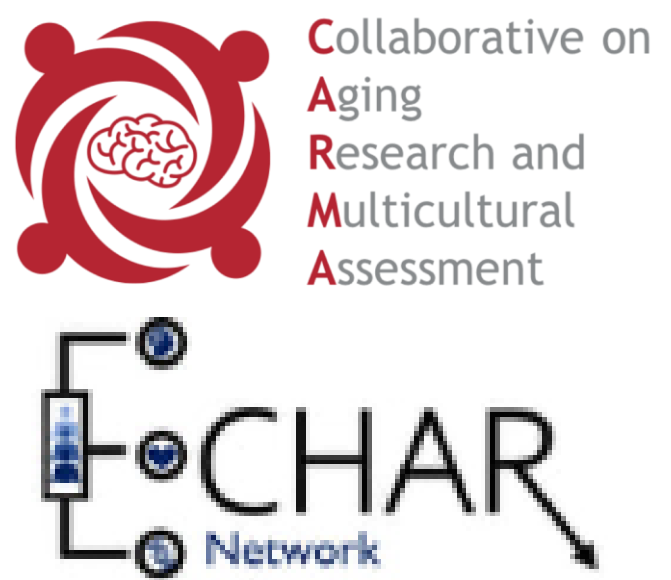




Advancing Health Equity Through Storytelling: A Community-engaged Approach to Alzheimer's Disease Resource Co-Development

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A community-engaged research approach was used to spark real conversations, drive community-informed solutions, and co-design a resource toolkit.

Text Summary

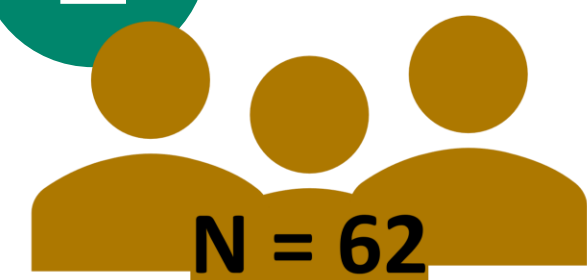
- I. Hispanics/Latinos (H/Ls) are at an increased risk for Alzheimer's disease and related dementias (AD/ADRDs) in the United States, but are excluded and underrepresented in brain health research. This warrants innovative, community-centered approaches
- II. Our Engaging Communities of Hispanics/Latinos for Aging Research (ECHAR) Network co-developed an AD/ADRD telenovela series "*Recuerdos de Mi Abuelo*." We conducted focus groups (n=62) in English (k=4) and Spanish (k=4), to identify information that could supplement the telenovelas to increase their effectiveness in raising brain health and AD/ADRD awareness among H/Ls.
- III. We triangulated themes identified from the focus groups with input from our Community Action Board members and participant observation at public screenings of the series. This led to the iterative co-development of a multimedia toolkit (famiaremembers.com), including AD/ADRD tools such as FAQ videos, infographics, and a risk calculator.

1



We co-developed an AD/ADRD telenovela series, "*Recuerdos de Mi Abuelo*" (Memories of My Grandfather)

