

Greater Alzheimer's Disease Risk Associated With Culture of Honor Norm Endorsement Among U.S. Adults

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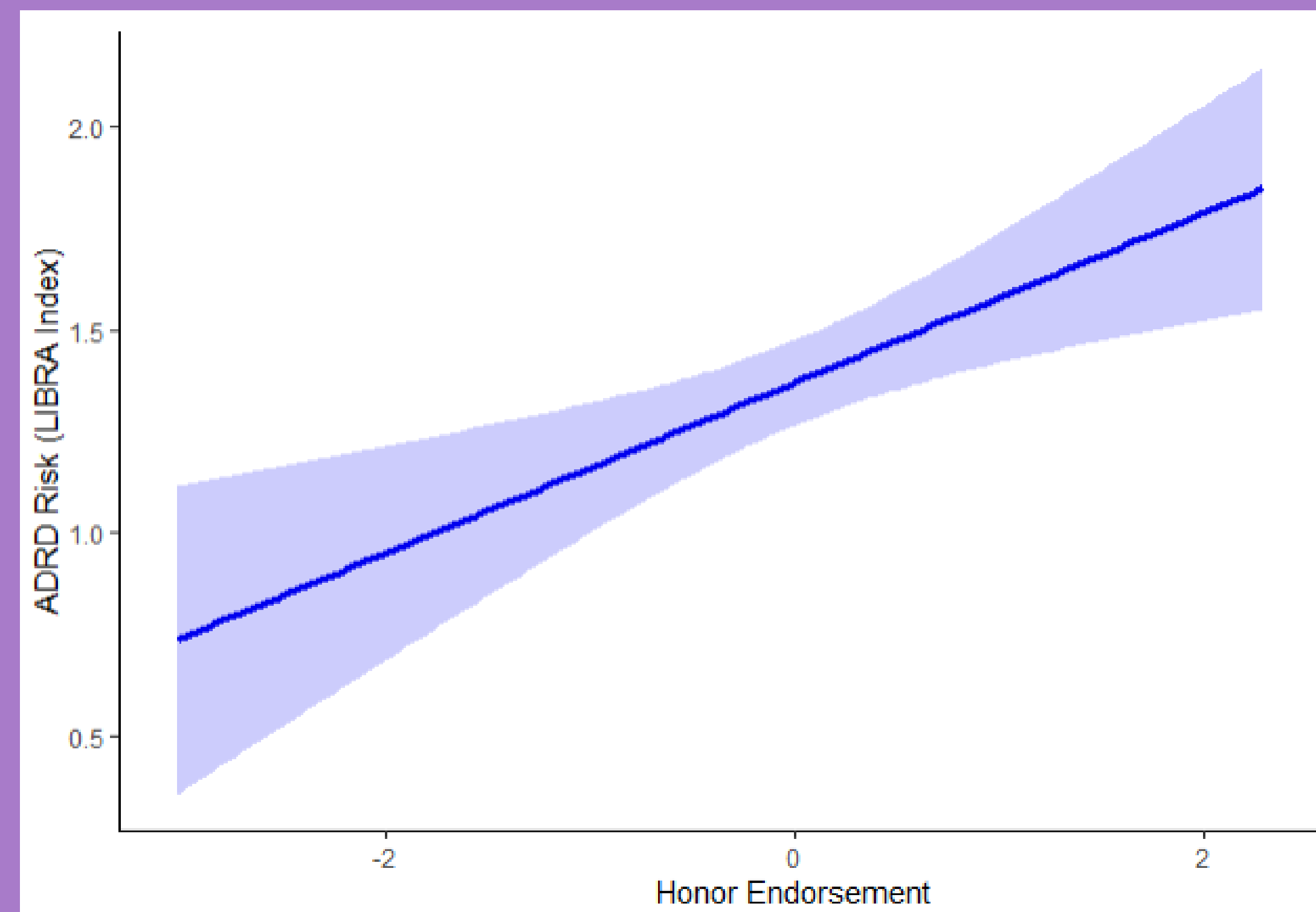
INTRODUCTION

- Honor cultures treat the defense and maintenance of reputation as paramount.[#] Overlaps between characteristics of honor cultures and ADRD risk factors (e.g., low educational attainment, financial insecurity) and cultural norms (e.g., risk taking), may elevate risk for developing ADRD.[#]
- Current Study:** Examine links between honor norm endorsement and ADRD risk.

