

Brain Health Academy

Results: What Matters Most Insights Survey

- 69% say cognitive changes during aging is normal
- 90% say Alzheimer's is not a normal part of aging
- 78% say their health care provider has not talked with them about ways to reduce dementia risk
- 72% want their health care provider to talk with them about risk reduction
- 67% want their health care provider to offer a memory screening
- 80% want to get brain health information from a health care provider
- **Questions** for health care providers:
 - ✓ *How Covid is affecting the brain?*
 - ✓ *Am I at risk because my mother has Alzheimer's?*
 - ✓ *What I can do to prevent cognitive decline, improve alertness.*
 - ✓ *Is my brain function normal for my age?*

What Matters Most: Nutrition Survey Results

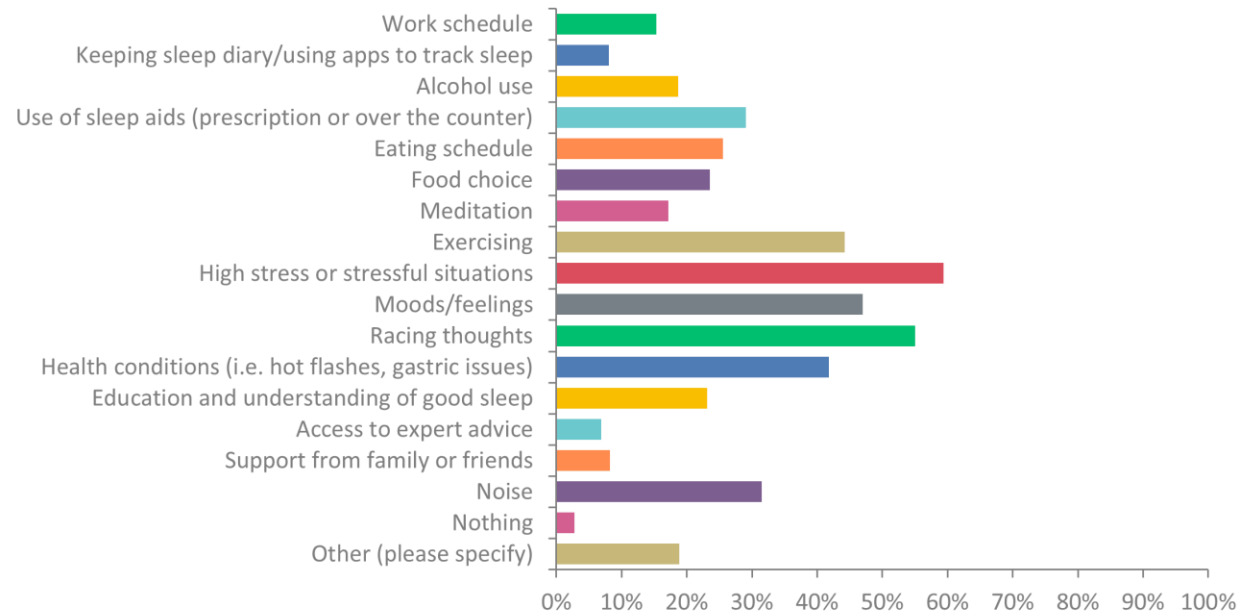
- **96%** believe that nutrition affects the brain and brain health with **71%** saying the impact is significant
- **Only 14%** say their health care provider has talked with them about how to eat well for brain health
- Top sources of information on how to eat well: **62%** internet, **61%** news articles, **28%** family/friends, **25%** health care providers, **18%** social media
- Top factors impacting ability to maintain good nutrition: **64%** exercising, **59%** education and understanding of nutrition, **57%** getting enough sleep, **55%** access to nutritious food, **53%** moods/feelings, **49%** high stress or stressful situations
- Respondents largely over age 50, Caucasian, female (75%), college educated or greater (87%)

What Matters Most: Sleep Survey Results

- Overall, only **44%** believe they get enough sleep and feel well rested
- Statistically significantly more current caregivers say they do not get enough sleep or feel well rested as compared to those interested in brain health
- **52%** overall worry about getting enough sleep, with current caregivers more likely to worry
- **50%** of those with sleep concerns have not spoken with their health care provider about their sleep
- Top sources of information on sleep: **50%** news articles, **50%** internet, **45%** health care provider

