



Global Council on
Brain Health
A COLLABORATIVE FROM AARP

Creating Change

National Academy of Sciences

Mechanisms for Organizational Behavior Change to
Address the Needs of People Living with Alzheimer's
Disease and Related Dementias: A Workshop

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Sarah Lenz Lock, JD

SVP Policy & Brain Health, AARP

Executive Director, Global Council on Brain Health



GCBH Members

Established collaborative network of 180+ brain health experts

- 13 Governance Committee Members
- 111 Issue Experts
- 78 Liaisons
- 28 Countries Represented
- Over 150 Universities/Institutions

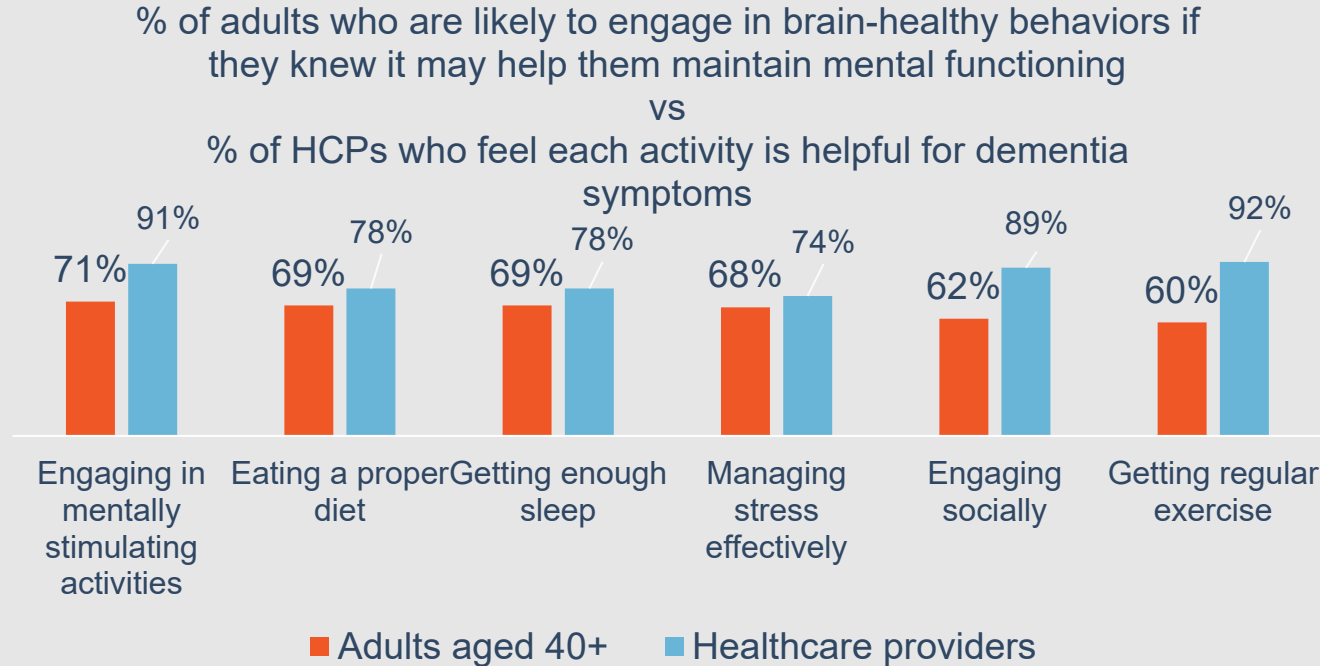


Behavioral Factors Influencing Brain Health

- Adults want to know what works and what doesn't →
- Modifiable lifestyle factors can reduce risks for cognitive decline at the **population level by up to 40%**.
- Delaying onset of dementia by 5 years can **cut incidence in half**.



Adults would engage in brain-healthy behaviors to maintain thinking skills and HCPs believe these activities help dementia symptoms.

