

**Hilarity for Charity**  
Bringing Light to Alzheimer's

# **The Brain Health Revolution: a Youth-Focused Approach**

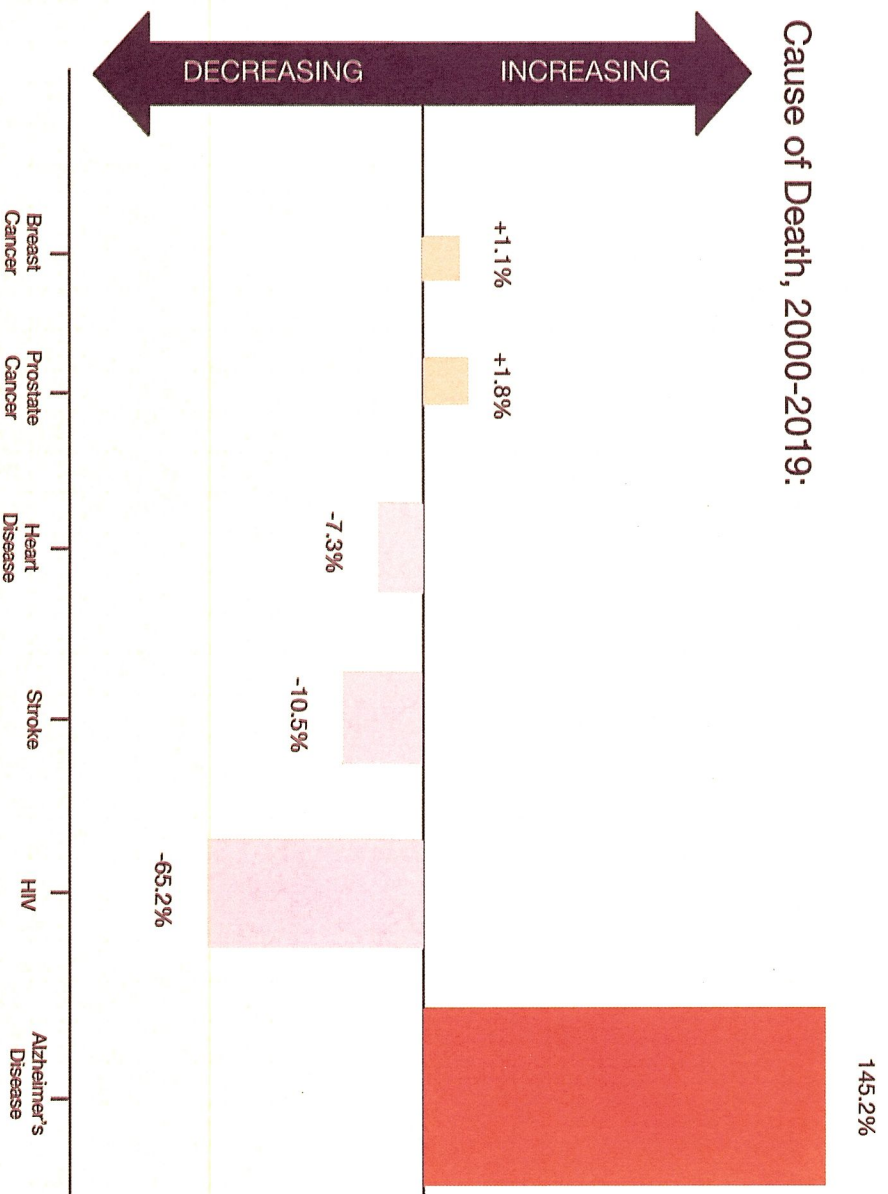
**Virginia Dementia Capable Summit**

**Bonnie Wattles, Executive Director**

**May 10, 2023**

# Scope of the Epidemic in the U.S. is Growing

Cause of Death, 2000-2019:

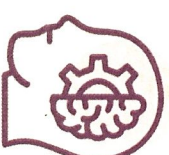


# It impacts some people more than others

African American people are

**2x AS LIKELY**

to have Alzheimer's

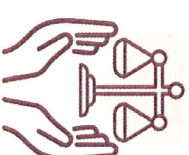


**Less likely** than White patients to receive a diagnosis;

Latino people are

**1.5x AS LIKELY**

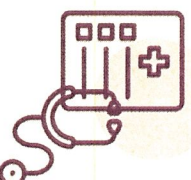
to have Alzheimer's



**More likely** to report experiencing racial discrimination along their patient and caregiver journeys;

By 2030, nearly **40%** of Americans living with

Alzheimer's will be Latino or African American.



