



The ARC

The HBCU Experience - Alzheimer's Research Consortium, LLC

Producing culturally aligned solutions for African American families affected by Dementia.



**“Innovations in Dementia Care for the African
American Community”**

Dr. Janetta Brown, Founder & CEO

May 10, 2024

Meet the Founder & CEO

Dr. Brown wears many hats!



CEO



Caregiver



Researcher



Lifelong Learner



Outdoors Enthusiast

Humble Beginnings



NIH National Institute on Aging | Small Business Programs

2023 NIA Start-Up Challenge and Accelerator Finalist



JANETTA BROWN, PHD
Founder and CEO

THE HBCU EXPERIENCE – ALZHEIMER'S RESEARCH CONSORTIUM, LLC

Tailored mobile app – Alzheimer's Disease Caregiver Resource (ALCARE) – to connect African American dementia caregivers to culturally relevant resources

HBCU
FOUNDERS INITIATIVE

PRE-ACCELERATOR



Janetta Brown

Spelman College,
North Carolina A&T
State University

Spring 2024 Cohort

#Founder

Raise of Hands

**How many of us
know someone who
has Dementia?**

Raise of Hands

**How many of us
know what
Dementia is?**

What is Dementia?

Dementia is due to changes in the brain characterized by a particular group of symptoms.

What is Dementia?

Alzheimer's disease is one cause of dementia. Excessive accumulation of protein/plaque build up, causing damage and destruction to neurons.

What is Dementia?

**Eventually, neuronal damage extends to parts
of the brain responsible for basic bodily
functions, including:**

Mobility, Memory, & Communication

My Lived Experience Informs My Impact



Economic Impact of Dementia Caregiving

7th leading
cause of
death in
the United
States

Over 11
million
American
Dementia
Caregivers

18 billion
Hours of dementia
care

\$347 billion
National costs of
Dementia care

41%
Of caregivers'
household
income is
\$50,000 or
less

\$392,874
Lifetime out-of-
pocket costs of
dementia care

(Alzheimer's Association, 2023, 2024)
(National Institute on Aging, 2023)



1.1 Million Black Dementia Caregivers



2x as likely to have
Alzheimer's



Higher Stress



Less Support & Access to
Critical Resources



Longer Hours of Care
More Care Activities
Performed

(Alzheimer's Association, 2024)



Alzheimer's Association Facts and Figures on African Americans & Dementia



Half of Black Americans say that they **have experienced discrimination** while seeking care for a person living with Alzheimer's.



55% of Black Americans **think that significant loss of cognitive abilities or memory is a natural part of aging** rather than a disease.



65% of Black Americans say that they **know somebody with Alzheimer's or dementia**.



Only 53% of Black Americans **believe that a cure for Alzheimer's will be distributed fairly**, without regard to race, color or ethnicity.



Only 48% of Black Americans report being confident they can access culturally competent care.

Call to Action

National



Culturally informed services, supports, and theories to empower marginalized populations.



National Plan for Alzheimer's Disease and Related Dementias call for integration of formal and informal care.



2023 National Dementia Care Summit highlights New Milestones for Health IT. Must enhance health outcomes, caregiver support & education, and disparities in health care access.



Health Disparities Research Framework prioritizes analysis related to four key focal aging areas.

Call to Action

Local Sites (See Handouts)



Highlights African Americans and Alzheimer's Disease and Ways Your Org Can Help
Webinars & Meetings
Resources for Providers
(See Handout)



24/7 Help Line
Local Chapter
Support Groups
Volunteers
Clinical Trials
Partnerships