2



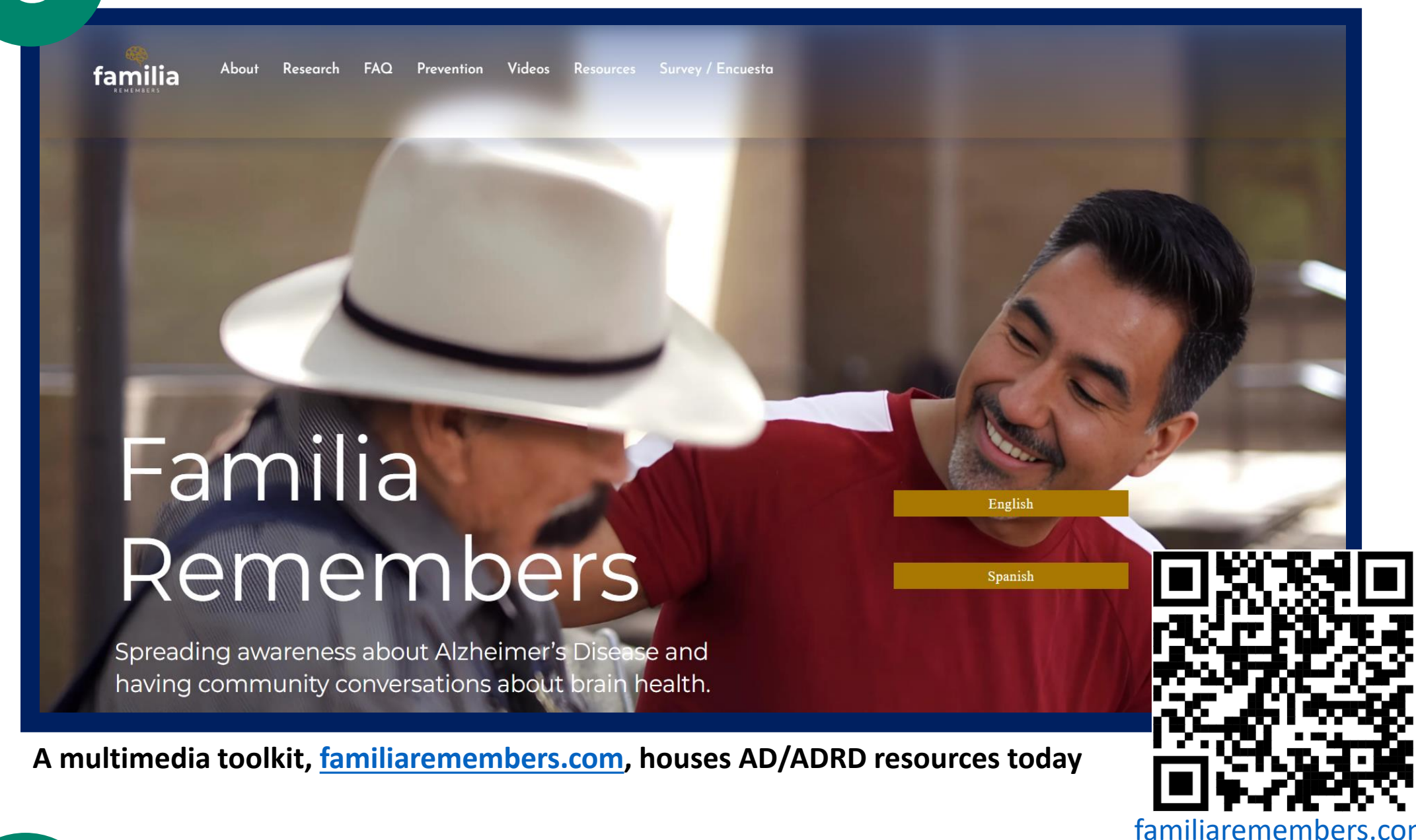
N = 62

Focus Group Participants

Age = 41.8y±16.2 [Range: 19-75]	69% Mexican/ Mexican American	34% College degree 18% High School 13% < High School
61% Female	67% Bilingual English/Spanish	HH Income: 23% \$0-9,999 23% \$25,000-\$49,999

Eight focus groups (k=4 English) were conducted in Houston, Texas; Nevada, Las Vegas; and Denver, Colorado

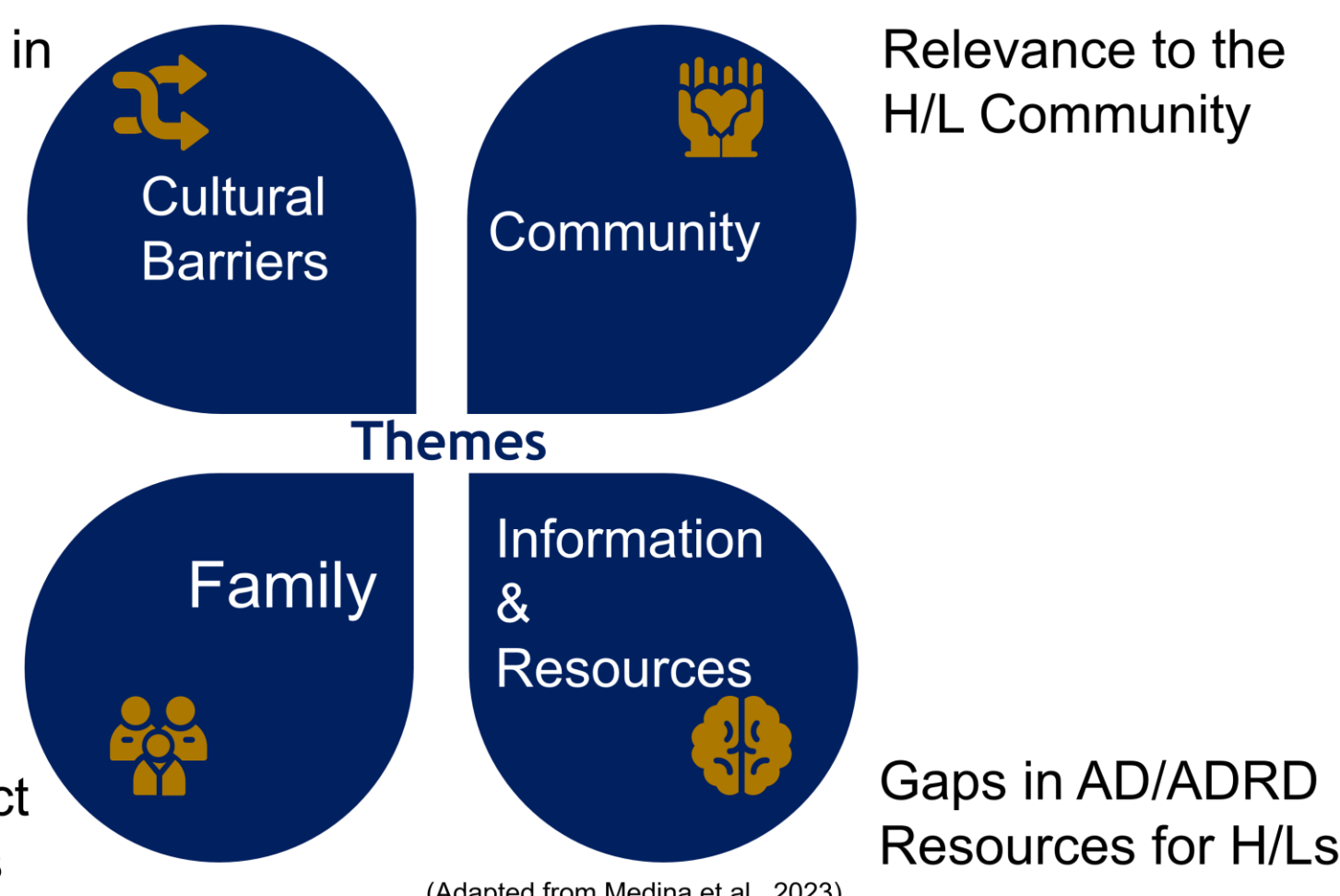
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A multimedia toolkit, famiaremembers.com, houses AD/ADRD resources today