**Less likely** to be enrolled in cutting-edge Alzheimer's and brain health research.

**60%** of the people living with Alzheimer's disease are women.

# A Costly Growing National Crisis

**\$87B**

Out-of-pocket spending  
or 25% of total  
payments.

**\$340B**

Price of unpaid  
caregiving.

**\$345B**

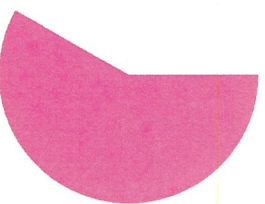
In 2023, the total  
national cost of  
caring for people  
living with  
Alzheimer's and  
other dementias.

**\$1.1T**

By 2050, Alzheimer's is projected to  
cost more than \$1.1 trillion (in 2022  
dollars), without a treatment or other  
change to the trajectory.

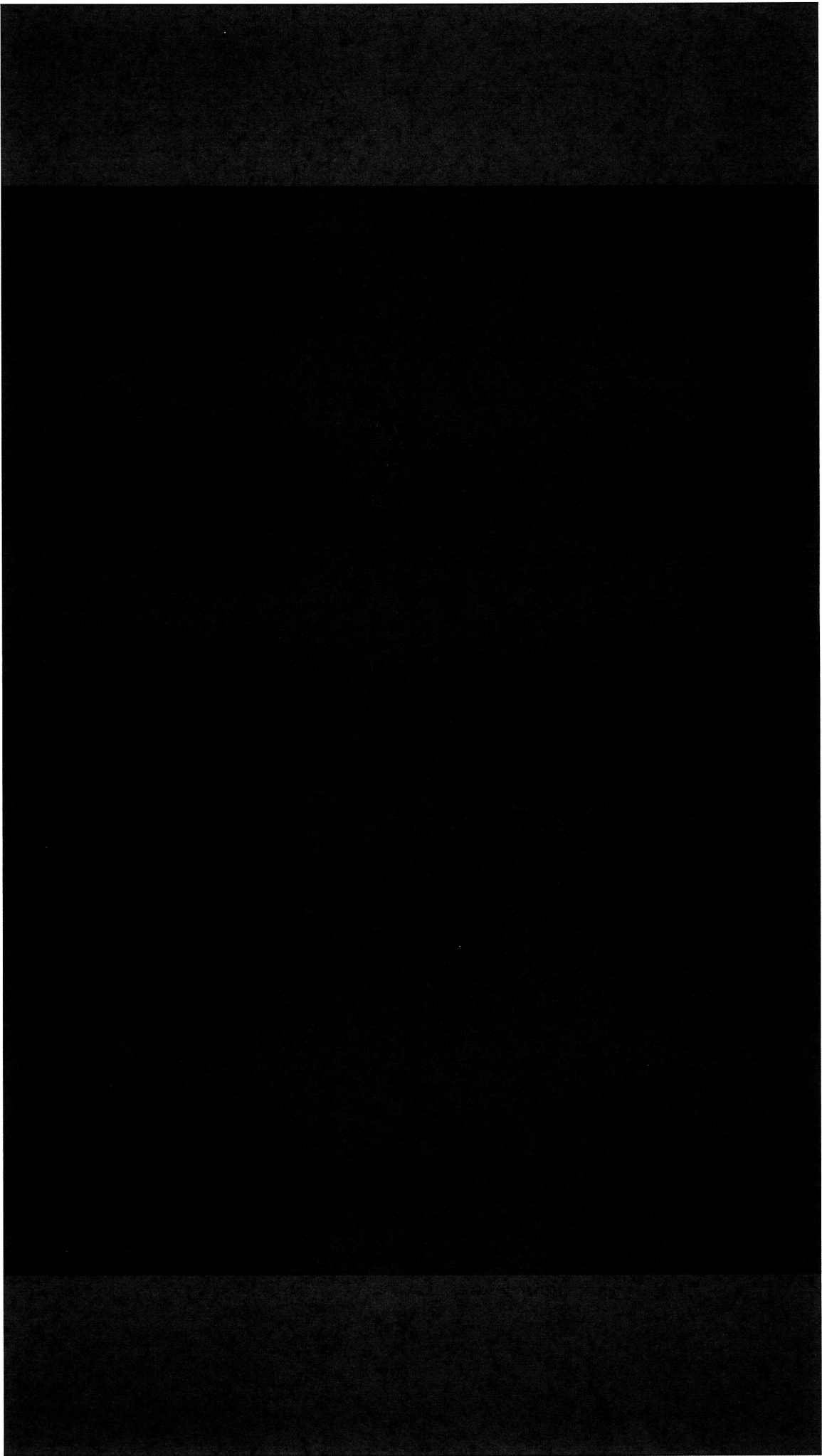
**64%**

Covered by Medicare and Medicaid











## True or False?


1. Alzheimer's is an aging disease; it's just the inevitable part of growing old.
2. Plaques and tangles cause Alzheimer's disease.
3. Alzheimer's disease begins to form in the brain 20-30 years before the onset of symptoms.
4. 40% of Alzheimer's cases may be prevented or delayed.
5. There is nothing I can do to reduce my risk of getting Alzheimer's.



## Modifiable Risk Factors



### INCREASE:

- 
- Healthy Diet
  - Physical Activity
