



National Alzheimer's Project Act (NAPA) Meeting

Risk Reduction Sub-Committee

Richard T. Benson, MD/PhD

NINDS Division of Clinical Research

Office of Global Health and Health Disparities, Director

May 3, 2022

1

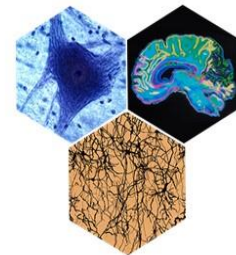


NINDS MISSION

*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



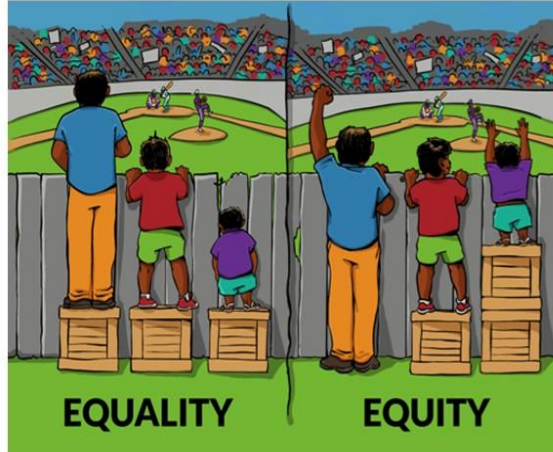
2



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.



3



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

4



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

5



Recommendation: Focus of Effort



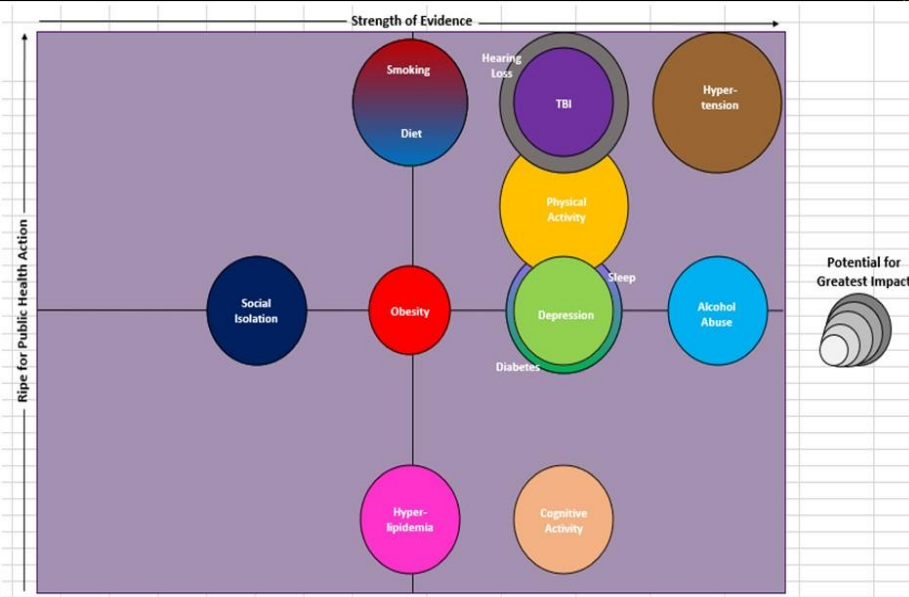
Unhealthy Alcohol Abuse	Physical Inactivity
Depression	Poor Diet Quality/Obesity
Diabetes	Poor Sleep Quality/Sleep Disorders
Hearing Loss	Tobacco Use
Mid-life Hypertension*	Traumatic Brain Injury

- 66.8% of American adults have at least one of these potential risk factors¹
- 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 2050²

6



Recommendation: Focus of Effort



7



MIND YOUR RISKS Campaign



8



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



mindyourrisks.nih.gov



9

Findings from Recent Focus Group Research

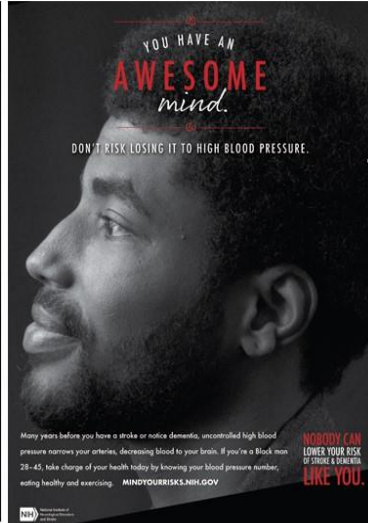
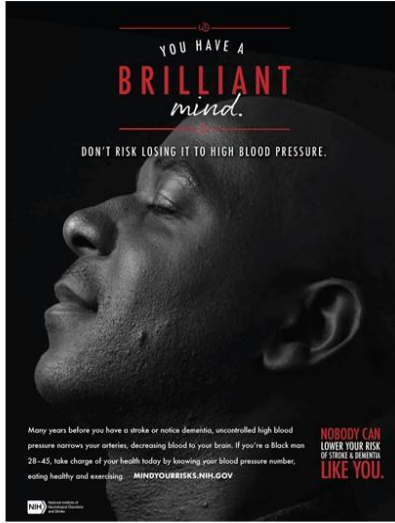