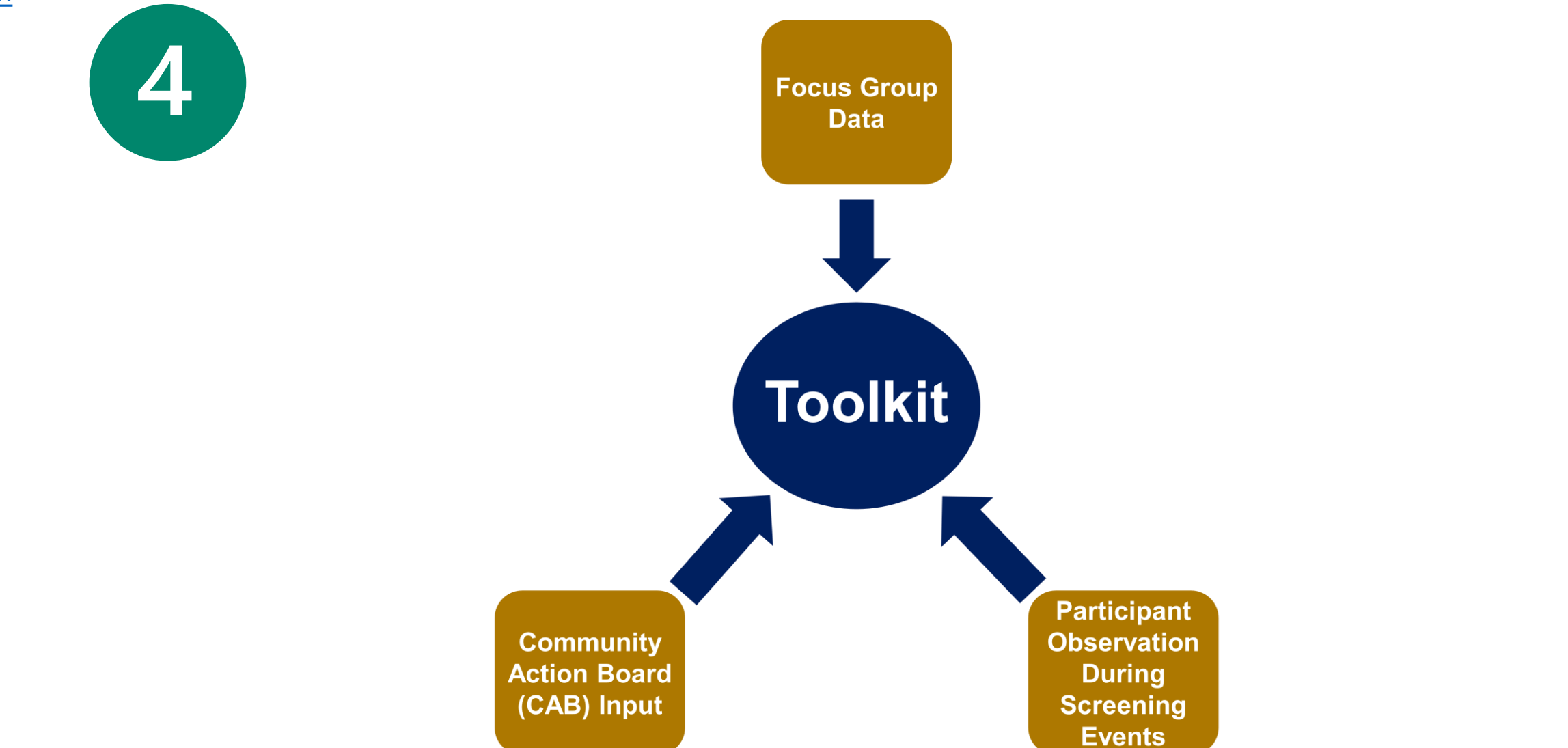
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Role of Culture in
AD/ADRD
Awareness



Focus group feedback was synthesized into themes, highlighting areas of community interest and need

4



Themes were triangulated with other sources of community input

DISCLOSURES AND ACKNOWLEDGEMENTS

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