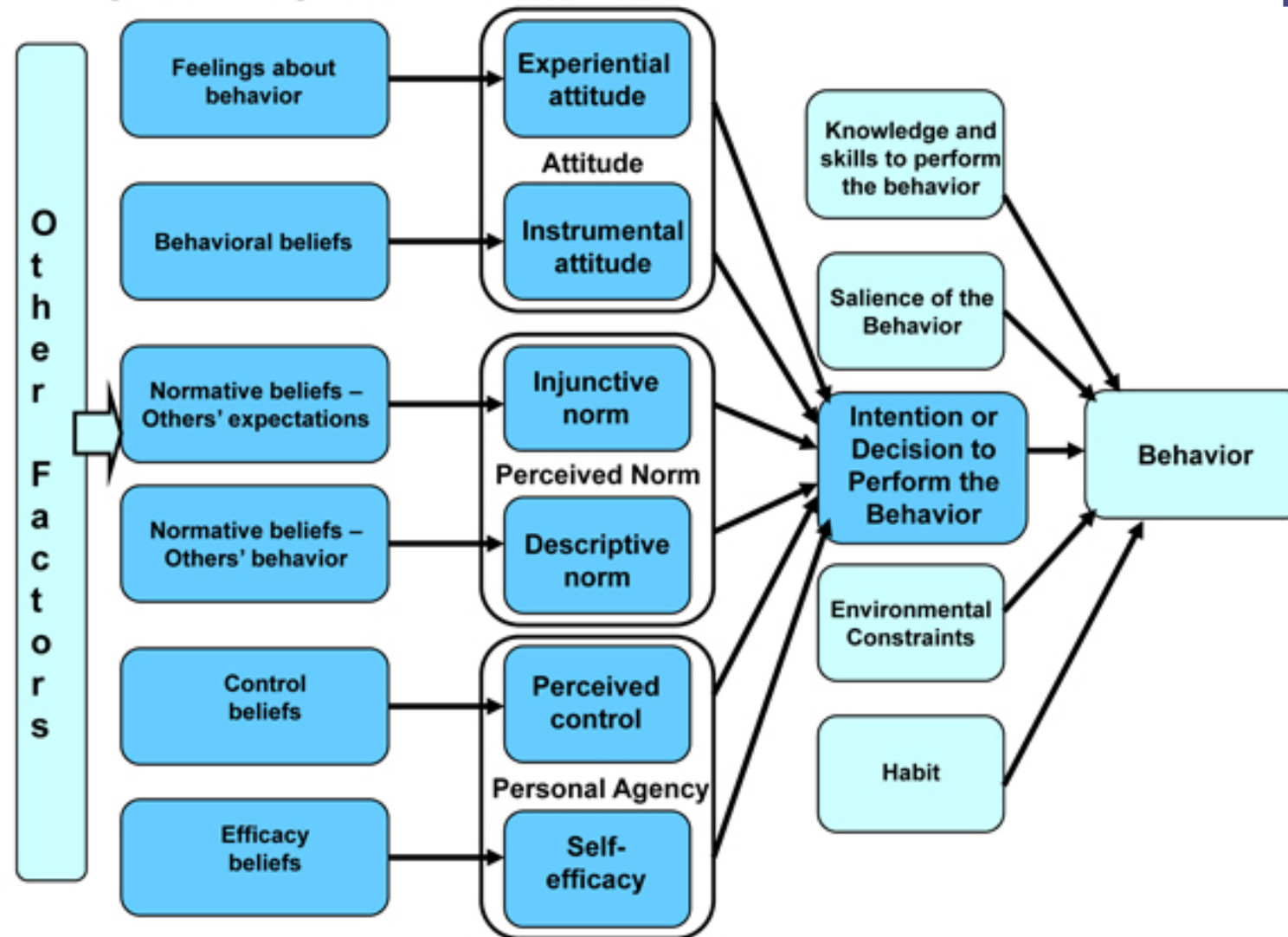
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