

A Memory Loss Intervention: Unidos Podemos

AUTHOR(S): Sarah E. Holland, MSW, MPH

PRESENTATION FORMAT: 15 minute oral presentation

TOPIC/TARGET AUDIENCE: Public Health Professionals Working with Aging Communities

ABSTRACT: Today the Hispanic Community is disproportionately experiencing Alzheimer's and related dementia. This presentation highlights a pilot project undertaken by the Alzheimer's Association to increase awareness of dementia within this community. The presentation will highlight efforts to increase disease competency with community healthy workers as well as include the "promotres" or health workers in developing Spanish language materials to address stigma & fear related to memory loss.

OBJECTIVE(S): 1. Understanding the increased risk of dementia for the Hispanic population and the specific barrier to care & support throughout the disease process.
2. Explaining the pilot project including the benefits and challenges of this particular approach.

PRIMARY CONTACT INFORMATION:

Sarah Holland, MPH, MSW

Program Director

Alzheimer's Association

Portland, OR

503-416-0214 | sholland@alz.org