

26th Annual Alzheimer Day

Northwestern Alzheimer's Disease Center Outreach, Recruitment, and Engagement (ORE) Core 2019-20

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INTRODUCTION: The Northwestern Alzheimer's Disease Center's Outreach, Recruitment and Engagement Core goals are to provide targeted community engagement and recruitment to meet the needs of Center priorities; optimize the retention of research participants through novel psychosocial interventions; and initiate and coordinate public education programs in conjunction with city, state and national entities.

METHODS: We approach the mission of community engagement, recruitment and retention through the establishment of collaborative local community partnerships, particularly with underrepresented groups (URGs), recognition and support for the psychosocial needs of research participants, and the design and evaluation of innovative programs that support patients' and families' strength and resilience.

RESULTS: Highlights of the past year include: 1) Collaboration with the Carter G. Woodson Library, Alzheimer's Association, the Endeleo Institute and other community and academic stakeholders to bring dementia programming to Chicago's far South side primarily Black/African America community. 2) Contribution to the successful application of a Chicago Department of Family and Support Services (CDFSS) for a \$1 million grant from the Administration for Community Living's Alzheimer's Program Initiative to the City of Chicago Area Agency on Aging. 3) Partnerships with CDFSS Atlas Regional Senior Center and Renaissance Court to identify and work toward overcoming barriers to research participation in underrepresented groups. 4) Leadership of dementia friendly Illinois community initiatives. 4) Partnership with the Alzheimer's Association in primary care practice education. 5) Leverage the Miller Family Quality of Life Enrichment Programs such as *Support and Education for Early Dementia (SEED)* program offered to newly diagnosed patients and families, *The Memory Ensemble*, an improvisational theatre project, *Art in the Moment*, an art-based project to stimulate creative dialogue, and *The Buddy Program* now in its 23rd year and replicated at 15 different universities in addition to 2 monthly caregiver support groups: a) Frontotemporal/Primary Progressive Aphasia, b) Younger Onset Dementia.

Alzheimer Disease Seminar Series in addition to Alzheimer Day continue to bring together clinicians, scientists and the community to learn from each other and foster collaborations.

CONCLUSION: The ORE Core continues to engage communities for the purposes of recruitment and retention in center research, raise public awareness of dementia and treatment, support the training of scientists and clinicians, and provide programs and support services for diagnosed persons and families.

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