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%)

N=719 (ADRD/MCI diagnosis: 36; high risk for ADRD: 205; current caregivers: 86; former caregivers: 190; general interest in brain health: 159)
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)

N=650 (of which 641 provided classification: ADRD/MCI diagnosis: 42; high risk for ADRD: 188; current caregivers: 94; former caregivers: 186; general interest in brain health: 131)
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!”

N=687 (of which 645 provided classification: ADRD/MCI diagnosis: 50; high risk for ADRD: 175; current caregivers: 86; former caregivers: 165; general interest in brain health: 169)
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%)

N=687 (of which 645 provided classification: ADRD/MCI diagnosis: 50; high risk for ADRD: 175; current caregivers: 86; former caregivers: 165; general interest in brain health: 169)