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.
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

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<th>Support increased communication and engagement across the state related to ADRD.</th>
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<td>Promote education about the importance of including risk reduction, early diagnosis of ADRD, and management of comorbidities and avoidable hospitalizations.</td>
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<td>Implement public education about brain health and the importance of talking to a health professional to reach underserved populations.</td>
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<td>Support organizations to incorporate effective brain health information into existing public health interventions or establish new brain health programs in underserved areas.</td>
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<td>Coordinate the integration of brain health risk reduction into existing health communications.</td>
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<td>Improve knowledge of healthcare professionals about the best available evidence on dementia, caregiving for persons with dementia, and tools and supports available.</td>
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<td>Support continuing education to improve healthcare professionals’ knowledge</td>
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<td>Analyze and use available data together with the state strategic dementia plan and the RM Series to set jurisdiction-wide priorities.</td>
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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
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?

- Professional: 25.4%
- Non-Professional: 35.8%
- No: 38.8%
Virginia Dementia Road Map
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?
Thank you!

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Announcements
Join Us for Healthy Brain Webinars

Date: March 7 at 2pm
Topic: Implementing Strategies

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

Register Here
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