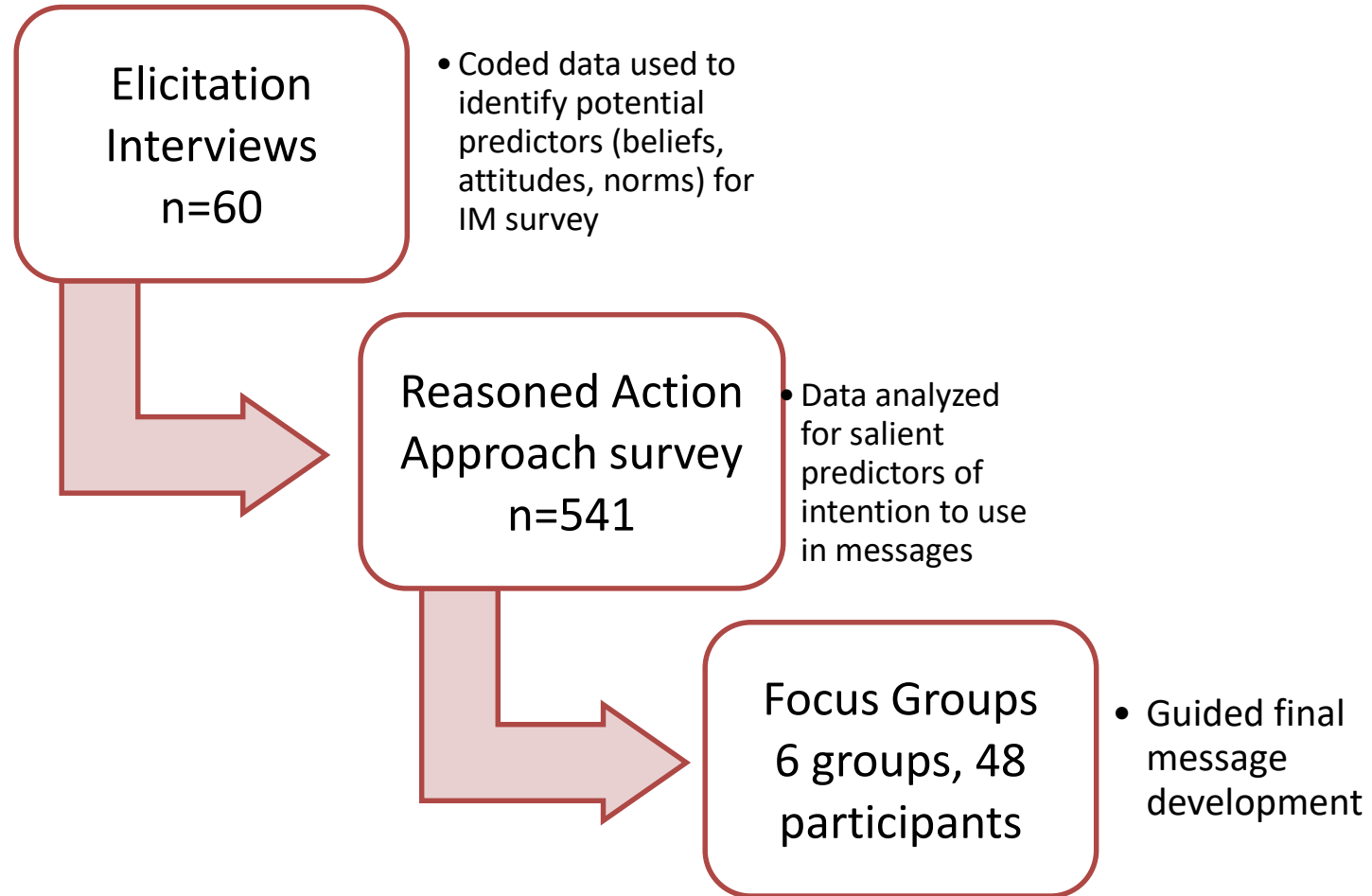
The Research Process