AFRICAN AMERICAN HEALTH BOARD
OF WASHINGTON STATE



Washington State Dept
of Social and Health
Services

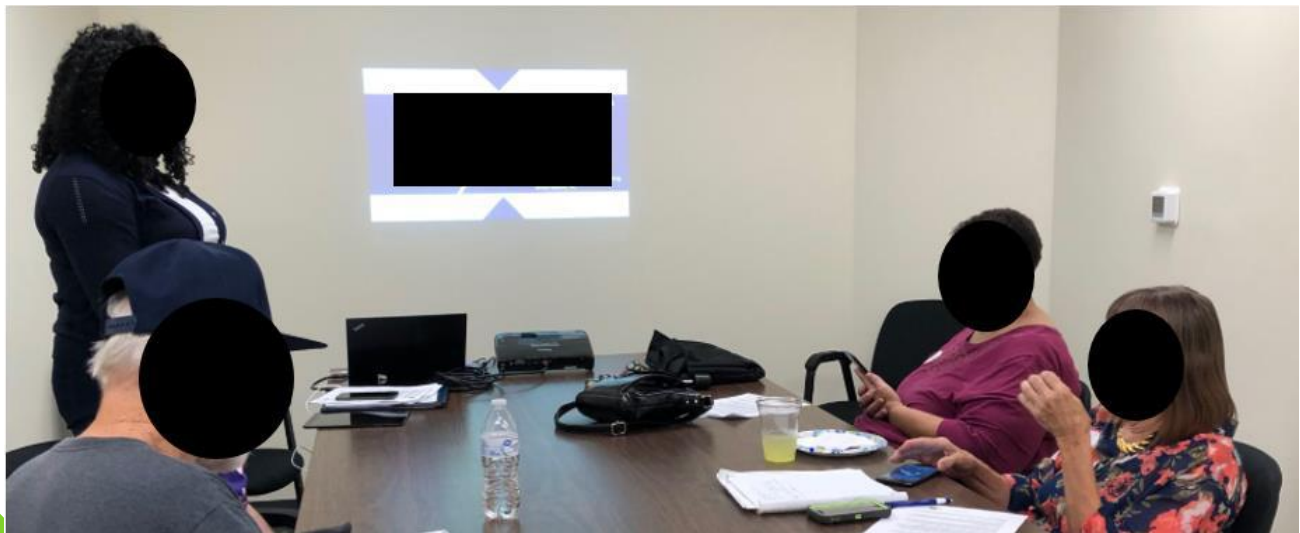


Support Groups
Memory Screenings
Dementia Friendly
Events
Training & Education



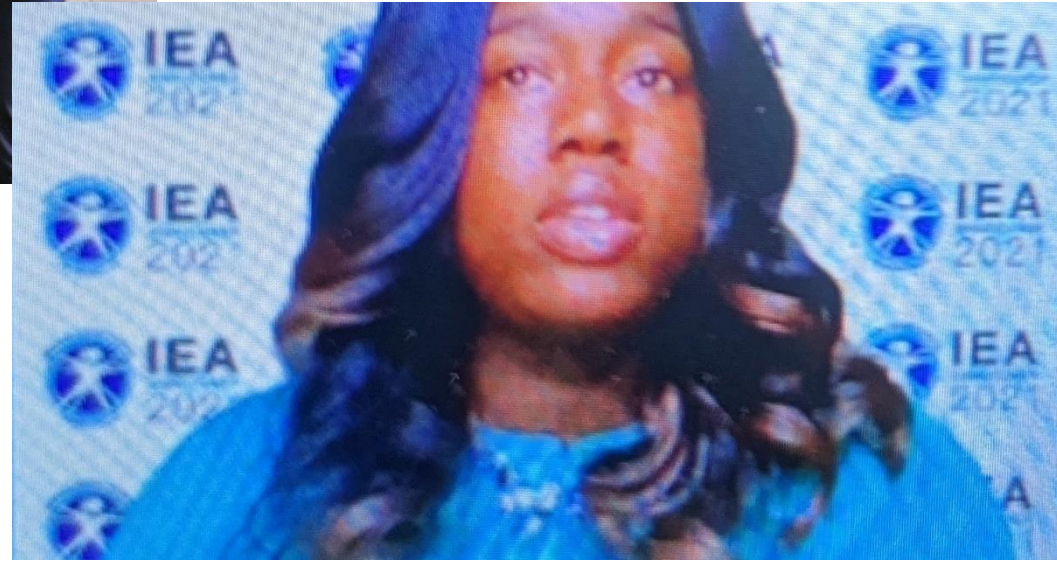
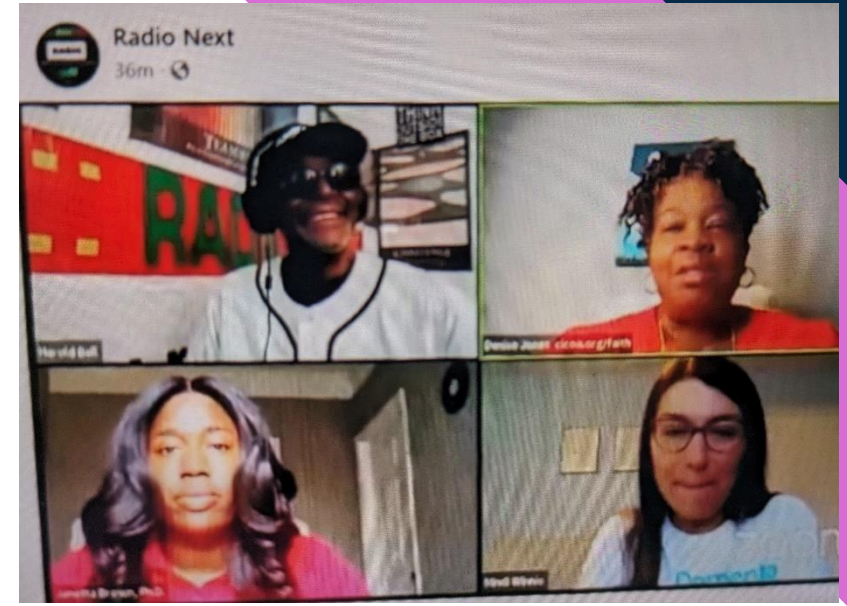
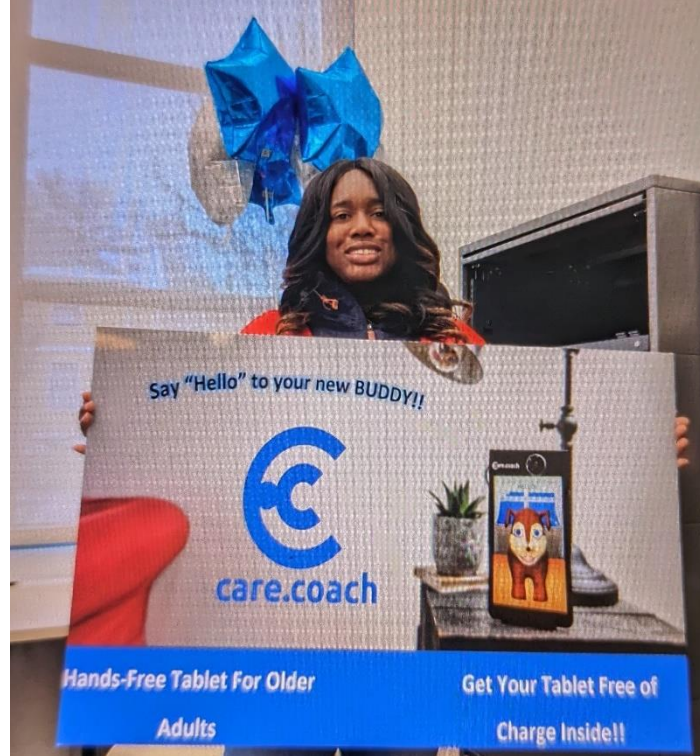
Mayors Council on
African American
Elders

