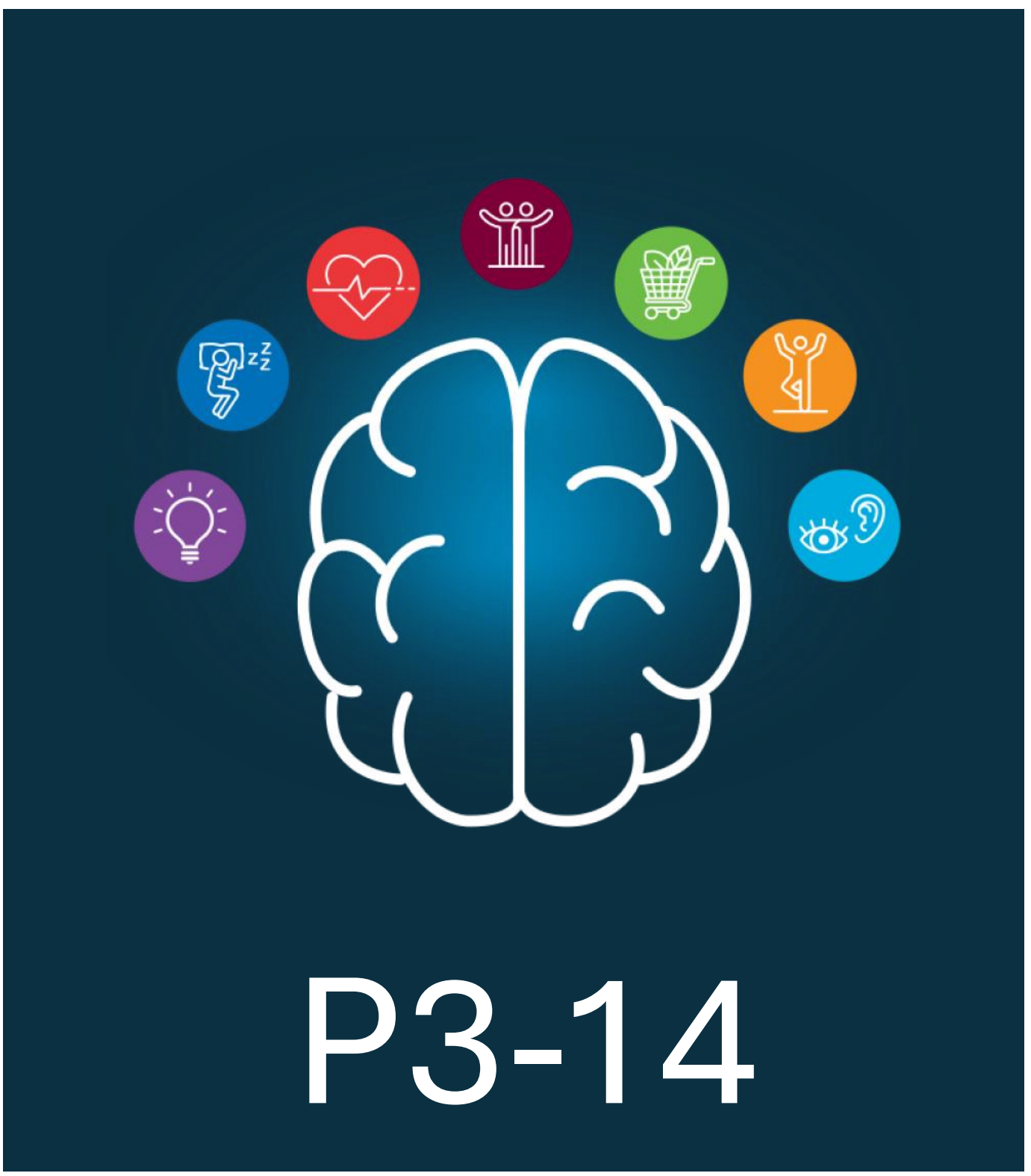


SCALING BRAIN HEALTH PRO: COMPARING IMPLEMENTATION DETERMINANTS ACROSS COMMUNITY, CLINICAL, AND PUBLIC HEALTH SETTINGS

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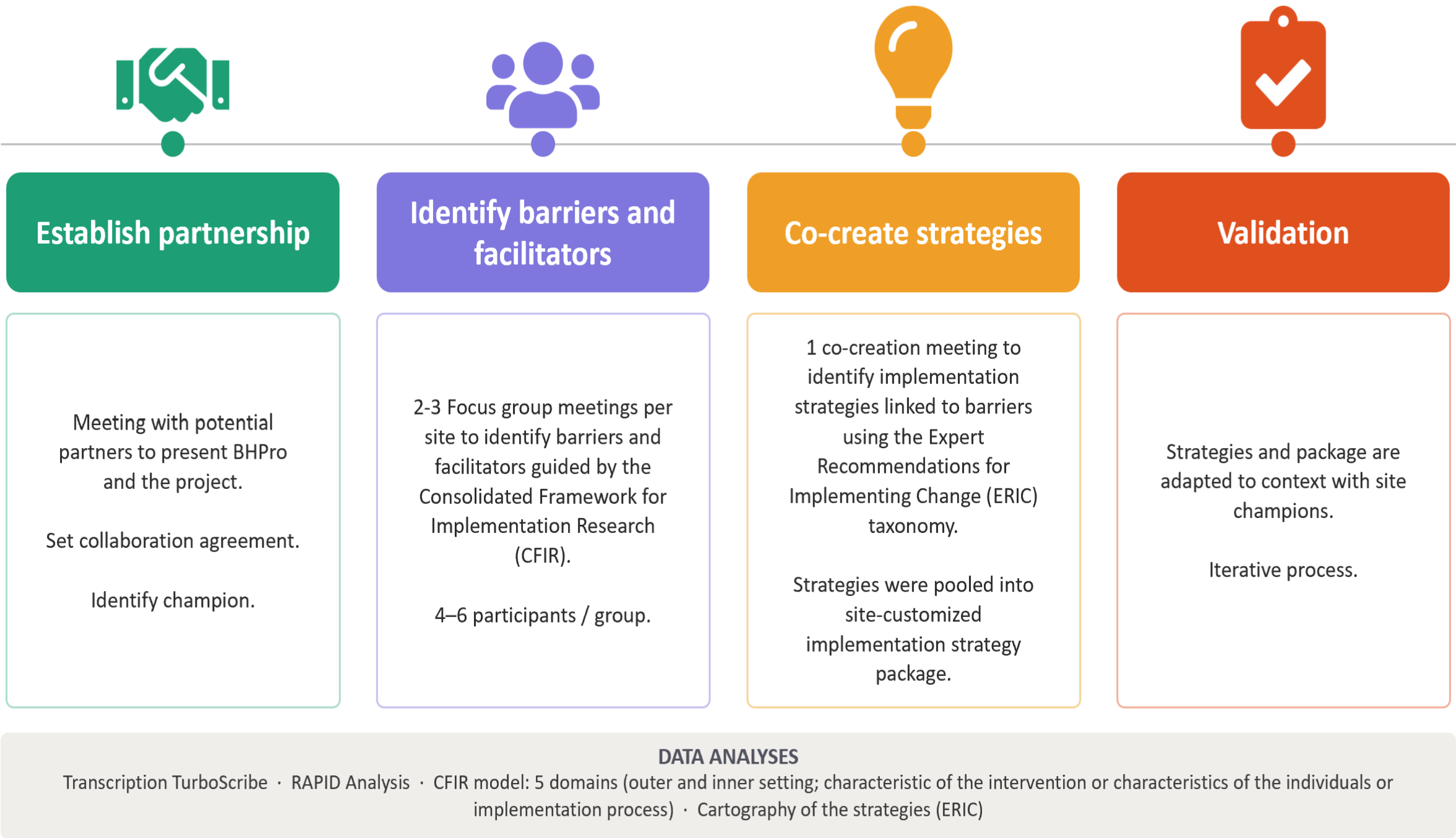
Key takeaway: *The study identified key factors likely to influence the real-world delivery of Brain Health PRO, and generated concrete implementation strategies to address site-specific barriers.*

Introduction

- Brain Health PRO (BHPro) is an online educational program designed to help older adults reduce their risk of dementia by addressing modifiable risk factors.
- In a previous study, we found that BHPro increased dementia literacy and self-efficacy, while reducing dementia risk.
- As an online program, BHPro has strong potential for scale-up. However, successful scale-up requires understanding how it can be implemented across the diverse settings where people access brain health information and services. To support this, we are conducting a multi-phase implementation study.

Our Phase 1 goal was to identify implementation barriers and facilitators across setting types and to co-develop customized implementation strategies.