  - Mental Activity
  - Cognitive and social activity
  - Emotional well being

### DECREASE:

- 
- Hypertension
  - High cholesterol
  - Uncontrolled diabetes
  - Obesity
  - Smoking
  - Depression
  - Excessive Alcohol Intake
  - Head Injury
  - Air Pollution
  - Hearing Loss



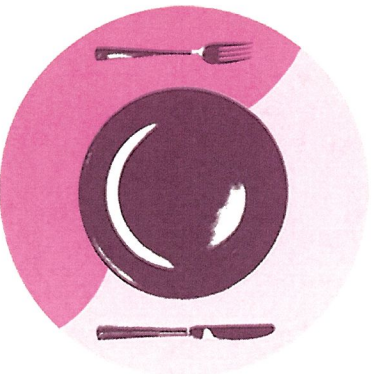
**72%**

**of student respondents to a recent HFC survey reported that they were interested in learning about brain health and Alzheimer's prevention.**

# HHC's 5 Brain Health Habits



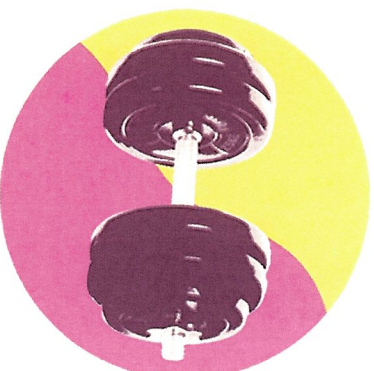
**Sleep**



**Nutrition**



**Emotional Well-Being**



**Physical Exercise**

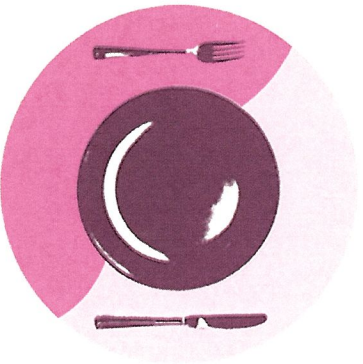


**Cognitive Fitness**



# Sleep

- ✓ Get 7-9 hours of sleep a day.
- ✓ Keep your bedroom cool and dark.
- ✓ Go to bed at the same time and wake up at the same time.
- ✓ Get morning sun.
- ✓ Try brown noise to relax and block out outside noise.
- ✓ Track your sleep.
- X Avoid bright and blue light before bed.
- X Avoid heavy meals and exercise 1-2 hours before bed.
- X Avoid over-the-counter sleep remedies unless instructed by your doctor.
- X Avoid alcohol in excess and caffeine late in the day.



