Integrating Alzheimer’s Messages into Chronic Disease Programs

COMMUNICATION RESOURCES FOR PUBLIC HEALTH PROFESSIONALS
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COMMUNICATION GUIDE FOR PUBLIC HEALTH PROFESSIONALS

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A COMMUNICATION GUIDE FOR PUBLIC HEALTH PROFESSIONALS
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DATA
STRATEGIES
MESSAGES
RESOURCES
COMMUNICATION GUIDE: STRATEGIES

1. Integrate Chronic Disease and Brain Health Programs

2. Assess Chronic Disease Programs

3. Leverage Partnerships
AVAILABLE IN ENGLISH AND SPANISH
Coming soon: Vietnamese and Cantonese
PROGRAMS TO WORK WITH

SLEEP

Recent studies have shown that getting six to eight hours of sleep per night could lower the risk of dementia. [34] This is especially important for older adults with multiple health conditions, as they are more likely to report getting less than six hours of sleep. [28] Not getting enough sleep is linked to a number of chronic diseases, including type 2 diabetes, cardiovascular disease, obesity, and depression. [36]

Many people with dementia experience poor sleep as they wake up more often and stay awake longer during the night, causing daytime sleepiness and sleep disruption. [27] Non-Hispanic white adults, women, and people who have household incomes below the federal poverty line are more likely to experience poor sleep than others. [28]

Here's how:
- Instruct messages about healthy sleep into multilingual wellness programs.
- Show tips for safe sleep with easy prevention programs.
- Promote Sleep Awareness Month as a tool to increase awareness of healthy sleep habits.

Getting enough sleep can help you live a healthier life by lowering your risk for chronic conditions, including memory loss and dementia.

HEARING LOSS

Hearing loss is a risk factor for dementia. [26] When hearing loss occurs, the brain works harder to process what's being heard. As a result, the brain has less capacity for thinking and memory functions. A recent study showed that using hearing aids lowers the risk of dementia for people with hearing loss by a similar risk level to people without hearing loss. [25]

It is common for hearing loss to occur with age. Hispanic adults aged 55 years and older are more likely to have difficulty hearing or have the inability to hear at all even while using hearing aids, than non-Hispanic white, Black, or Asian adults. [26]

Here's how:
- Collaborate with state Alzheimer's disease and other dementias associations and community members to talk with their patients about their hearing.
- Partner with state audiology and speech-language pathology associations to increase awareness of how hearing loss at 60 and 80 is a modifiable risk factor for dementia. Work together to encourage hearing testing and interventions to reduce the risk of cognitive decline among older adults.
PROGRAMS TO WORK WITH

DIABETES
Collaborate with nutrition, physical activity programs and pharmacist associations.

HEARING
Collaborate with injury prevention programs and healthcare provider associations.

SLEEP
Integrate messages about healthy sleep into worksite wellness programs and promote Sleep Awareness Week.

HEART DISEASE & STROKE
Collaborate with healthy communities programs.

TRAUMATIC BRAIN INJURY
• Collaborate with injury prevention and worksite wellness programs
• Promote the AARP Home Fit Guide as a brain health resource.
THANK YOU

chronicdisease.org/healthyaging

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