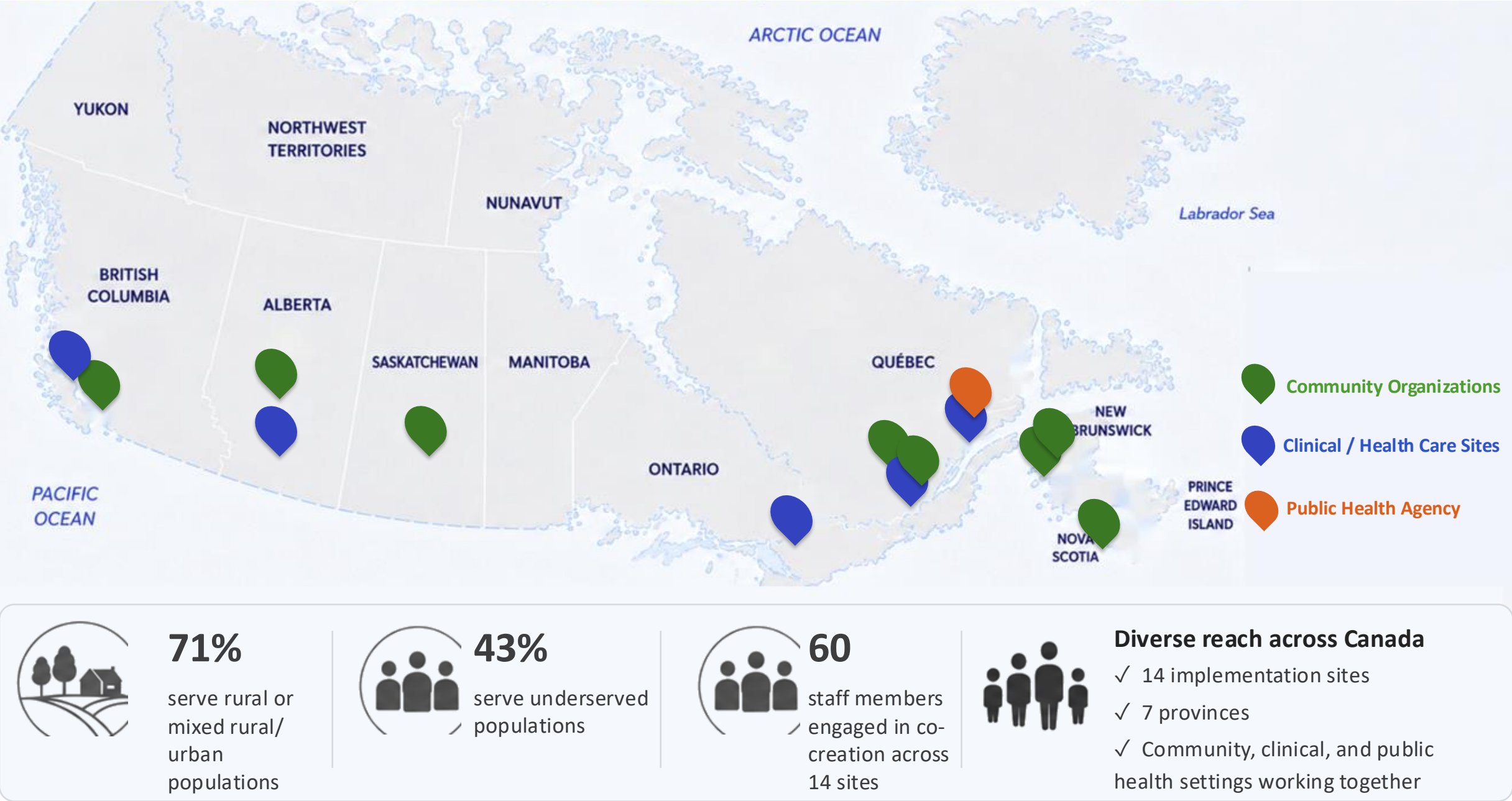
Study process



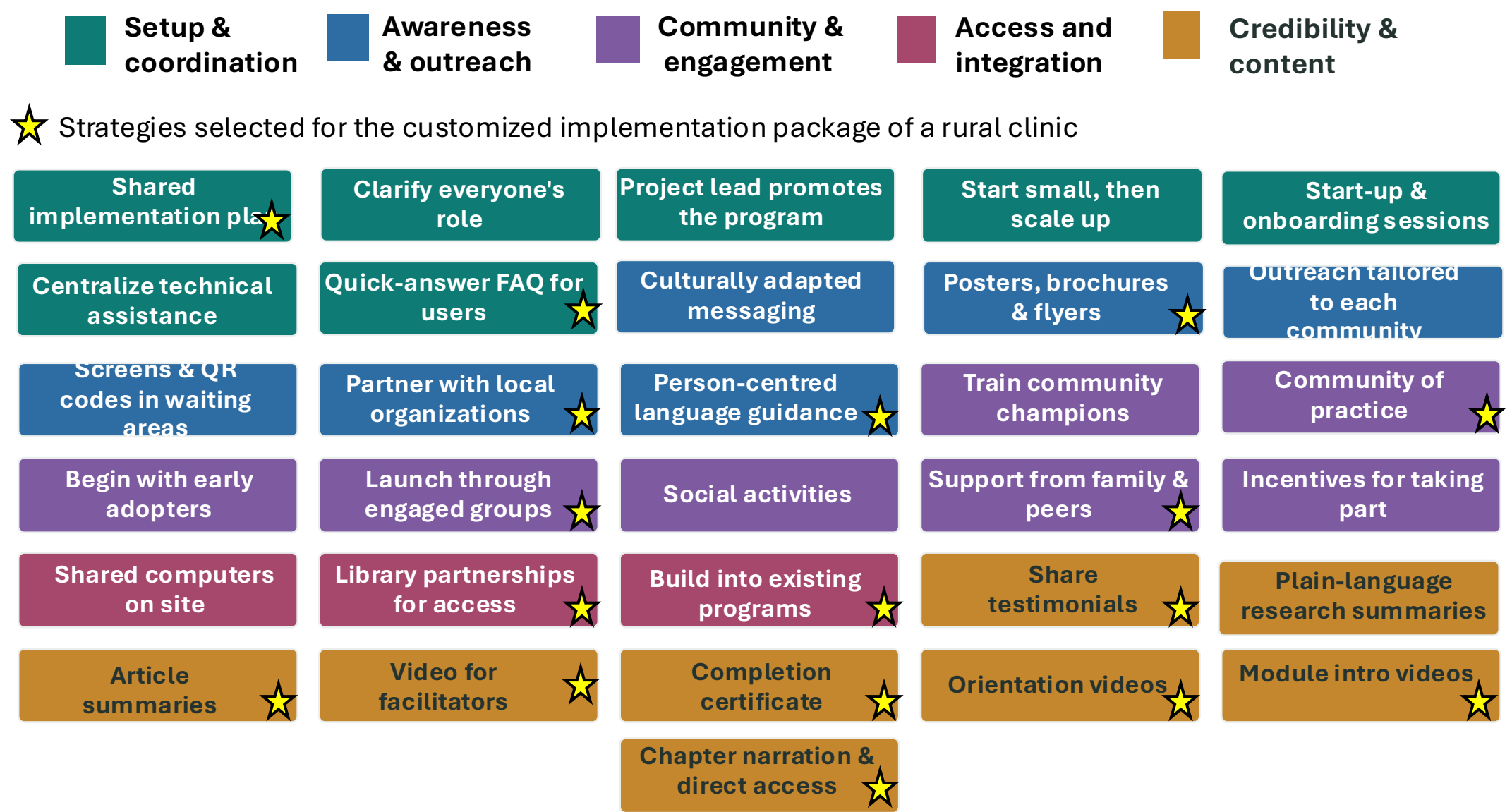
Barriers, facilitators and strategies

Setting	Primary challenge	Dominant barriers	Dominant facilitators	Examples of strategies
Community organizations	Creating sustained community engagement	- Limited human resources. - Reaching beyond existing members. - Sustaining user engagement.	- Brain health and prevention alignment. - Trusted community relationships. - Communication and partnership networks.	- Centralized technical assistance and FAQ. - Poster, brochures and flyers. - Social activities (+ training).
Clinical settings	Integrating BHPro into existing workflows	- Limited staff time. - Workflow integration. - Sustaining user engagement.	- Brain health and prevention alignment. - Established clinical infrastructure. - Clinical leadership and champions.	- Centralized technical assistance and FAQ. - Clarify everyone's role and Blueprint. - Completion and report.
Public health agency	Mobilizing existing community systems	- Clarifying program and partnership model. - Digital access and literacy. - Sustaining user engagement.	- Brain health and prevention alignment. - Partnership networks. - Capacity to convene organizations.	- Orientation videos. - Library partnership for computer/internet access. - Social activities (+ training).
Rural context	Overcoming reach and access barriers	- Comparatively limited resources. - Geographic isolation. - Digital access and literacy.	- Strong local community networks. - Existing access points. - Flexible engagement.	- Local partners. - Launch through engaged groups. - Partnership for computer/internet access.

