

# MEMORY SUNDAY

## The Balm in Gilead Collaboration

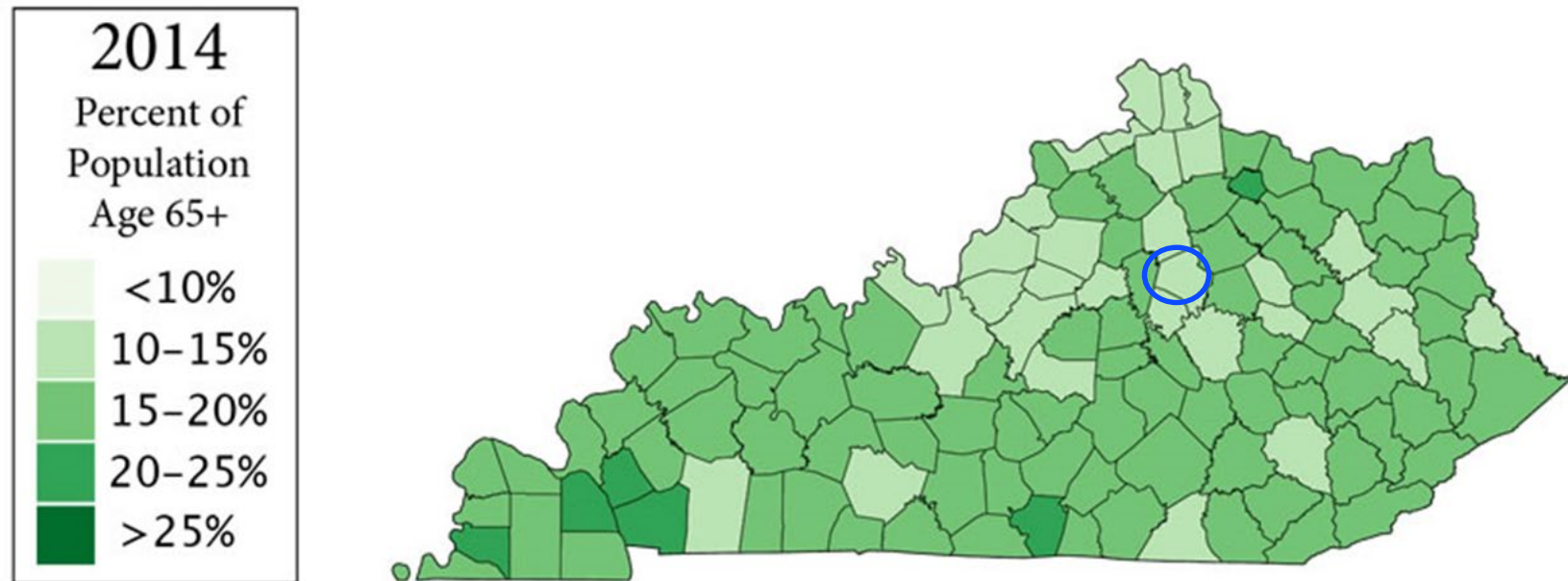


*Memory Sunday is a program of The Balm In Gilead's National Brain Health Center for African-Americans and is supported by the Centers for Disease Control and Prevention, Healthy Brain Initiative*

