



**Alzheimer's Disease and Related Disorders Commission
Brain Health Work Group**

Thursday, October 17, 2024
12:00 pm - 1:30 pm

Electronic Meeting

Meeting Minutes

Members Present:

Michael Watson, Chair
Dan Bluestein
Annette Clark
Rachel Coney
Karen Garner
Patricia Heyn
Guy Mayer
Joyce Nussbaum

Staff:

George Worthington, DARS

Welcome & Introductions

George Worthington welcomed the new Chair, Michael Watson, who introduced himself, welcomed members and asked workgroup members and staff to introduce themselves.

Michael Watson, Chair

Adopt Agenda

Action Item: Adopt Agenda

Karen Garner made a motion to adopt the agenda as presented. Rachel Coney seconded the motion, and the agenda was adopted by unanimous vote.

Michael Watson

Review and Approve Minutes of July 18, 2024, Meeting

There were no changes to the minutes. Mr Watson declared the minutes adopted as presented.

Michael Watson

Public Comment

No public comment was received, and no members of the public were in attendance.

Michael Watson

Discussion: Brain Health Infographic and Additional Activities

Mr Worthington briefly reviewed the previous meeting, and introduced a draft for a Memory Screening (not brain health) infographic for comment and discussion.

George
Worthington,
Rachel Coney

Members had a robust discussion about the infographic and discussed additional information to include on it. Comments included:

- Make the brain image a little darker
- Suggestion for larger font size
- Include information on where to get screening
- Include a resource list on the back
- Include information about the importance of getting a baseline measure
- Guide for partners to help explain why they would want to distribute the infographic
- Changing the order of the icons to: early detection, increased awareness, improved treatment, support and planning (moving awareness up)

A broader discussion was held about what happens next after the screen, and how will people access services such as GUIDE, diagnostic assessments and other follow up care and assessment. Members had for a brief overview of the Medicare GUIDE model and how patients can access GUIDE services.

Members also felt there could be information for practices/practitioners included such as what they should be doing when a patient provides them with a screening report.

Members then discussed other workgroup activities, first reviewing the strategies that were ranked at the previous meeting in July. Mr Worthington discussed plans for messaging templates for Area Agencies on Aging (AAAs) that would tie in their current programs to brain health and dementia prevention, for example including messaging about how falls prevention programs can be protective of brain health in public-facing information about those programs.

The Virginia Department of Health continues to work on including brain health and dementia prevention messaging in other chronic condition campaigns and elsewhere.

Meeting Adjournment

Mr Watson thanked members for their input and adjourned the meeting at 1:20pm.

Michael Watson