# Nutrition

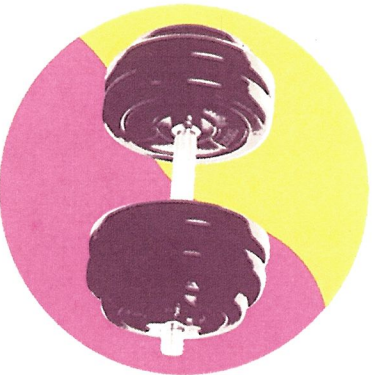
- ✓ Lots of leafy greens,
  - ✓ whole fruits and vegetables,
  - ✓ whole grains in moderation,
  - ✓ lean protein, fatty fish (like salmon),
  - ✓ healthy fats such as nuts, seeds, and olive oil.
- X** Avoid sugari!



# Emotional Well-Beings

- ✓ Manage stress
- ✓ Meditate
- ✓ Get outside in nature
- ✓ Be social
- ✓ Talk about your feelings with

people who will listen without judgment



# Exercise

✓ Exercise three or four times a week (minimum total: 150 minutes)

✓ Mix aerobic workouts (HIIT training) and resistance/weight training

It's all about:

- Moving your body
- Raising your heart rate
- Sticking to it

Things improved by exercise:

- Mood
- Long-term memory
- Sleep
- Stress and anxiety
- Growth of new brain cells



# Cognitive Fitness

- ✓ Learn a new language
- ✓ Play a musical instrument
- ✓ Engage in social activities
- ✓ Learn a new skill



# FFCU universe

*We're changing the way young people think about their brains!*

Changing the Trajectory  
of Alzheimer's Disease  
Through Prevention Education

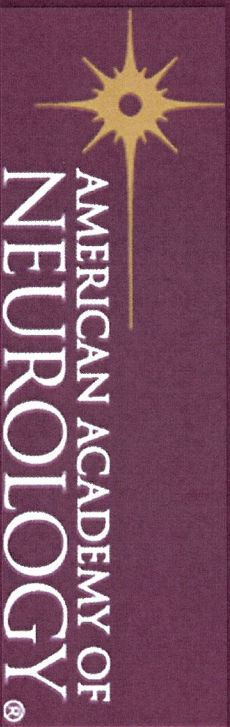




**HCU**

# HFC in Partnership

with NewYork-Presbyterian/Weill Cornell Medical Center



# Through Brain Health Education, HFCU Aims to:

1. **Change the conversation** – Empowering young people to talk with parents, grandparents or other family members and loved ones about cognitive health and any concerns, identify the right next steps and resources.
1. **Increase brain healthy habits** – educate families, communities, general public around brain healthy habits and lifestyle choices. Reinforce that dementia is not inevitable.
1. **Reduce the stigma** – Reduce the shame and fear around getting dementia. Help families talk about the disease. Customize messaging for diverse communities.
1. **Provide Detection Education** – Know the signs, identify the symptoms. Know how to get tested. Know that there are interventions that can help. Reach new audiences, and communities.



**HFCU**

# HFCU<sup>®</sup>

## 1,025

Total  
Learners

## 632

Certificates  
Issued



## <sup>1</sup> 2023 Expansion:

1. FIVE new videos with celeb professors in production
2. HFC's National Brain Health Peer Education Training Program
  - Train the Trainer and Brain Health education curricula developed with Teacher's College at Columbia University
  - 2023 goal: train 50 peer educators, reach 300 students
3. Brain Health Masterclass
  - Adding masterclass to HFCUiverse this Summer