# Kentucky Demographics

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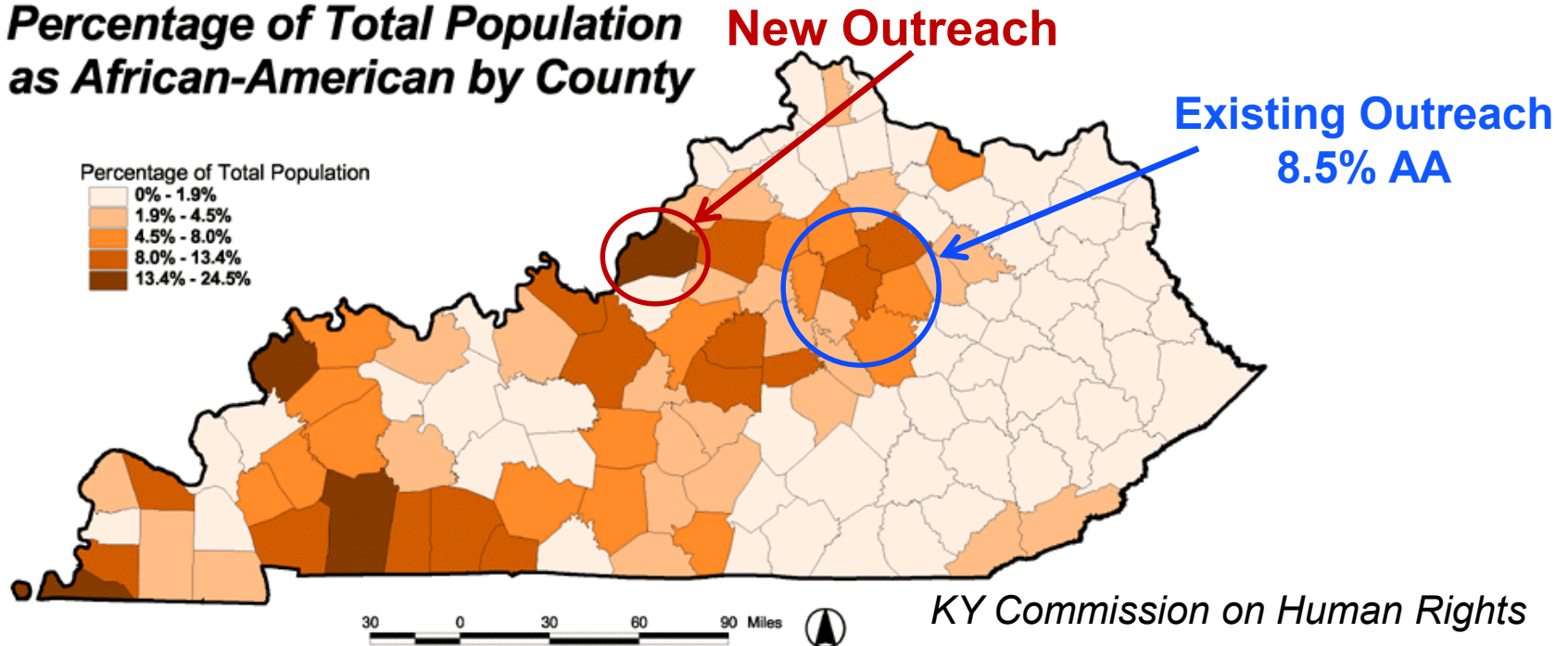
- 13% of the population are seniors (65+)
- 29% live alone
- 9% have an annual income of less than \$10k  
32% less than \$20k



# Outreach & Demographics

- African Americans in KY = 7.5% of population
- Nearly 60% of AA are concentrated in Jefferson (46.1%) and Fayette Counties (12.8%)
- Jefferson County: \$15,703 AA vs. \$28,654 for White  
Fayette County: \$16,088 vs. \$30,377

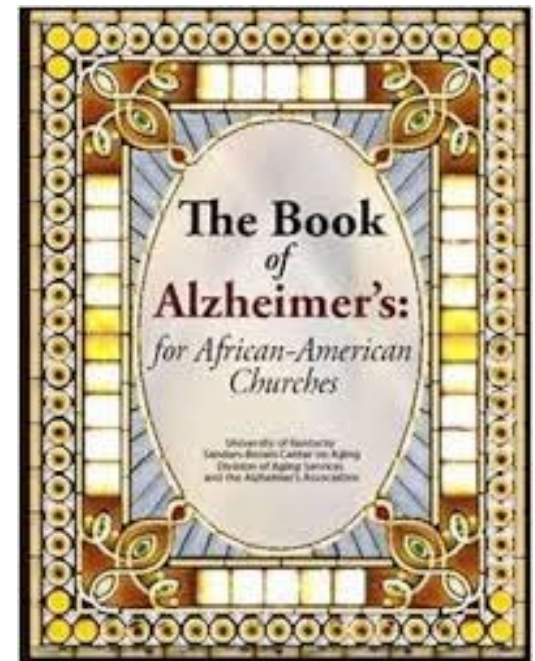
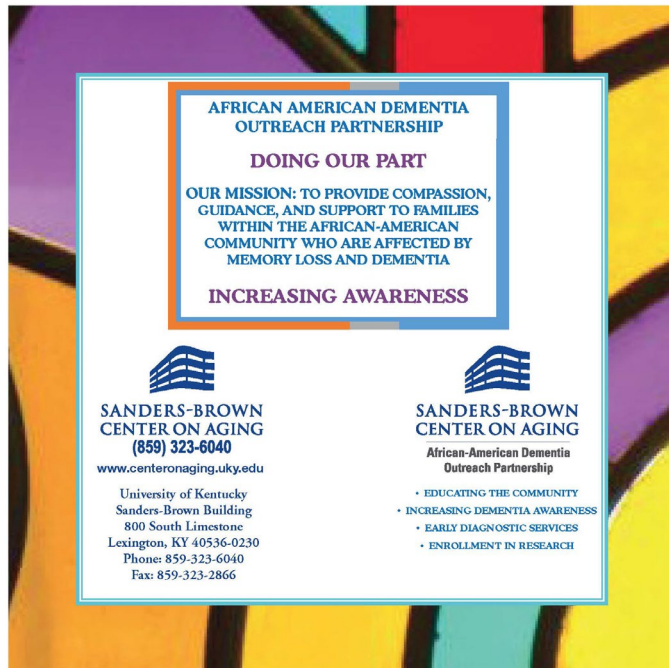
***Percentage of Total Population  
as African-American by County***





