

VIRGINIA I. JONES ALZHEIMER'S DISEASE AND RELATED DEMENTIAS COUNCIL

MINUTES

July 24, 2024

1:00 - 3:00 PM

The Virginia I. Jones Alzheimer's Disease and Related Dementias Council held an in-person public meeting on July 24, 2024, at 100 Community Place, Crownsville, MD.

MEMBERS PRESENT

Halima Amjad
Cynthia Fields
Ravi Gupta
Caitlin Houck
Ernestine Jones-Jolivet
Morris Klein
Amanda Mummert
Megan Peters
Lynn Phan
Nancy Rodriguez-
Weller
Andres Salazar
Quincy Samus
Kimberly Shiloh
for Senator
Benjamin
Brooks
Mark Tesoro
Claudia Thorne
Evie Vander Meer
Pamela Williams

MEMBERS NOT PRESENT

Jacqueline Bateman
Sheree Sample- Hughes

STAFF PRESENT

Adeola Alayande
Suzanne Barbero
Lisa Marr
Katherine Natafagi
Michael Spencer

OTHERS PRESENT

Jennifer Crawley-
(from MDoA)
Melissa Karcher (MDH
BHA Older Adults)
Brenda Williams
(MDH BHA Older
Adults)

MEMBERS OF THE PUBLIC PRESENT

Michael Ellenbogen

Meeting Opening

Dr. Halima Amjad, Chair, called the meeting to order at 1:15 pm.

a. Welcome and Business

Dr. Amjad welcomed members and started the meeting.

b. Roll Call

Dr. Amjad took the roll call. A quorum was present (16 Council members present).

c. April 2024 Minutes Review/Approval

Dr. Amjad asked for a review of the April 24, 2024, minutes and called for a motion to approve; Ms. Nancy Rodriguez-Weller motioned for approval, and Ms. Ernestine Jones-Jolivet seconded the motion. All council members voted to approve the motion.

d. FY24 MDH Funding and BOLD Grant Updates

Ms. Adeola Alayande reviewed FY24 State funding, highlighting the ADRD community outreach, education, and healthcare provider projects.

- The ADRD Community Outreach and Education grant funded five grantees totaling \$355K from February 1, 2024, to June 30, 2024, reaching 200,000 via social media, radio, and newspaper. The community-based organizations (CBOs) held 81 ADRD workshops, educating 6,300 and referring 2,200 to ADRD resources across Baltimore City, Baltimore,

Caroline, Carroll, Cecil, Frederick, Howard, Montgomery, Prince Georges, Talbot, Washington, and Wicomico Counties.

- The local health departments (Baltimore City and Charles, Frederick, Garrett, and Worcester Counties) were funded \$350K from July 1, 2023, to June 30, 2024, for ADRD community outreach and education, reaching 102,000 and educating 2,500 community members across seventy workshops. Each LHD partnered with at least two primary care practices to increase cognitive screenings and to facilitate changes within practices to make cognitive testing a routine component of the annual healthcare visit. LHDs partnered with nine primary care providers across thirteen locations, testing 4,175 and referring 400 to ADRD community resources.
- The ADRD Healthcare Provider Practice Training and Technical Assistance grant funded \$297K from December 1, 2023, to June 30, 2024, to 2 community-based organizations to provide culturally relevant training and hands-on technical assistance to healthcare providers for implementing individual and practice-level changes to increase early cognitive screening, diagnosis, and treatment of individuals with ADRD. Grantees worked with nine clinics within Montgomery and Prince Georges Counties. As a result, the practices have written policies and implemented tools for screening, testing, treatment, and referrals to community-based resources.

e. FY24 MDH Funding - Communication and Media

Ms. Lisa Marr (Project Manager & Communications Specialist) reviewed the results of the ADRD media campaign from March 15, 2024, to June 30, 2024.