METHOD

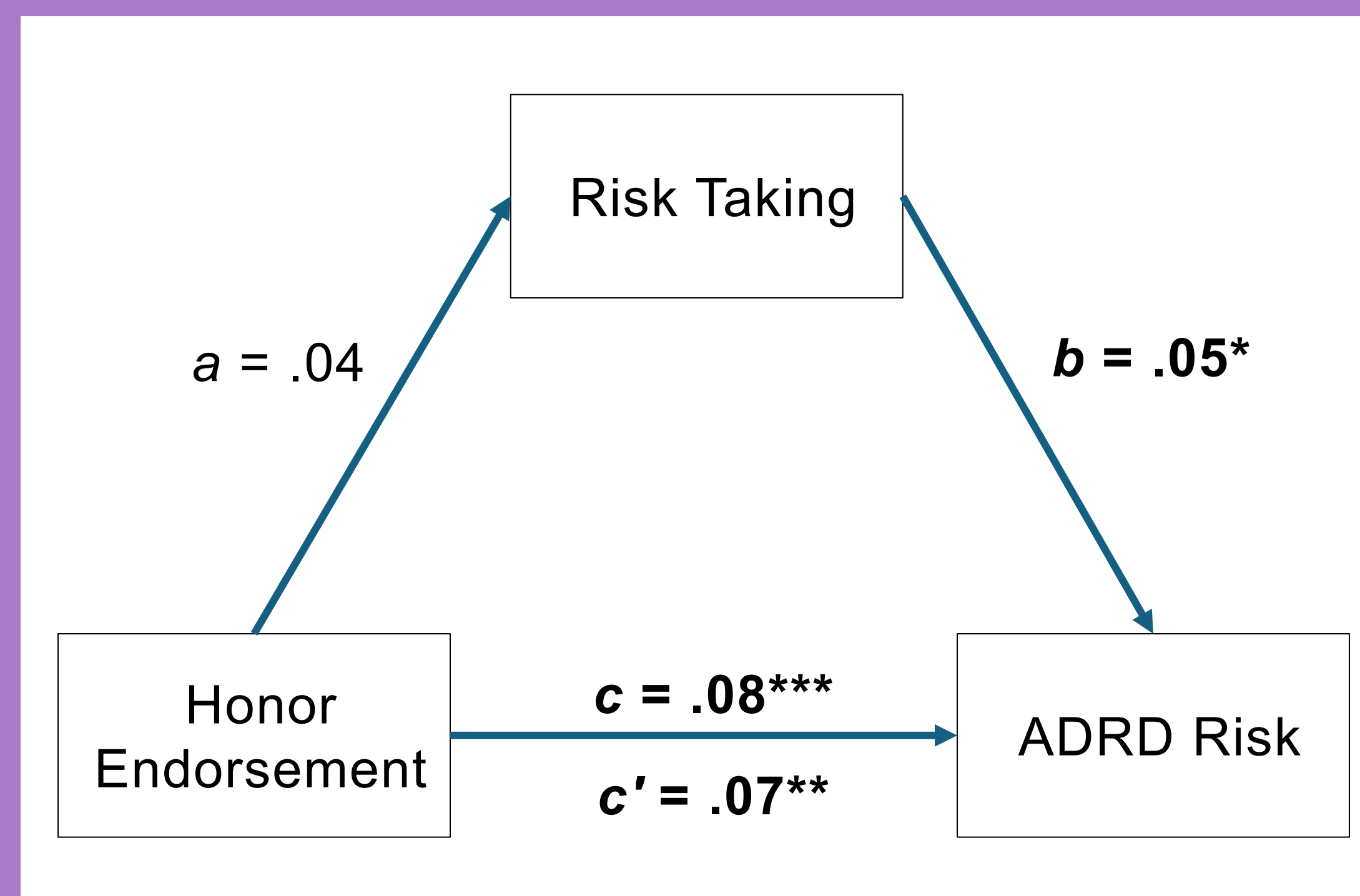
- Participants:** 2,064 U.S. adults aged 45+ (Mage = 62.5, 50.1% female) completed an online survey via CloudResearch including:
 - Honor Endorsement:** A latent factor derived from five general honor norm and gender-based measures.[#]
 - ADRD Risk:** The Lifestyle for BRAin health (LIBRA)[#] index comprised of 10 health indicators (e.g., cardiovascular health, depression, cognitive activity).
 - Risk Taking:** The DOSPERT[#] assessed risk taking propensity.
- Analytical strategy:** Hierarchical linear modeling (HLM) examined the unique variance in AD risk accounted for by honor endorsement. An indirect effects test examined whether risk-taking indirectly explained the association between honor endorsement and AD risk. Analyses included age, sex, race, educational attainment, and income as covariates.

RESULTS



HLM: Honor predicts ADRD risk

- Greater honor endorsement predicted higher AD risk over-and-above demographic covariates ($b = .21, p < .001$)



Indirect Effects: Risk taking does not explain link between honor and ADRD risk

- Greater honor endorsement ($b = .22, p = .001$) and risk-taking behaviors ($b = .14, p = .040$) related to greater ADRD risk.
- The indirect effect through risk-taking was not significant (Standardized $ab = .002$, 95%CI[-0.001, 0.001])

DISCUSSION

- Honor endorsing individuals appear to be at greater risk for ADRD, but not seemingly due to a greater propensity for risk-taking which is often culturally acceptable and encouraged within honor cultures.
- Continued investigations into why honor endorsement may relate to ADRD is needed.
- Individuals and healthcare professionals living in honor-oriented states should be aware of the increased ADRD risk among honor endorsers to help with modifiable risk mitigation and early ADRD identification.
- Culturally-specific messaging may be needed to reach and resonate with honor-oriented individuals.