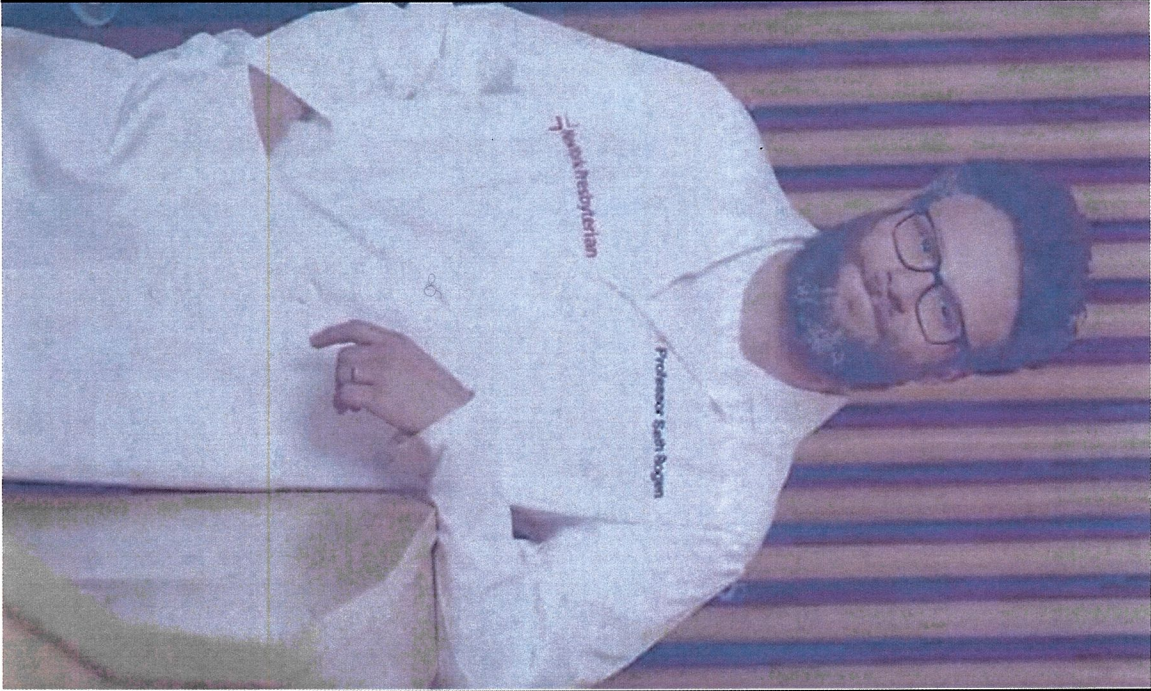
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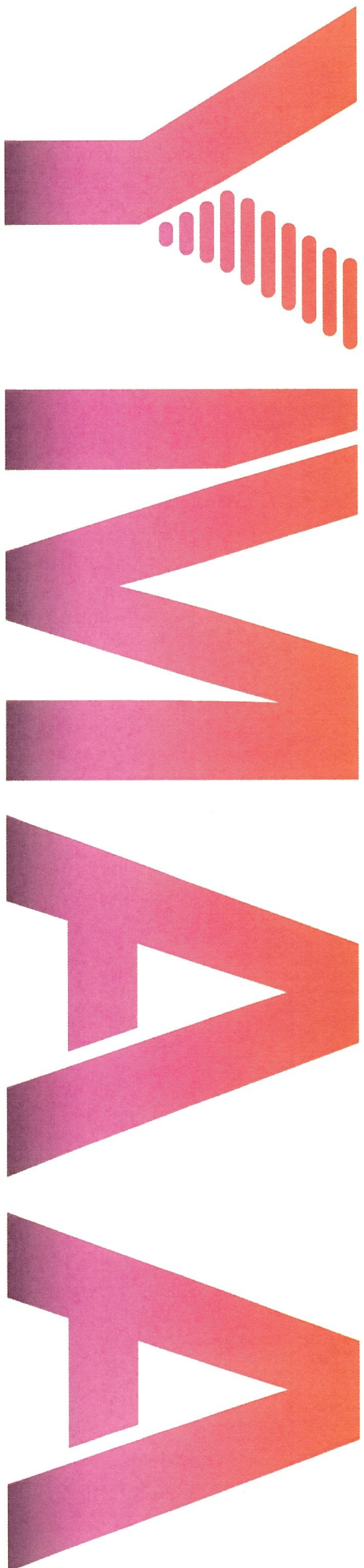
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@bonnie@wearehtc.org this slide is redone if you want to change the copy  
\_Assigned to Bonnie Wattles\_

Diana McHugh, 5/8/2023





**The Youth Movement Against Alzheimer's**

**POWERED BY IHC**





ICI MIND  
Research today.  
Tomorrow.

