

# Healthy Brain Virginia Partner Update



February 28, 2023



# Housekeeping

- Introductions
- Partner Survey
- Guest Speaker: Amy Stirnweis and Melissa Long, Insight Memory Care Center
- Partnership Opportunities
- Announcements



# Agenda

- This session is being recorded
- Participants should remain muted until the Q&A portion
- Camera use is encouraged
- Use Teams interactive features (chat, react, raise hand)
- Avoid multi-tasking and background distractions

# Introductions

## Healthy Brain Virginia Team



**Rachel Coney**  
*Program Coordinator*  
Virginia Dept of Health



**Melicent R. Miller, DrPH, MSPH**  
*Health Equity Consultant*  
Virginia Dept of Health



# Introductions

Share your name, organization,  
and city/town

Use the chat feature or reaction to respond.



# Introductions

What's the most interesting place  
you've ever visited?

Use the chat feature or reaction to respond.



# Overview of Healthy Brain Virginia Program

- Focused on changing systems, environments and policies to promote risk reduction, to improve early diagnosis, to prevent and manage comorbidities, and to avoid hospitalizations
- Uses public health approach to Alzheimer's disease
  - using data to set priorities
  - develop public health actions,
  - address social determinants of health
  - provide support for caregivers who take care of people with dementias

# Healthy Brain Virginia Program

Support increased communication and engagement across the state related to ADRD.

Promote education about the importance of including risk reduction, early diagnosis of ADRD, and management of comorbidities and avoidable hospitalizations.

Implement public education about brain health and the importance of talking to a health professional to reach underserved populations.

Support organizations to incorporate effective brain health information into existing public health interventions or establish new brain health programs in underserved areas.

Coordinate the integration of brain health risk reduction into existing health communications.

Improve knowledge of healthcare professionals about the best available evidence on dementia, caregiving for persons with dementia, and tools and supports available.

Support continuing education to improve healthcare professionals' knowledge

Analyze and use available data together with the state strategic dementia plan and the RM Series to set jurisdiction-wide priorities.



# Partner Survey

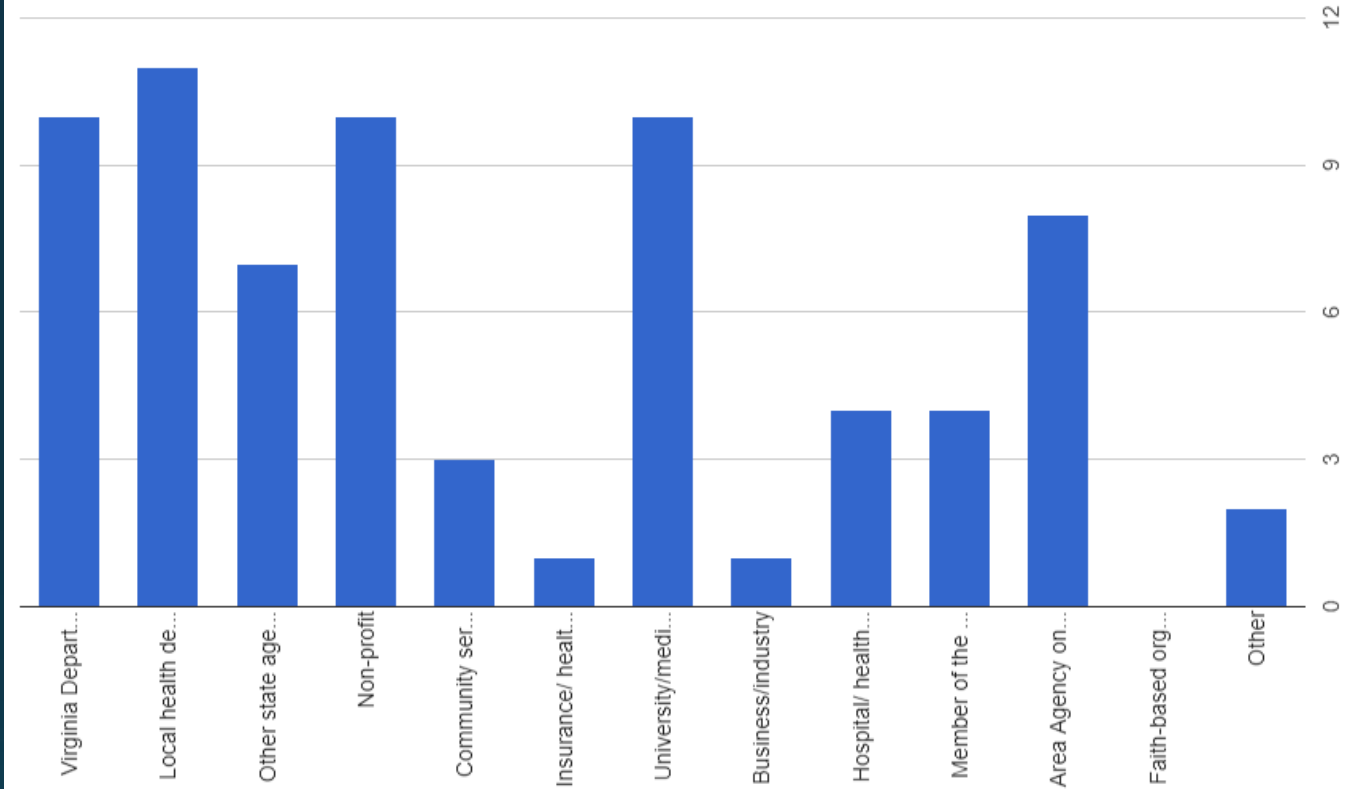
## Purpose:

