

Innovation and Impact: Effective Lessons Learned from the Disparities Demonstration Project



Alzheimer's Association, Hudson Valley Chapter

Disparities Demonstration Project

- Two-pronged approach to reach the underserved population of African American and Hispanic communities
 - Physician outreach and education
 - Outreach to houses of worship through the Purple Sunday initiative.

Disparities Demonstration Project

- Three major components
 - Physician outreach and education
 - Outreach through faith-based organizations
 - Support services of individuals diagnosed

Physician Outreach

- Increase awareness about the medical and cultural challenges in working with the African American and Hispanic communities.
- Expand the rapid referral program.
- Educate about the importance of clinical trials.

Physician Outreach

- Focus groups held to establish a baseline of the healthcare professional's knowledge and identify gaps regarding cultural challenges.
- Develop a webinar that addresses the gaps in the awareness that were identified at the focus groups.
- Begin outreach to the larger medical practices.

“The Clinical and Cultural Challenges of Dementia in the African American and Hispanic Communities”

www.Albany.edu/sph/cphce/phl_116.shtml

Learning Objectives

- List at least three barriers in the diagnosis of Alzheimer's disease in Hispanics and African Americans
- Explain the principles of a dignified Alzheimer's disease diagnosis relative to Hispanic and African American communities
- Identify the educational resources available to caregivers/families for understanding Alzheimer's disease in African American and Hispanic patients

Physician Outreach

- Provide informational sessions to the larger medical practices in the chapter territory.
- Participate in Grand Rounds at the larger hospitals in our chapter territory.
- Host a seminar for medical professionals with a nationally known expert on Alzheimer's disease and disparities.

Barriers or Lessons Learned

- Rapid referral pads
- Grand Rounds
- Three month follow up evaluation to the webinar
- Have a succession plan

Major Takeaways . . .

- Speak with staff and board members about possible connections they have in the medical field.
- Thank the physicians who have referred their patients to us.
- Physicians prefer to listen to other physicians.
- Offer CMEs.

Purple Sunday

- Partner with inner-city churches within chapter territory to increase awareness about Alzheimer's disease, and the importance of early diagnosis and treatment.
- Desired outcomes: information and referral, connect to support services, enhanced health literacy.
- “LOW COST, BIG IMPACT”

NON-TRADITIONAL VOLUNTEERS

- Understand your audience
- Learn to think like a volunteer
- You are a visitor
- Respect local culture
- Be present – Be a good listener

PURPLE SUNDAY

- Church Mission
- Church features
- Assess demographics
- Be mindful of the church calendar

