BRAIN HEALTH INITIATIVES

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Greendale Public Health
Healthiest & Happiest

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Village of Greendale

- Part of the metro Milwaukee area with a population of approximately 15,000
- National Historic Landmark Greenbelt Community
- Percentage of residents aged 65 (23%) and older, higher than Milwaukee County or the State of Wisconsin
- ~80% White, becoming more diverse

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The Beginning

- Dementia is the second to third leading cause of death
- SAGE CHIP Workgroup
  - Dementia focused sub-group formed 2018
- Programs and initiatives for individuals living with Alzheimer's disease and their care partners
- Dementia Friendly Community designation 2019

SUCCESSFUL AGING SAGE IN GREENDALE FOR EVERYONE

INITIATIVES

Memory Cafe
Music and Memory Program
Dementia Focus Resource Guide
Dementia Newsletter
Village Views Articles

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Engagement and Integration

Community Convening 2022

- Wide range of sectors engaged in process
- Three workgroups formed
- Structure unsustainable

Healthy Brain Initiative 2022-2023

- Strategically weave initiatives into CHIP
- Educate staff and community
- Raise awareness and reduce stigma

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Capacity Building

- CHIP Summit community training
- Professional development for staff
- Training included in new staff and student intern orientation
- Support for other health departments

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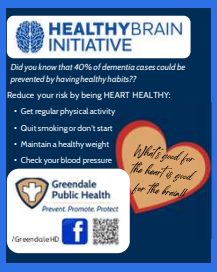
Messaging and Outreach

- Collected data on knowledge and attitudes around dementia
- Translated outreach material
- Tabled at farmers markets and health fairs
- Created webpage for brain health information
- Wrote articles for our community magazine



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Programs

- Salad building demonstration and activity
- Presentations in the community
  - High School Students with DPI curriculum
  - Older adults at the Senior Social Club
- Improving accessibility in the built environment
- Boost Your Brain and Memory program
- Bike Safety Day and helmet program
- Food sampling and socialization event
- Respite for caregivers
- Coordinated food share benefit program for downtown market
- Produce donation program
- Hosted presentation on the MIND diet

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Thank You

Questions?

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