- Better understand current efforts by stakeholders in relation to Alzheimer's Disease and Related Dementias (ADRD)
- Identify needs, gaps, barriers, and challenges to program and service delivery.
- Guide future statewide strategies and better address the needs of Virginians living with and at risk for developing ADRD, caregivers, and partners.

Target: Providers serving older adults in Virginia

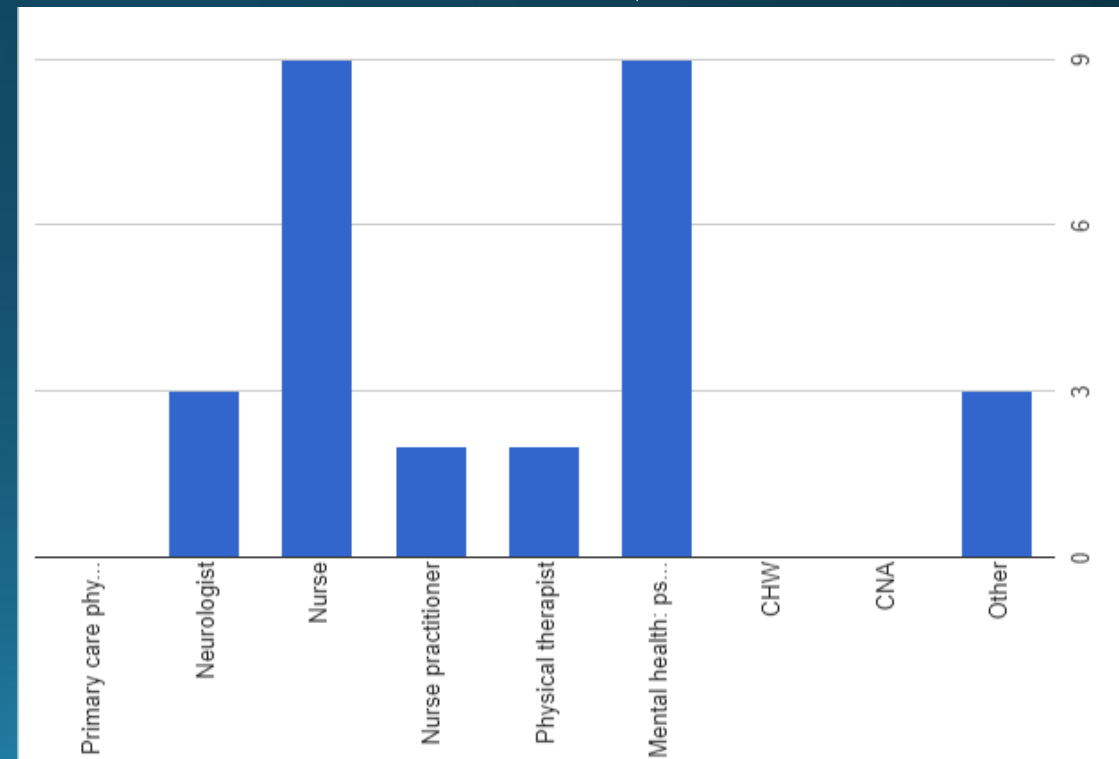
Timeline: January 2023 to February 2023

# Graphs of organizations and positions

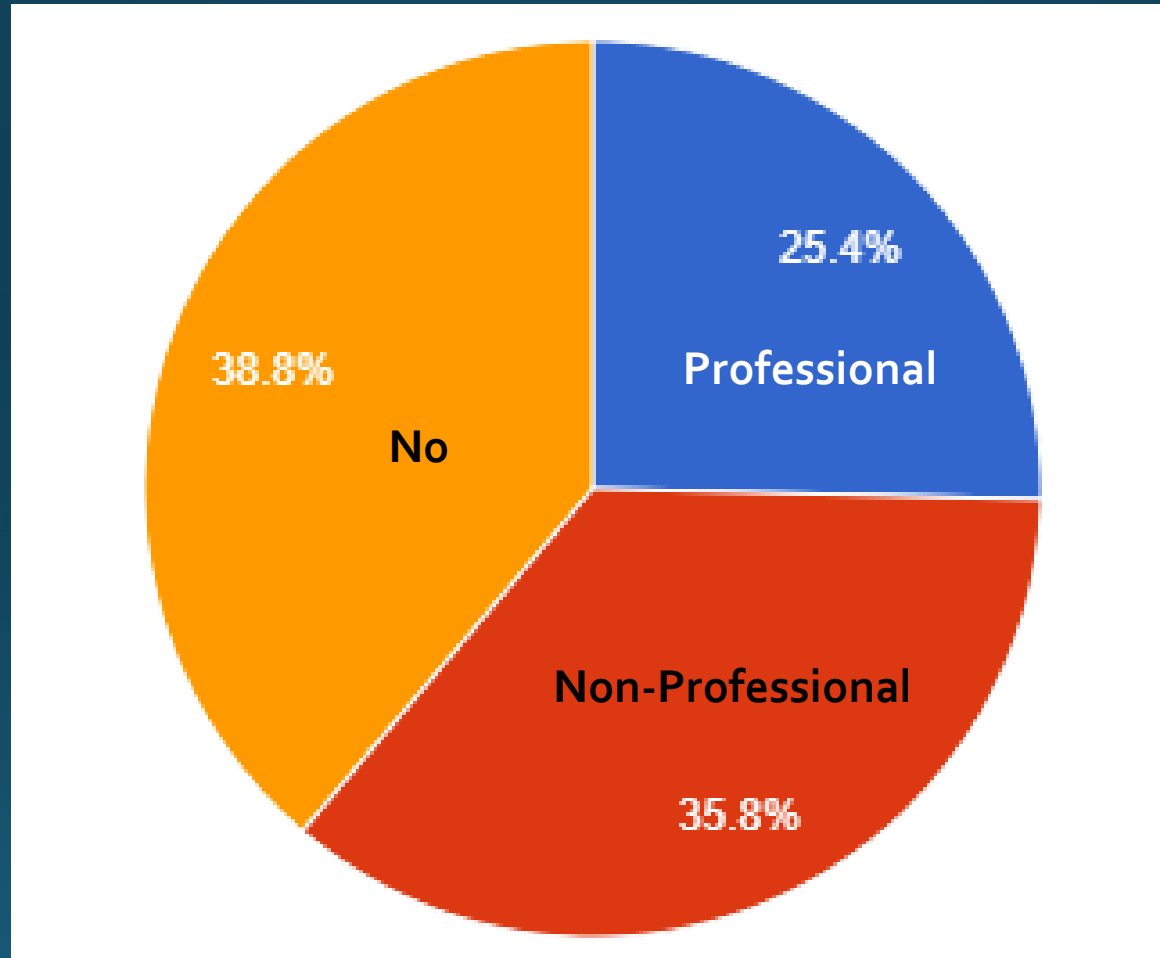


Which of the following best describes your organization?