- The messages that scored the highest were direct and specifically called out this audience (“If you are Black man 28-45, take charge of your health....”)
- Participants preferred “dementia” over “memory loss” or “brain health”
 - “Dementia” was more attention grabbing and scarier (but in a motivating 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



10

Development of new creative materials

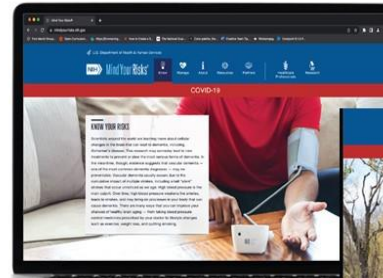


MASTER COPY | Don't let being a high blood pressure If you're a Black man 28-45, nobody can reduce your risk of stroke and dementia like you. Take charge of your health. www.mindyourrisks.nih.gov

11



Website updates



12



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



13



Additional materials under development

Campaign one-pager

Mind Your Risks
Take charge of your health today, help prevent stroke & dementia tomorrow.

- Keep blood pressure in the normal range - this is the single most effective way to lower your risks
- Keep cholesterol in a healthy range
- If you have diabetes, control your blood sugar
- If you smoke - quit
- Keep a healthy weight
- Eat healthy foods
- Exercise regularly

Why is controlling my blood pressure so important?

- Black men ages 20 to 45 are at increased risk of high blood pressure, which is a leading cause of stroke and can cause dementia.
- Keeping your blood pressure in a normal range can help reduce your risk for stroke and dementia.

How does high blood pressure lead to stroke and dementia?

- If your blood pressure stays high, over time, it can damage brain blood vessels and lead to a stroke.
- High blood pressure can lead to other damage in the brain that has been associated with dementia.

What are some steps I can take to control my blood pressure?

- Learn your blood pressure number and monitor your blood pressure often.
- Make healthy lifestyle choices, like eating healthy foods and exercising regularly.
- Talk to your healthcare provider about your risks for stroke and dementia, and make a plan to manage your blood pressure and other risk factors.

For more information about the connection between high blood pressure, stroke, and dementia, visit the **Mind Your Risks** website at mindyourrisks.nih.gov

14



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

My Action Plan	
<p>My blood pressure today is:</p> <p>My blood pressure should be:</p> <p>I will check my blood pressure (how often):</p> <p>My risk factors for high blood pressure, stroke, and dementia are: (check all that apply)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Age <input type="checkbox"/> Race/ethnicity <input type="checkbox"/> Family history or genetics <input type="checkbox"/> Unhealthy diet <input type="checkbox"/> Physical inactivity <input type="checkbox"/> Being overweight <input type="checkbox"/> Smoking or using tobacco <input type="checkbox"/> Missing alcohol <input type="checkbox"/> Using illicit drugs <input type="checkbox"/> High cholesterol <input type="checkbox"/> Diabetes 	<p>Steps I will take to manage my risks are: (check all that apply)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Manage high blood pressure <input type="checkbox"/> Eat healthy <input type="checkbox"/> Lower high cholesterol <input type="checkbox"/> Keep active <input type="checkbox"/> Quit smoking or using tobacco <input type="checkbox"/> Avoid misusing alcohol <input type="checkbox"/> Avoid using illicit drugs <input type="checkbox"/> Manage my diabetes <input type="checkbox"/> Take medicine as prescribed by my healthcare provider <p>Challenges that might get in my way of my action plan are:</p> <p>I will stick to my action plan by:</p> <p>My next visit with my healthcare provider is:</p>
<p>Tools and Resources</p> <p>There are many tools and resources to help you manage your risks for high blood pressure, stroke, and dementia.</p> <ul style="list-style-type: none"> The Mind Your Risks Campaign includes more information about the link between high blood pressure and increased risk of stroke and dementia, and ways to lower risks. Take an interactive quiz to test your knowledge and learn more. The National Heart, Lung, and Blood Institute has information about high blood pressure and how to control it. The Centers for Disease Control and Prevention provides a variety of articles and resources about preventing and managing high blood pressure to stay healthy. 	



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



15



Thank You



16

