



NATIONAL ASSOCIATION OF  
**CHRONIC DISEASE DIRECTORS**

Promoting Health. Preventing Disease.

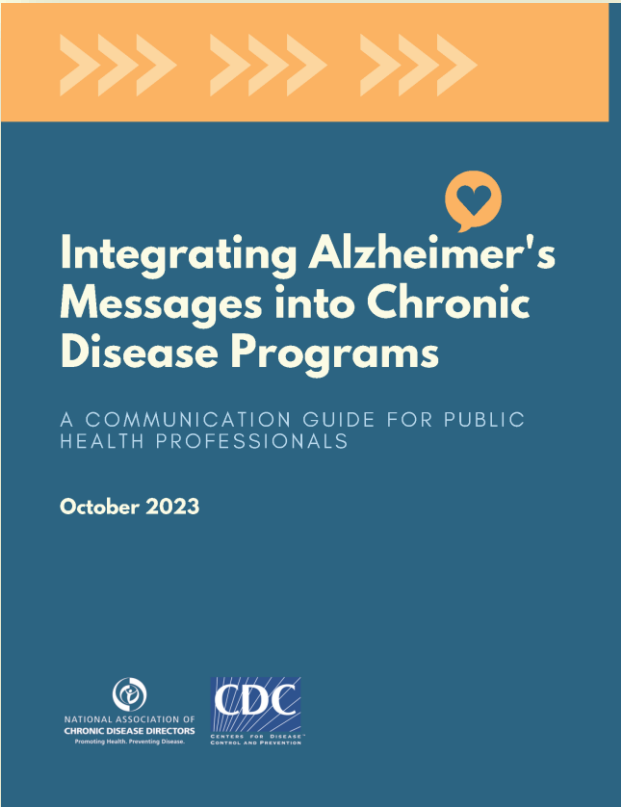
# Integrating Alzheimer's Messages into Chronic Disease Programs

COMMUNICATION RESOURCES FOR  
PUBLIC HEALTH PROFESSIONALS

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# COMMUNICATION GUIDE FOR PUBLIC HEALTH PROFESSIONALS



DATA



STRATEGIES



MESSAGES



RESOURCES

# COMMUNICATION GUIDE: STRATEGIES

1

**Integrate Chronic Disease and Brain Health Programs**

2

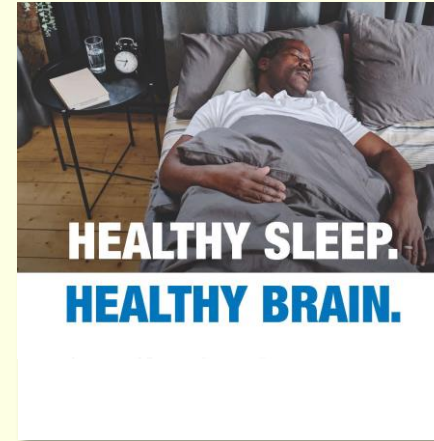
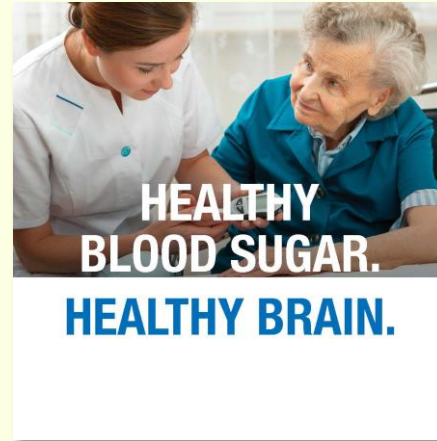
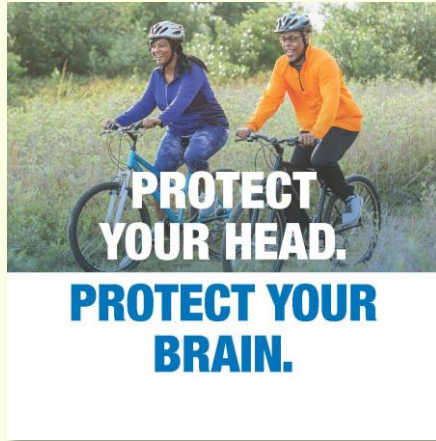
**Assess Chronic Disease Programs**