Theoretical Framework: Reasoned Action Approach



Data Collection



RAA Survey: Key findings

- Behavior was primarily attitudinal (driven by beliefs about how favorably the behavior is viewed) and normative
- No differences in terms of race or gender of “adult child”
- Important differences in terms of whether the parent was a mother or father
- This led us to create messages that were parent-gender specific

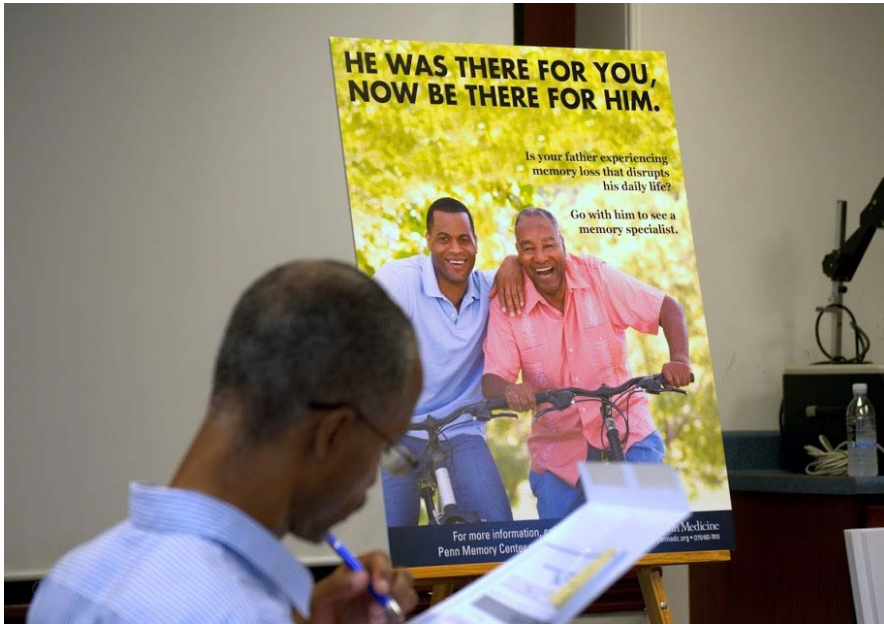
Mother oriented beliefs

- Counter the belief that she doesn't want you there
- Supporting the belief that visiting a memory doctor provide accurate information; get questions answered

Father Oriented Beliefs

- Providing emotional support
- Being “there” for him

Focus Group Testing



Some lessons learned ...

- “Memory specialist”
- Mother/Father vs. Loved One
- “Visit” vs. “Go with”
- Foreshadow the problem
- Font and color

There is something you can do.

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answers to all the questions she may forget.

What can we expect in the future?

Are her memory problems part of normal aging?

What resources are available to help her?



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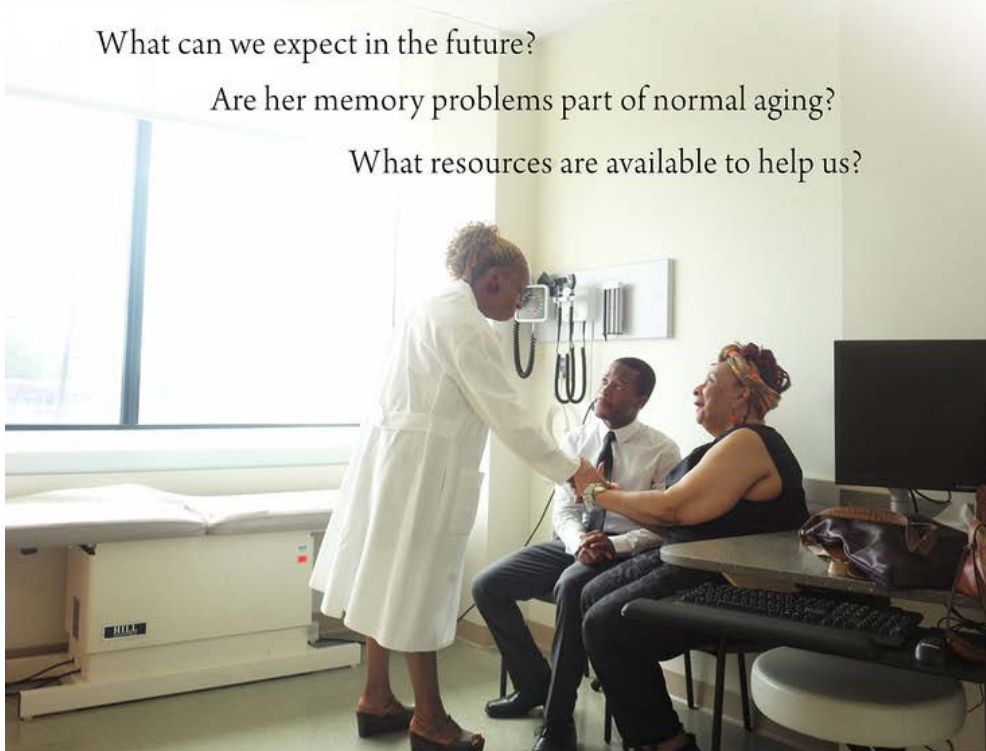
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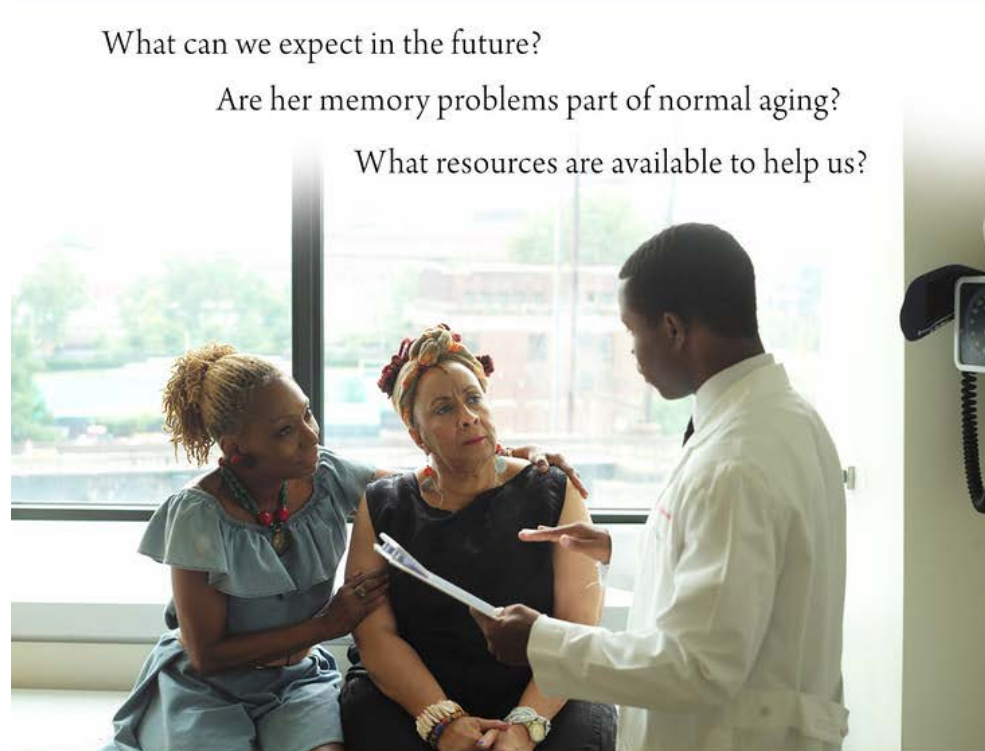
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Next steps