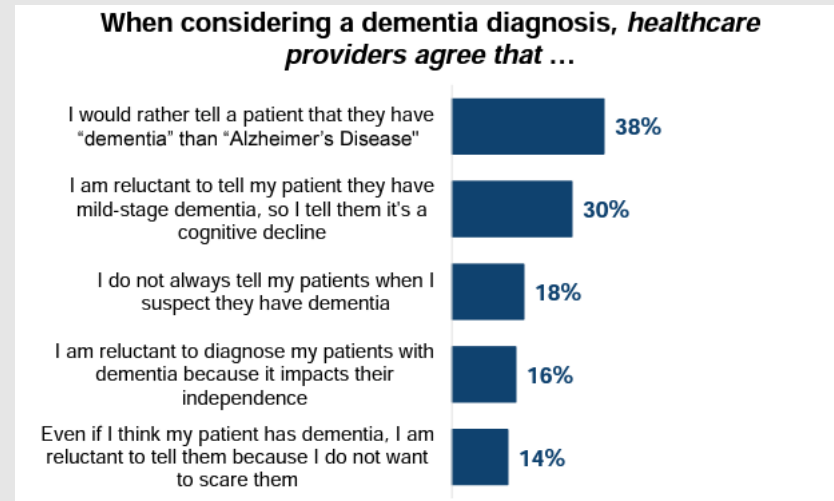
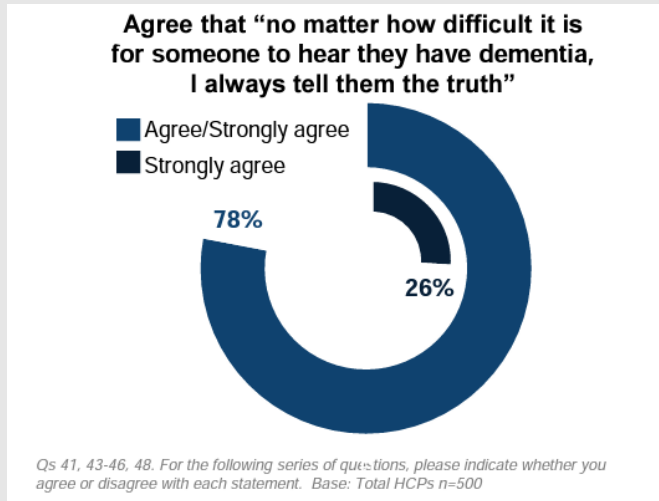


Q47a-f If you knew the following may help you maintain your mental functioning/thinking skills, how likely would you be to incorporate more of these activities into your daily life? (Q47, % extremely or very likely, among adults age 40+, n=3,022)

Q37 In your opinion, which of the following help with the symptoms of dementia? (among healthcare providers, n=500)

HCPs discomfort with dementia leads some to “sugar coat” the diagnosis

- Nearly eight in 10 (78%) HCPs say they always tell patients the truth no matter how difficult it is for them to hear. However, 38% would rather tell a patient they have dementia instead of Alzheimer’s disease and 30% would rather tell a patient they have a cognitive decline. The reluctance some HCPs feel when faced with telling a patient they have dementia potentially perpetuates the stigma associated with this diagnosis.



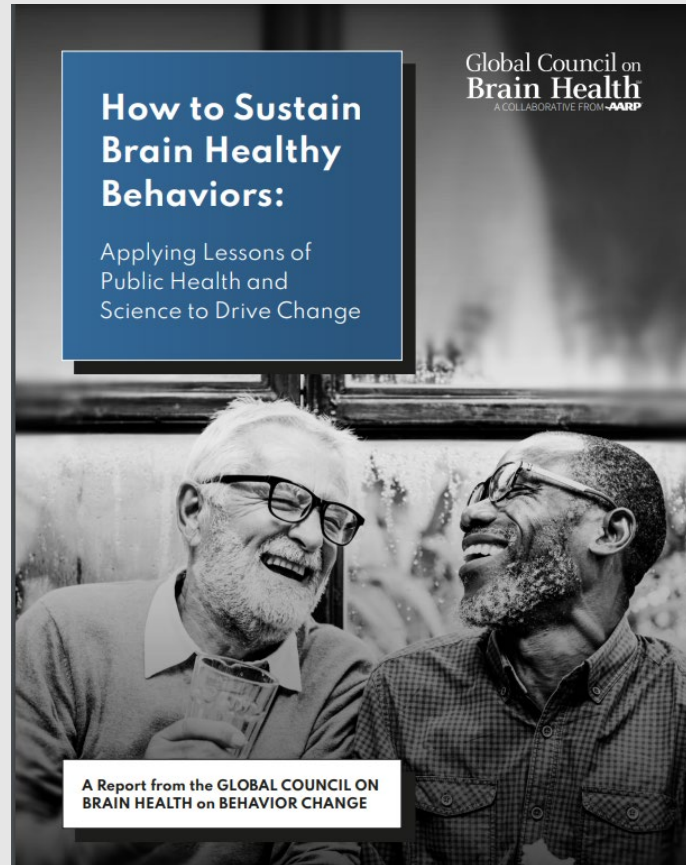
Adults' feelings about dementia are less negative than what HCPs think