3

**Leverage Partnerships**

# AVAILABLE IN ENGLISH AND SPANISH

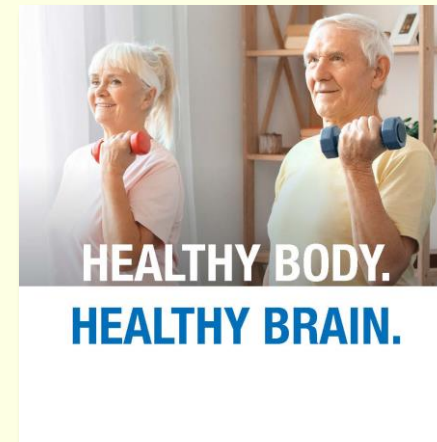
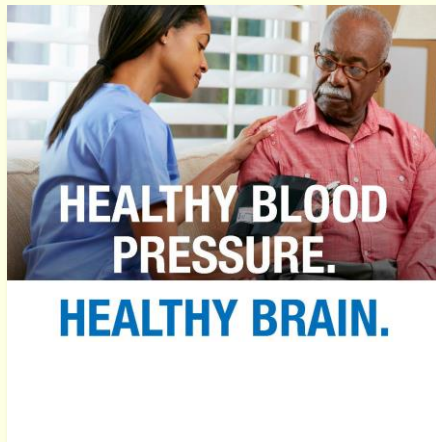
Coming soon: Vietnamese and Cantonese



**HEALTHY AGING. HEALTHY BRAIN.**

Your health changes as you get older. However, you can protect your brain health at any age. Adults with health issues have a higher risk of memory problems. Adults with diabetes should monitor their blood sugar levels. Keeping your blood pressure under control is also important. Schedule regular appointments with your healthcare provider and talk to them about your health needs, including any memory problems. Managing your health may lower your risk for memory loss, confusion, and Alzheimer's disease.

**Take these actions today to protect your brain health.**



# PROGRAMS TO WORK WITH

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## SLEEP

Recent studies have shown that getting six to eight hours of sleep per night could lower the risk of dementia. [24] 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. [25] Not getting enough sleep is linked to a number of chronic diseases, including type 2 diabetes, cardiovascular disease, obesity, and depression. [26]

Many people with dementia experience poor sleep as they wake up more often and stay awake longer during the night, causing daytime napping and drowsiness. [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:**


- Integrate messages about healthy sleep into worksite wellness programs.
- Share tips for safe sleep with injury prevention programs.
- Promote **Sleep Awareness Week** as a call to action to recognize sleep as a crucial part of physical and brain health; coordinate this with obesity prevention programs.

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


14

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## HEARING LOSS



Hearing loss is a risk factor for dementia. [21] When hearing loss occurs, the brain works harder to process what's being heard. As a result, the brain has less ability for thinking and memory functions. A recent study showed that using hearing aids lowers the risk of dementia for people with hearing loss to a similar risk level to people without hearing loss. [22]



It is common for hearing loss to occur with age. Hispanic adults aged 65 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. [23]

**Here's how:**

- Collaborate with injury prevention programs to incorporate messages about using ear protection when performing lawn maintenance or using power tools.
- Collaborate with healthcare provider associations to encourage their members to talk with their patients about their hearing.
- Partner with state audiologist associations and Area Agencies on Aging to increase awareness of how hearing loss in mid and late life 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.

When hearing loss occurs, the brain works harder to process what's being heard, which then impacts its thinking and memory functions. Keep your brain healthy by taking time to protect your ears. [22]

13

# PROGRAMS TO WORK WITH

## DIABETES

Collaborate with nutrition, physical activity programs and pharmacist associations.

## HEART DISEASE & STROKE

Collaborate with healthy communities programs.

## HEARING

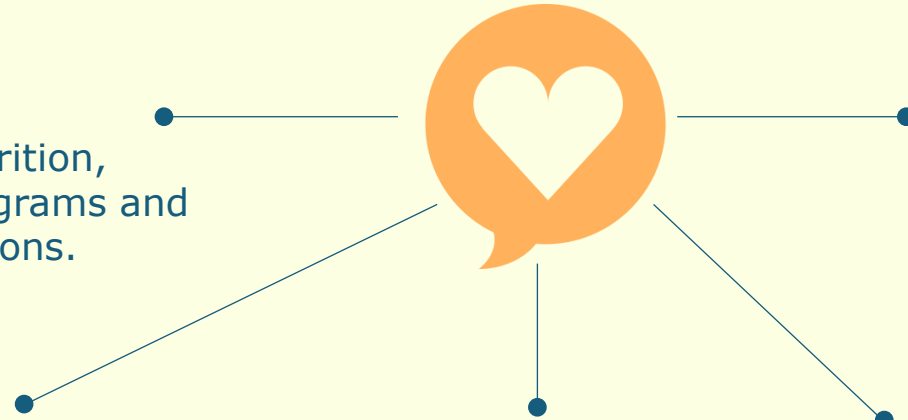
Collaborate with injury prevention programs and healthcare provider associations.

## SLEEP

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

## TRAUMATIC BRAIN INJURY

- Collaborate with injury prevention and worksite wellness programs
- Promote the AARP Home Fit Guide as a brain health resource.





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**THANK YOU**

**[chronicdisease.org/healthyaging](https://chronicdisease.org/healthyaging)**

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