- Want to learn more? View “Developing culturally relevant messages about Alzheimer’s & Dementia” on YouTube
- Write up and publish the results
- Collaboration with key agencies and stakeholders to test messages in different audiences
 - Answer this question: Do they change behavior?

Research Team

- ❖ Jason Karlawish, M.D., Principal Investigator
- ❖ Amy Jordan, Ph.D., Co-Principal Investigator
- ❖ Amy Bleakley, Ph.D., MPH, Co-Investigator
- ❖ Kristin Harkins, Research Coordinator
- ❖ Tigist Hailu, Coordinator for Diversity
- ❖ Terrence Casey, Social Media and Communications
- ❖ Sara Hachey, Research Assistant
- ❖ Elizabeth Heit, Research Assistant
- ❖ Ana Bonilla-Martinez, Research Assistant

Advisors



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**alzheimer's 
association®**

In addition to the formative research, the UPenn HBRC community advisory board, the Healthy Brain Research Network, the Alzheimer's Association, the Association for Community Living, and CDC's Healthy Aging Program have provided important advice, insight, and guidance in identifying and developing the communication strategy.

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The views, findings and/or conclusions of this presentation are those of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention."

University of Pennsylvania – U48 DP005053



The CDC Healthy Brain Research Network is a Prevention Research Centers program funded by the CDC Healthy Aging Program-Healthy Brain Initiative. Efforts are supported in part by cooperative agreements from CDC's Prevention Research Centers Program.



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Objectives

- Identify **key issues in communicating** about cognitive health;
- Conduct research to **identify beliefs that can be leveraged** in messages;
- Develop theory-driven, evidence based, culturally sensitive **prototypical messages**;
- **Pilot test** messages with focus groups;
- Develop plan for **dissemination**.

Target Audience/Target Behavior

- **Audience:** Adults with concerns about an aging parent's memory
- **Behavior:** Accompanying parent to be evaluated by a memory specialist for mild cognitive impairment, dementia, and Alzheimer's disease

Rationale

- Many adult children worry about their aging parent's cognitive status; however, they often are not sure what steps to take to assess and assure their parent's well-being.
- Memory specialists, including neurologists and geriatricians, find it valuable to have a “knowledgeable informant” available during a patient visit to provide insight into changes in memory and to help with follow-up planning.

Thank You to...

- Kyle Cassidy
- Community Advisory Board
- Our participants & models