RECRUIT CHURCHES

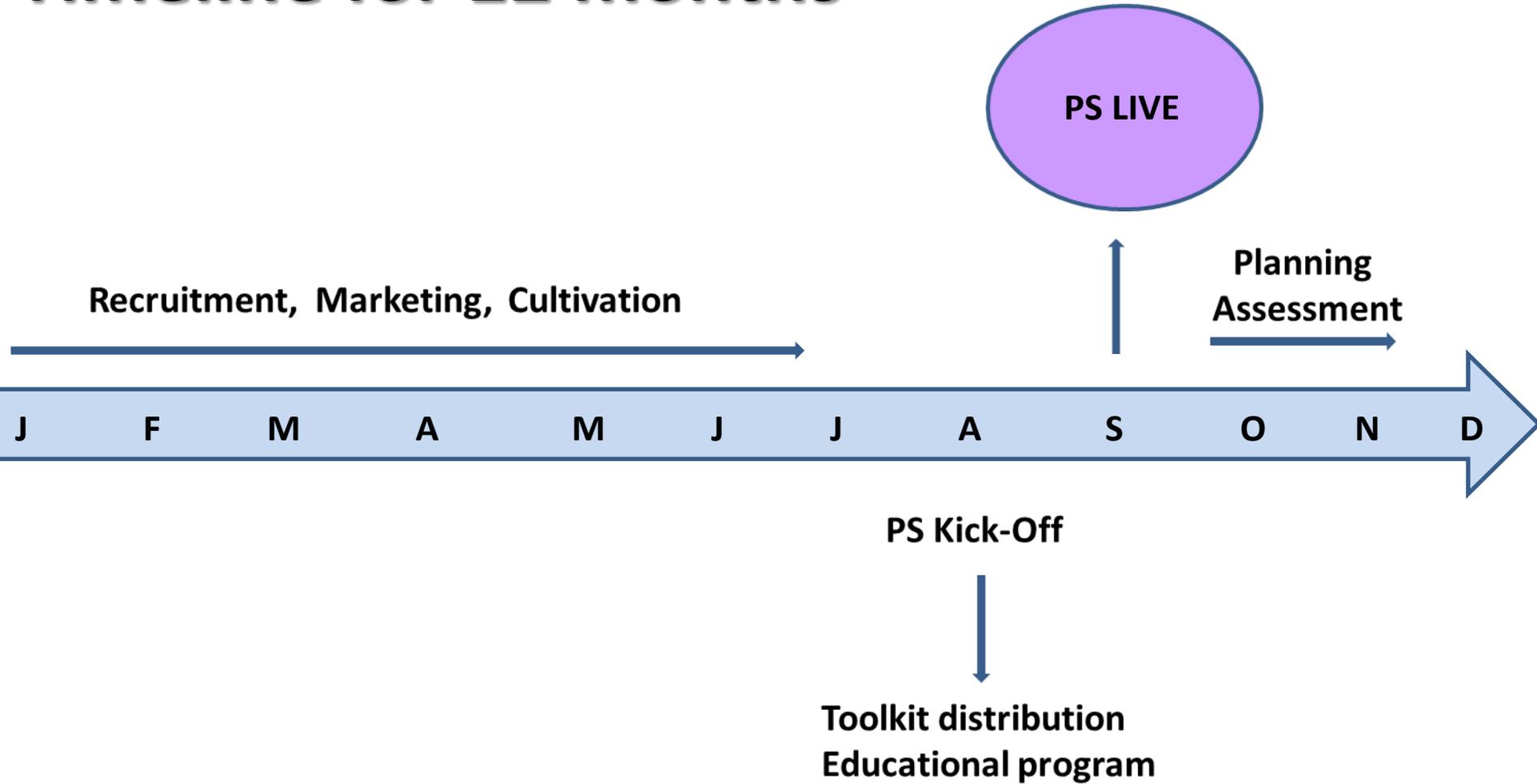
- Personal connection
- Identify the “cultural broker”
- Secure “buy-in”
- Capacity Development

IDENTIFY AMBASSADORS

- Cultivate
- Communicate
- Facilitate

MAINTAIN ENGAGEMENT

Timeline for 12 months



What is in a toolkit?



Ambassador:

- display sign
- giveaways for congregation
- educational material

Caregivers:

- caregiver resources
- helpline card
- educational material





How to get Involved



IDENTIFY AMBASSADORS



PUSH THE PURPLE



WALK THE WALK

<http://www.alzHUDSONvalley.org/purplesunday.html>

Barriers or Lessons Learned

- Consistent follow up with faith leaders
- Promote the program as a straightforward outreach initiative
- Utilize civic groups to leverage the program
- Difficulty collecting demographic information.
- Caregiver may not self-identify.