Top factors impacting ability to get enough sleep

- **59%** high stress/stressful situations
- **55%** racing thoughts
- **47%** moods/feelings
- **44%** exercising
- **42%** health conditions (i.e. hot flashes, gastric issues)



What Matters Most: Social Isolation Survey Results

- **90%** of respondents believe feeling socially isolated has some or significant effect on the brain and brain health (+ or -)
- **As many as 30%** may feel socially isolated
- Of those who feel socially isolated: **67%** feel more socially isolated than before the pandemic; and **92%** say they are affected emotionally, **81%** mentally and **56%** physically
- **42%** of respondents say they do not socialize as much as they would like to:
 - **54%** feel they lack companionship at least some of the time
 - **45%** feel left out at least some of the time
 - **45%** feel isolated from others at least some of the time
- Social isolation is **more prominent** in those with a diagnosis of ADRD

Q: How can health care providers (HCP) help their patients manage feelings of social isolation and/or loneliness?

- ✓ *“Educate about the role of social isolation and loneliness in depression and risk of dementia.”* (former caregiver)
- ✓ *“Ask what resources would help their patient reduce the isolation.”* (former caregiver)
- ✓ *“Have a list of community resources available to give to patients – places or events to visit for socialization.”* (former caregiver)
- ✓ *“Encourage them to exercise regularly outdoors.”* (former caregiver)
- ✓ *“Refer for talk therapy.”* (ADRD/MCI diagnosis)
- ✓ *“By making sure they understand what is being talked about even though HCP feel they are having to repeat it a few times.”* (ADRD/MCI diagnosis)

What Matters Most: Physical Activity Survey Results

- **98%** believe that exercise or physical activity affect the brain and brain health
- **60%** have spoken with their healthcare provider about their physical activity
- **83%** exercise 2X a week or more with 1/3 exercising nearly every day
- Time exercising: 60+ minutes (**29%**), 31-60 minutes (**39%**), 30 minutes or less (**31%**), unsure (**1%**)
 - Respondents at risk and interested in brain health appear to exercise more often and for longer than those affected by MCI/ADRD
- Self-motivation is a **key motivator** to exercise (**26%**); others include: changes to personal life (**28%**), more time (**22%**), workout partner (**21%**), fitness center location (**16%**), and better weather (**15%**)
 - Less motivating factors for those with AD: more time, self motivation, access to online classes
- **31%** are members of a gym, fitness or community center
 - Those with AD less likely to be member
- **24%** have participated in digital/virtual fitness programs
- Greatest sources of information on physical activity: news (**45%**), internet (**44%**), HCPs (**37%**), family/friends (**27%**), social media (**24%**)

Q: What do you need from your health care provider in order to improve your physical activity?

- ✓ *“To ask the question and hold me accountable the next time we meet.”*
- ✓ *“Encouragement, testing physical status.”*
- ✓ *“A non-pharmaceutical approach to resolving hip, knee, and leg pain.”*
- ✓ *“Ask me how I keep active, give me a realistic goal and types of physical activity to attain the target goal.”*
- ✓ *“A kick in the pants!”*

What Matters Most: Hypertension Survey Results

- 93% believe that hypertension has some or significant effect on affect the brain and brain health
- 1/3 (33%) have high blood pressure and 6% are unsure
- Strategies used to maintain a healthy brain and body: regular medical checkups (79%), eat a healthy diet (71%), exercise regularly (67%), get a good night's sleep (64%), limit alcohol consumption (63%), maintain a healthy weight (60%), take prescription medication (56%), reduce salt/sodium (51%).
 - Only 4 strategies cited by less than 50% of respondents: limit caffeine intake (43%), reduce stress (41%), monitor blood pressure at home (37%) and get support/information (27%)
 - Individuals at risk for ADRD less likely to maintain healthy weight & eat healthy diet; but more likely to limit caffeine
- Smoking: 34% are ex-smokers and 3% are current smokers; fewer caregivers are ex-smokers
- Alcohol intake: average 0 drinks/day (68%), average 1 drink/day (25%), average 2 drinks/day (5%), average 3 or more drinks/day (2%)
 - Those with MCI/ADRD more likely to have 0 drinks/day
- Fried food intake: less than 1X/week (66%), 1-2X/week (28%), 3(+X)/week (6%)
 - Current caregivers more likely to eat fried foods 3-6X/week
- Daily coffee intake: none (35%), 1-2 servings (50%), 3+ servings (15%)