Which of the following best describes your position



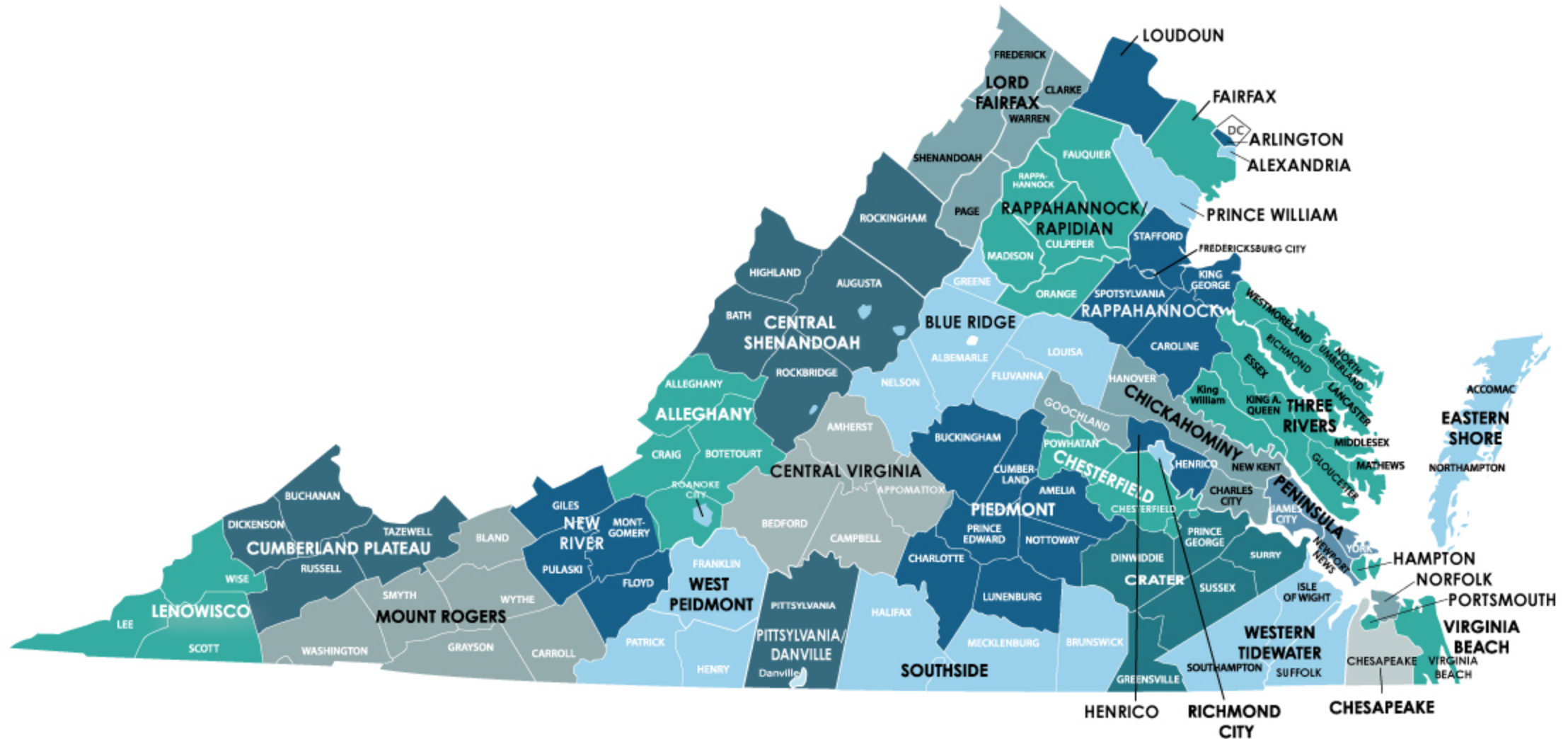
# Are you a caregiver to a person with Alzheimer's disease or other dementia?



# Virginia Dementia Road Map



# VIRGINIA DEPARTMENT OF HEALTH DISTRICTS



# What challenges do you face serving underserved, underrepresented, or under resourced communities indicated above?

- Language and cultural barriers
- Lack of patient/provider trust
- Lack of crisis services (ex. housing)
- Lack of resources
  - Transportation
  - Funds
  - Educational supplies
  - Staffing

# What resources are needed to better serve underserved, underrepresented, or under resourced communities?

Crisis services

Food, housing, etc.