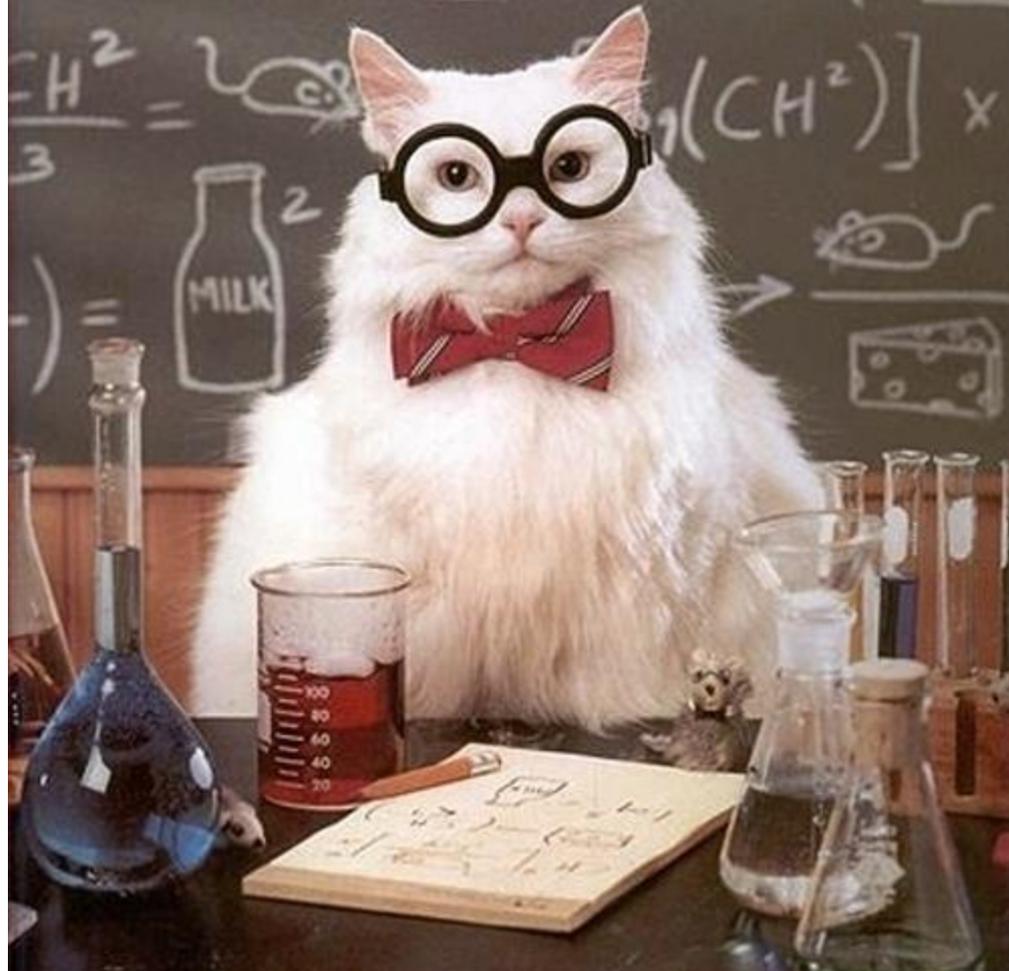
Program Evaluation

- **Implementation**
 - The number of PS events and follow up educational programs.
- **Impact**
 - The number of AA and Hispanic individuals referred for further information.
- **Reach**
 - Number of individuals who attend PS events and follow up educational programs.

Major Takeaways

- Staff reflect the cultural diversity of the community served
- Ensure sustainability of program through consistent connection
- Recognize the church as an ally

THE PROOF



IS IN THE PUDDING

memegenerator.net

The Proof is in the Pudding

- Physician Outreach Results:
- Westchester, Orange, and Rockland
 - 150% increase from 2015 to 2016
 - 220% increase from 2016 to 2017
 - 700% increase from 2015 to 2017
- 7 Counties in chapter territory
 - 205% increase from 2015 to 2016
 - 157% increase from 2016 to 2017
 - 800% increase from 2015 to 2017

The Proof is in the Pudding

- Purple Sunday results:
- Westchester, Orange, and Rockland
 - 64% increase from 2015 to 2016
 - 130% increase from 2016 to 2017
 - 277% increase from 2015 to 2017
- 7 Counties in chapter territory:
 - 48% increase from 2015 to 2016
 - 109% increase from 2016 to 2017
 - 209% increase from 2015 to 2017

As a Pastor in Newburgh stated:

“This project has
opened the door and
we will not let it
close.”

Q & A

You have

Questions

We have

Answers