# African American Dementia Outreach Partnership Council (AADOP)

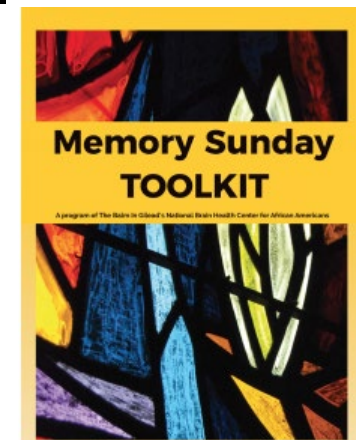
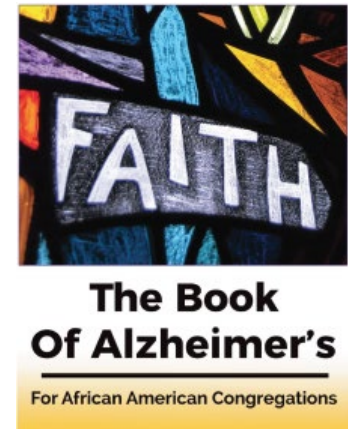
- Council reorganized in 2015 to expand membership
- Informational / Retention Products:



# The Balm in Gilead Collaboration



- Brain Health Center Education Targets:
  - Alzheimer's, Stroke, Epilepsy, TBI.
- **Memory Sunday: 2<sup>nd</sup> Sunday in June**
  - Provide education on AD: prevention, treatment, research studies and caregiving.
  - 5 webinars, Revised Book of Alzheimer's & Memory Sunday Toolkit.



# Memory Sunday Outreach

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- Media events (NPR, local radio, newspapers)





# 2018 Memory Sunday Highlights

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- 246 Congregations signed-up Online to participate – reaching ~75,000 congregational members.
- The Balm In Gilead hosted 6 in-person Memory Sunday events across the country reaching over 500 participants in Atlanta, Boston, Chattanooga, Seattle, Jacksonville, and Baltimore.
- Campaign garnered approximately 650,000 media impressions across radio, print, and social media.

Thank you Balm in Gilead

# 2018 Memory Sunday Highlights

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- More than 600 downloads of Memory Sunday Toolkits and The Book of Alzheimer's.
- 95% of participating churches distributed materials.
- 43% hosted a special event or service for caregivers.
- 38% partnered with local public health or community-based agencies to table and provide information on Alzheimer's and dementia.



# Memory Sunday in Kentucky

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## 2017

- 11 Lexington & 13 Louisville Churches
- 155 Memory Screens
- 73% African American
- New ADC Clinic


Note: 153 Screens in 2016  
31% African American

## 2018 so far


- 27 Lexington & 14 Louisville Churches
- 77 Memory Screens
- 67% African American
- Two ADC Clinics in Louisville
- 18% AA participants in ADC

# Memory Sunday Takeaways

- Effective partnership for outreach and engagement
- Impact beyond dementia
- Improved ADC participation



**JUNE 10<sup>TH</sup>**  
**2018**

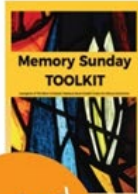


## MEMORY *Sunday*

UTILIZING  
the **POWER**  
and **INFLUENCE**  
of the  
AFRICAN  
AMERICAN  
PULPIT

### WHAT IS MEMORY SUNDAY?

MEMORY SUNDAY, the SECOND SUNDAY IN JUNE, is a designated Sunday, within congregations serving African Americans, that provides education on Alzheimer's: prevention, treatment, research studies and caregiving.



Download  
your **FREE**  
copy today!

### PURPOSE

The purpose of MEMORY SUNDAY is to bring national and local attention to the tremendous burden that Alzheimer's and other Dementias are having on the African American community.

*Let the Balm In Gilead  
know what your congregation  
is doing for MEMORY SUNDAY!*

#BALMINGILEAD #MEMORYSUNDAY

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