

BRAIN HEALTH INITIATIVES

OCTOBER 21, 2024

Presented By:
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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



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

Greendale Public Health
Prevent. Promote. Protect.

2023 CHIP Summit
Capacity Through Collaboration

Date: Thursday, February 23, 2023
Time: 9AM- 12PM
Location: Greendale Hose Tower

JOIN US!

Agenda

- Health Equity Presentation & Brainstorming
- Healthy Brain Initiative Presentation & Brainstorm
- Community Engagement Tool

Health Equity
Healthy Brain Initiative

Hales Corners & Greendale COMMUNITY ALLIANCE | HEALTHY MIND HEALTHY CHANGE | SAGE | STEP UP TO BETTER HEALTH GREENDALE

Please let us know you will attend by accepting the meeting invitation or by emailing mmermal@greendale.org

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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



HEALTHY BRAIN INITIATIVE

Did you know that 40% of dementia cases could be prevented by having healthy habits?

Reduce your risk by being HEART HEALTHY:

- Get regular physical activity
- Quit smoking or don't start
- Maintain a healthy weight
- Check your blood pressure

What's good for the heart is good for the brain!

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/greendaiseHQ

SURVEY

We need your help! Please take a moment to fill out our knowledge and attitudes survey.

Scan the QR or click on the link in the description.

HEALTHY BRAIN INITIATIVE

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Programs



Care For The Caregiver Workshop

This FREE event is intended to provide respite for family caregivers who are caring for an older adult or someone with dementia or experiencing memory loss.

SAGE

Thursday, September 12, 2024
 10:00 AM - 12:00 PM
 Community Room
 6000 W. Loomis Road
 Greendale, WI 53121
 (414) 422-2100

THIS EVENT INCLUDES:

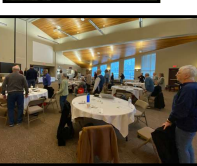
- Identification and respite
- Lunch
- Respite
- Connection with other caregivers

FEATURING KEYNOTE SPEAKER



Walter J. Schaefer
 Walter Schaefer is a world-renowned professor and author on dementia, caregiver and patient with dementia. He has written nationally of his work and through various forms of media. Many view Walter and his colleagues as the "dementia" go-to experts.

Participants will receive a copy of Walter Schaefer's book "No One Else's".



School Garden Summer Social

ALL ARE WELCOME!!

- TOUR THE GARDEN
- LEARN ABOUT BRAIN HEALTHY FOODS
- SAMPLE GARDEN TO TABLE FOODS
- PREPARED BY OUR CELEBRITY ARTS AND BAKING AND PASTRY STUDENTS

REGISTRATION REQUIRED: USE THE QR CODE OR CALL THE HEALTH DEPARTMENT 414-422-2100

FRIDAY, SEPTEMBER 22 | 1:00-3:00 PM
 GREENDALE HIGH SCHOOL GARDEN (BEHIND THE HIGH SCHOOL)

- 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

Thank You

Questions?