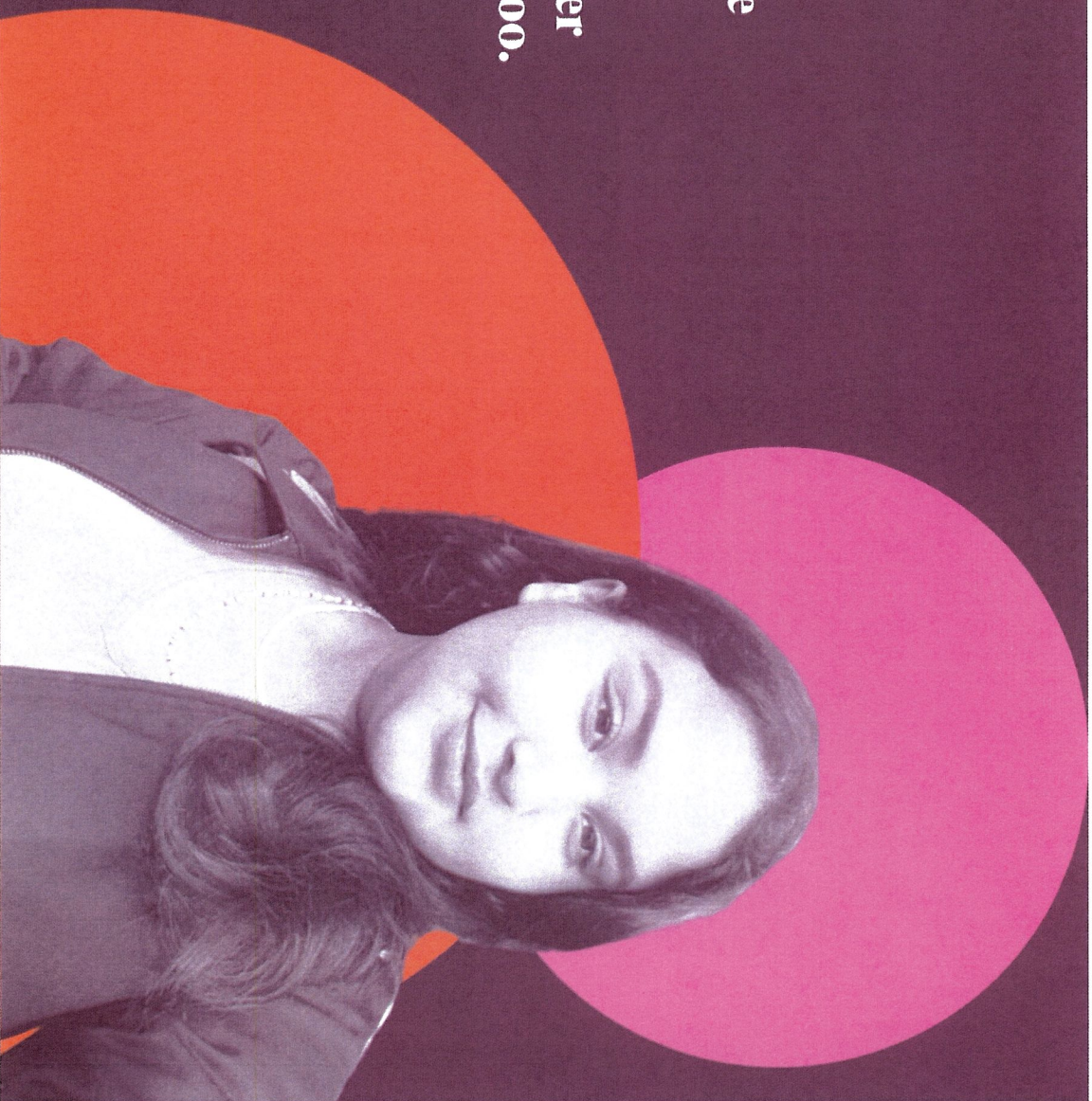
Faculty 30  
Faculty outreach program  
Faculty 30: A group of 30 distinguished, assigned  
researchers across the university and clinical  
departments, working together to address  
today's most pressing clinical and research  
challenges and increase awareness  
of research across campus.





**One thing I wish more people understood better about Alzheimer's and dementia is that it doesn't only affect older people, but younger people too.**

**Maria**  
President of the YMAA chapter  
at Downey High School



**HFC**



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Bringing Light to Alzheimer's

**THANK YOU**