Translation services

General resources

- Financial
- Transportation
- Etc.

ADRD education materials

Medical equipment

More training for existing staff

# Are you interested in being part of the statewide partnership with VDH?

Mainly interested in

- Sharing/learning best practices from peers
- Share/learn info from SMEs
- Networking opportunities



# Opportunities for Partnership

- New funding opportunity through Centers for Disease Control and Prevention
- Seeking partners to engage in the following:

Educate providers and other professionals about ADRD topics

Educate members of the general public about ADRD topics

Increase the number of bi-directional community-clinical linkages to improve coordination and dementia outcomes

# Q&A

# **BOLD Mini Grant Recipient**



## MISSION

Provide specialized care, support and education for individuals in all stages of memory or cognitive impairment, their partners and the community.

## VISION

A community where those living with memory or cognitive impairment and their care partners can achieve the highest quality of life.



# Leader in Dementia Care in Northern Virginia

Insight is a nonprofit started in 1984 that supports families on their dementia journey.

## Care

Specialized adult day programs for people in all stages of their dementia journey.

## Connection

Building relationships and supporting care partners on their journey.

## Creativity

Dementia experts sharing their knowledge and resources because every journey is unique.



# Supporting Families on the Journey

Insight is a nonprofit organization that relies upon the generosity of people like you to engage people with dementia and support their care partners.

*"I support Insight because I think this is one of the premier organizations to help people with dementia and their caregivers. I am extremely impressed with their staff and the services provided." – Family Member*





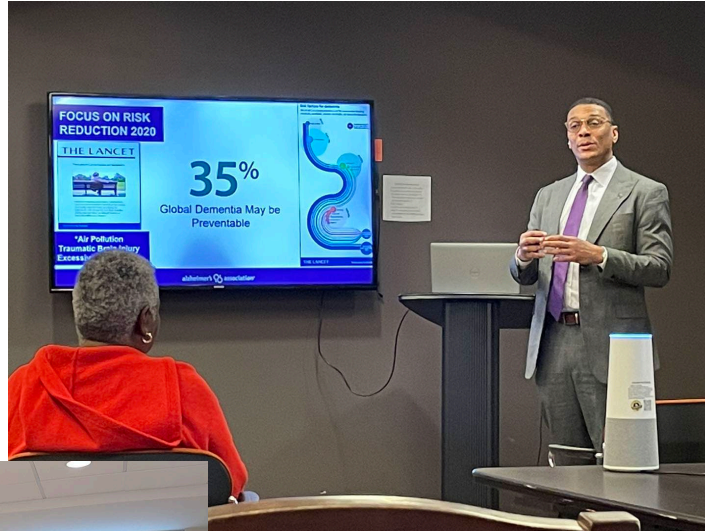
We also received a grant provided by the [Alzheimer's Foundation of America](#) for a Virtual Reality Program. We then partnered with [Viva Vita: Live Life](#) to provide a better brain health initiative through VR



We partner with AFA to provide regular memory screening for our community. This has helped caregivers and individuals learn if they need to reach out to a neurologist for more support and how to practice better brain health.

## Disparities in Dementia Care

How can we learn and support change?



**AARP**<sup>®</sup>  
Virginia

alzheimer's   
association





# Thank you!

Insight Memory Care Center  
3953 Pender Drive, Suite 100  
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InsightMCC.org



# Q&A

A woman with long dark hair is shown from the chest up, shouting into a megaphone. She is wearing a light-colored top. The background is a plain, light color. The entire image is overlaid with a semi-transparent dark blue filter.

# Announcements

# Join Us for Healthy Brain Webinars



## Join Us for Healthy Brain Virginia Partner Update Webinars

**Date: March 7 at 2pm**  
**Topic: Implementing Strategies**

[Register Here](#)

This presentation will emphasize the significance of education and resources for providers and healthcare professionals. Denise Scruggs of the University of Lynchburg's Beard Center on Aging and Joyce Nussbaum of the Valley Program for Aging Services will speak about how they are implementing education and trainings for community and provider members. [shorturl.at/bkABR](https://shorturl.at/bkABR)

## Contact Info:

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CONTACT US