- Digital Advertising
 - Paid Advertising RFP – The total spend was \$49.5M with iHeart radio for 5M impressions between audio and display ads with a click-through rate (CTR) of .26%. Spanish radio and display were also included.
 - In-house paid social media campaign – The total spend was \$60K across Facebook, Instagram, and NextDoor for 11K impressions, 63K clicks, and a .79% CTR. **(will include an attachment of Lisa's presentation)**
- Transit Advertising—The total spend was \$200K from 7/1/23 to 10/15/23 for 95M impressions in six jurisdictions (Baltimore City, Baltimore, Anne Arundel, Harford, Howard, Frederick, and Montgomery Counties).
- State Plan Re-design and Printing – The total spend was \$23K.
- The Council agreed to assemble a list of CBOs that could be added to the solicitation list for future RFPs.

f. MDH Leadership Change

Ms. Pamela Williams announced that Ms. Kristi Pier, Director of the Center for Chronic Disease Prevention and Control, recently resigned. Ms. Susannah Beckerman will serve as the Center's Acting Director until a new permanent Director is appointed. Ms. Adeola Alayande, Deputy Director, will be the Council member contact until that position is filled.

g. BOLD Grant Update

The BOLD Program Officer approved the MDH BOLD Year 2 Continuation Work Plan, Year 1 Progress Report, and Evaluation Plan.

h. ADRD Forum Update

Ninety attendees participated at the ADRD Forum across various Maryland-based organizations. Forty-five participants committed to actions/activities they would undertake after the meeting. Post-forum evaluations provided positive feedback in all areas.

i. Maryland Department of Aging Update

Mr. Mark Tesoro highlighted some of the success of the FY24 \$800K grant from MDH.

- The University of Maryland, Baltimore hosted a GEAR dementia navigation forum series, initially projected to reach several hundred individuals over the entire series, but over

- 200 participants already attended within the first two sessions.
- The Living Well Center of Excellence hosted the Savvy Caregivers education series to
 - MDoA also worked with 211md.org to review what screenings should be used and caregiver checklists to ensure needs are understood and to follow up with directions for the 211 staff.
 - Six non-profits were funded based on geography and prevalence to improve service delivery for individuals living with ADRD and their caregivers.
 - For FY25, funding was recently cut by 50% from \$2.4M, so MDoA is reevaluating and reprioritizing activities, emphasizing continuing the work with 211.

Vote – Health Professions Schools – Letter from Council

Dr. Amjad announced the vote had been postponed because the final letter was not ready to share and asked the subcommittee to provide an update later in the meeting.

Presentation: Maryland Down Syndrome Association

Ms. Amanda Mummert, Executive Director of the Down’s Syndrome Association of Maryland (DSAmD), highlighted the organization’s mission to empower people with Down’s syndrome and their community through education, outreach, and advocacy by connecting people via community programs (therapeutic services and activities, offer medical aid and an advocacy fund.) People who have Down’s Syndrome and their families are looking for ADRD information specific to the Downs Syndrome community. Alzheimer’s disease is the most common cause of death, and yet people with Down’s Syndrome are usually excluded from all trials. (attach ppt presentation) A Council member noted that people living with developmental disabilities are living longer and, therefore, need resources for aging. Ms. Ernestine Jones–Jolivet suggested including images of people who don’t look like us in future communications.

Subcommittee Breakout Sessions

Before the three subcommittee groups met, Dr. Amjad asked members to reflect on recruiting external non-council members who could bring other expertise or experiences to their subcommittee. Dr. Amjad also noted an expertise survey for council members previously conducted, the results of which may be shared in October 2024. Dr. Amjad asked members to remember other actions and state plan activities that council members can help facilitate other than their immediate SMARTIE goals.

Reconvene Subcommittees and Report Out

The chairs of subcommittees 1, 2, and 3—Ms. Fields, Ms. Thorne, and Ms. Williams presented the following steps and challenges for implementing each SMARTIE (Specific, Measurable, Achievable, Relevant, Time-Bound, Inclusive, Equitable) objective. Subcommittee 1 reported the health profession institution letter is in its final stages. Once approved, the Council plans to send the letter via email and traditional mail to medical school neurology departments and set up Zoom drop-in sessions to engage with participants on the State Plan. Subcommittee 2 plans to finalize their implementation plan the week of 7/29/24. Subcommittee 3 is developing the BRFSS surveillance brief on caregiver and cognitive decline while also operationalizing goals 4 and 5.

Public Comment Period

No comments or questions.

Adjournment

Dr. Amjad requested a motion to adjourn the meeting at 3:02; Ms. Jones-Jolivet and Ms. Thorne motioned to adjourn the meeting. **Dr. Amjad closed the meeting at 3:02 PM.**

Next Quarterly Meeting: Wednesday, October 24, 2024