Healthcare providers substantially over-estimate the worry that adults age 40 and older would feel if they had dementia. In particular, one in five (19%) adults say they would feel ashamed or embarrassed if they had dementia but seven in 10 (69%) think their patients would feel this way – representing a 50 percentage-point difference.

Feelings and worries about dementia and how other people would treat you	Adults age 40 and older			% of HCPs who agree (If my patient had dementia, they...)
	% disagree	% don't know	% agree	
If I had dementia, I would be concerned my employer would find out (Q30)	42%	28%	29%	67%
If I had dementia, I would be considered incompetent (Q25)	35%	37%	27%	49%
If I had dementia, I would no longer be taken seriously (Q24)	39%	36%	25%	46%
If I had dementia, I would be ashamed or embarrassed (Q26)	50%	30%	19%	69%
If I had dementia, I would be mistreated (Q23)	47%	42%	10%	26%
If I had dementia, my doctor and other health professionals would not listen to me (Q29)	56%	34%	10%	33%
If I had dementia, my doctor would not provide the best care for my other medical problems (Q28)	62%	30%	8%	28%
If I had dementia, I would give up on life (Q27)	66%	26%	7%	32%

N=3,022 (adults age 40+); N=500 (HCPs)

NEW Behavior Change Report



Available at www.GlobalCouncilonBrainHealth.org

GCBH's Approach to Brain Health Behavior Change

Three Key Audiences...



Individuals

Members of society, and their friends and family members



Communities

Healthcare providers, aging advocates, nonprofit organizations, employers and the private commercial sector



Policymakers

Government officials and legislators, interest groups, business and industry leaders



...And Three Foundational Elements



1. Knowledge



2. Motivation



3. Confidence

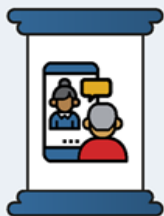
Recommendations for Individuals



CHOOSE Brain-Healthy Habits

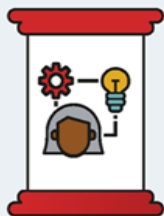
Simple choices can benefit your brain

Six Pillars of Brain Health



Be Social

Keep in touch with friends & family, don't let yourself get isolated.



Engage Your Brain

Find ways to stimulate your thinking, explore new interests and hobbies.



Manage Stress

Practice relaxation, adopt a stable daily schedule.



Ongoing Exercise

Move throughout the day, target 2½ hours a week of moderate physical activity.



Restorative Sleep

Get 7–8 hours of restful sleep every day.



Eat Right

Choose a nutritious, heart-healthy diet of fish, veggies, and fruits.

Tips to adopt the Six Pillars:

- ✓ Set a goal, identify a specific action you want to take.
- ✓ Be realistic about the goals you choose.
- ✓ Take a step-by-step, gradual approach.
- ✓ Find something fun; choose what you enjoy.
- ✓ Re-purpose some of your free time.
- ✓ Rethink your environment to reduce temptations.
- ✓ Celebrate the wins.
- ✓ Learn from the setbacks.
- ✓ Involve friends or family with common goals.
- ✓ Pick a good time to start.

Actions Communities Should Take

1. Set a goal identifying behavior change **targets** on brain health.
2. Create opportunities for peer-to-peer **health coaching**.
3. Answer these seven questions* before you create a public messaging campaign.
4. Tailor messages to targeted audiences. **Talk**, **listen** and **engage**.
5. Take an **inclusive**, multi-faceted approach collaborating across sectors to create a culture of health.
6. Keep **track** of the response: measure outcomes that matter to individuals.



THANK YOU!

Sarah Lenz Lock, JD

Senior Vice President
Policy and Brain Health, AARP

Email: SLock@aarp.org



@SarahLenzLock

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