National Alzheimer’s Project Act (NAPA) Meeting

Risk Reduction Sub-Committee

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NINDS MISSION

The mission of NINDS is to seek fundamental knowledge about the brain and nervous system and to use that knowledge to reduce the burden of neurological disease for all

Strategies:
• Invest in basic, translational and clinical research
• Identify gaps in research and public health needs
• Train a talented and diverse research workforce
• Support development of tools and resources to enable discoveries
• Communicate and collaborate with all stakeholders, including the public
• Evaluate and continuously improve all NINDS programs
**Health Equity Definition**

Healthy People 2020 defines *health equity* as the “attainment of the highest level of health for all people. Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary injustices, and the elimination of health and health care disparities.

**NAPA Risk Reduction Sub-Committee Meeting**
**July 2021**

1. Prevent and Effectively Treat Alzheimer’s Disease and Related Dementia by 2021
2. Enhance Care Quality and Efficacy
3. Expand Support for People with Alzheimer’s Disease and Related Dementia and their Families
4. Enhance Public Awareness and Engagement
5. Improve Data to Track Progress
6. Reduce the Burden of Risk Factors for Alzheimer’s Disease and Related Dementia
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Recommendation: Focus of Effort

<table>
<thead>
<tr>
<th>Unhealthy Alcohol Abuse</th>
<th>Physical Inactivity</th>
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<tbody>
<tr>
<td>Depression</td>
<td>Poor Diet Quality/Obesity</td>
</tr>
<tr>
<td>Diabetes</td>
<td>Poor Sleep Quality/Sleep Disorders</td>
</tr>
<tr>
<td>Hearing Loss</td>
<td>Tobacco Use</td>
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<tr>
<td>Mid-life Hypertension*</td>
<td>Traumatic Brain Injury</td>
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</tbody>
</table>

- 66.8% of American adults have at least one of these potential risk factors
- An aggressive 15% per decade reduction in the prevalence of these risk factors could result in as many as 1.2 million fewer people with Alzheimer’s dementia in 2050
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MIND YOUR RISKS Campaign
Updated Mind Your Risks® Campaign

- In 2021, we updated the Mind Your Risks campaign to focus on Black men 28-45 – the group at highest risk for developing hypertension
- The new campaign was positive and empowering, encouraging these men to take charge of their health
- Materials included social media content, updated website, and campaign video
- The campaign continues to evolve

Findings from Recent Focus Group Research

- The messages that scored the highest were direct and specifically called out this audience (“If you are Black man 28-45, take charge of your health.....”)
- Participants preferred “dementia” over “memory loss” or “brain health”
  - “Dementia” was more attention grabbing and scarier (but in a motivating way)
- Reactions to the new campaign were positive, but materials need to emphasize connection between HBP, stroke, and dementia
- Participants prefer authentic and realistic images over stock/ad photos
Development of new creative materials

Website updates
Development of new creative materials

- Based on findings from focus groups, new creative materials have been developed and will roll out in May
  - Materials will include new social media content, updated video, updated website

 Nobody can lower your risk of stroke and dementia like you.

Additional materials under development

Campaign one-pager

Discussion guide for medical appointments: What to Ask Your Healthcare Provider About High Blood Pressure, Stroke, and Dementia

My Action Plan:

- My blood pressure today is:
- My blood pressure should be:
- I will check my blood pressure (how often):
- My risk factors for high blood pressure, stroke, and dementia are (please list all that apply):
  - Age
  - Race/ethnicity
  - Family history or genetics
  - Unhealthy diet
  - Physical inactivity
  - Smoking or using tobacco
  - Using alcohol
  - Using anti-hypertensive drugs
  - High cholesterol
  - Diabetes

Challenges that might get in my way of my action plan are:

I will talk to my action plan by:

My usual visit with my healthcare provider is:

Tasks and Resources

There are many tools and resources to help you manage your blood pressure, stroke, and dementia.

- Mind Your Risks Campaign includes more information about the link between high blood pressure and stroke and dementia, and how to lower it. Take an interactive quiz to test your knowledge and learn more.
- The National High Blood Pressure Education Program provides new information about high blood pressure and stroke and dementia.
- The ChooseMyPlate: Dietary Guidelines for Americans provides a variety of articles and resources about preventing and managing high blood pressure and stroke and dementia.
Partnership updates

- We have been working to identify partners for the campaign to help get our messages out to our target audience

- Upcoming activities include:
  - Webinar in partnership with Morehouse College and Morehouse School of Medicine. Audience will include students and alumni of the schools and webinar will feature Q&A session. We may partner with other HBCUs for future webinars.
  - Partnership with Radio One, focusing on the Atlanta market. We will work with Radio One to produce radio spots describing the campaign and participate in on-air interviews.
  - Interviews with media outlets that are popular with our target audience
  - Work with Chi Eta Phi to distribute our materials at their local events
  - Continuing to work with our Federal partners to help spread the word about Mind Your Risks

Thank You