14 implementation sites in Canada



Library of implementation strategies



Brain Health PRO

7 modifiable risk factors + overview

Co-created by experts and older adults (citizen advisors)

TRUE OR FALSE?

Question 1: A healthy diet should have lots of vegetables and fruit.

☐ True ☒ False

This food is abundant in which of the following nutrients?

Drag and drop the listed nutrients to the food item image.

FISH

☐ Protein ☐ Fiber ☐ Vitamin C ☐ Iron

Personalization

- Risk level is assessed every 3 months for each factor based on online questionnaires.
- Select priorities and personal goals and provide more content.

Vision & Hearing High Risk

Vascular Health Low Risk

Nutrition High Risk

Cognitive Eng... High Risk

181 10-min chapters delivered gradually

- 10 and 6-month versions.
- Quizz, videos Interaction.
- In English and French.

Conclusions

- BHPro improves dementia literacy, self-efficacy, and self-reported physical activity, diet, sleep, and cognitive engagement.
- Implementation science shows how to bring proven programs into real-world settings.
- The study identified key factors likely to influence the real-world implementation of BHPro across settings and regions, and generated concrete, site-specific implementation strategies.
- The customized strategy packages provide pragmatic guidance for scaling and adapting digital brain health interventions across real-world contexts.

References



Learn more



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