

# Dementia Anti-stigma Intervention (DASI): A Lay Provider-led Approach to Enhance Awareness and Risk Reduction in Rural Kenya

P1-001

Christine Musyimi<sup>1</sup>, Victoria Mutiso<sup>1</sup>, Pascalyne Nyamai<sup>1</sup>, David Ndeti<sup>1,2</sup>, Nicolas Farina<sup>3</sup>

<sup>1</sup>Africa Institute of Mental and Brain Health (AFRIMEB), Nairobi, Kenya, <sup>2</sup>University of Nairobi, Nairobi, Kenya, <sup>3</sup>University of Plymouth, Plymouth, United Kingdom.

KEY TAKE AWAY: Empowering lay providers to deliver dementia education can reduce dementia stigma and improve community readiness for early diagnosis and risk reduction in low-resource settings.

| METHODS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | RESULTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | CONCLUSIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | REFERENCES                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <div>Dementia misconceptions, often attributing dementia to normal aging or supernatural causes create barriers to early diagnosis and prevention.</div> <div>Stigma result in delayed healthcare seeking and reduced engagement with modifiable risk factors.</div> <div>The Dementia Anti-Stigma Intervention (DASI) was developed in Kenya to dismantle these barriers.</div> <div>This study evaluate DASI's effectiveness in increasing community awareness as a precursor to implementing large-scale dementia risk reduction strategies.</div> | <div>Study setting: Rural Kenya among community members</div> <div>DASI: <u>D</u>ementia <u>A</u>nti <u>S</u>tigma <u>I</u>ntervention</div> <div>DASI consists of four group-based psychoeducation sessions (1.5–2 hours each)</div> <div>Session 1   Session 2   Session 3   Session 4</div> <div>Delivered by trained 12 Community Health Promoters (CHPs) to deliver to 184 community members in rural Kenya</div> <div>Using a Stepped Wedge Cluster Randomized Trial (SW-CRT) design, six community clusters from each of three geographic areas in rural Kenya were randomly allocated to begin DASI at three sequential time points (3-month intervals).</div> <div>PRIMARY OUTCOMES</div> <div>Long-term changes in:</div> <div>Dementia-related knowledge   Dementia-related attitudes   Help-seeking behaviors</div> | <div>DASI PILOT RESULTS (1-MONTH POST-INTERVENTION)</div> <div>Significant Short-Term Positive Effects</div> <div>TREATMENT <math>\eta^2 = 0.34</math>   Modest reduction in negative beliefs about treatment</div> <div>ABILITY TO LIVE WELL WITH DEMENTIA <math>\eta^2 = 0.98</math>   Large reduction in negative beliefs about ability to live well</div> <div>CARE <math>\eta^2 = 0.56</math>   Moderate-to-large reduction in negative beliefs about care</div> <div>INFORMED NATIONAL POLICY</div> <div>These findings successfully informed the development of Kenya's National Dementia Plan.</div> <div>ONGOING EVALUATION OF CURRENT TRIAL</div> <div>Assessments scheduled at 3, 6, and 12 months post-intervention</div> <div>3 MONTHS   6 MONTHS   12 MONTHS</div> | <div>Reduces stigma   Improves knowledge</div> <div>DASI model</div> <div>Facilitates prevention strategies   Facilitates earlier diagnosis</div> <div>Evidence for other low- and middle-income countries (LMICs) scaling</div> | <div>✓ Musyimi, C. W., Muyela, L. A., Ndetei, D. M., Evans-Lacko, S., &amp; Farina, N. (2024). Acceptability and feasibility of a community dementia stigma reduction program in kenya. <i>Journal of Alzheimer's Disease</i>, 100(2), 699-711.</div> <div>CONTACT</div> <div></div> <div>For more information, contact the Principal Investigator (PI) at christine.musyimi@amhf.or.ke</div> <div>ALZHEIMER'S ASSOCIATION   AAIC 26</div> |