My Research (Local)



**Understanding
caregivers'
informational needs.**

My Research (National)



My Research (International)



NIH National Institute on Aging | Small Business Programs

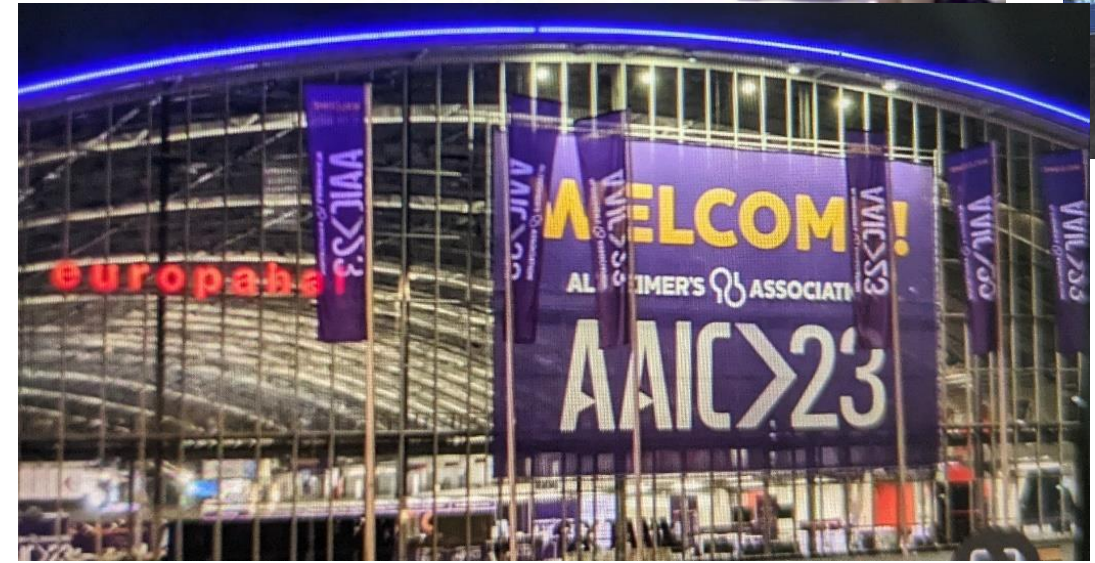
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Reintroducing...



The ARC

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Dr. Janetta Brown, Founder & CEO

THE ARC'S MISSION



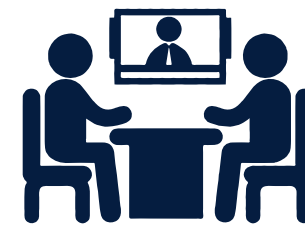
Community

Building the largest representative community providing culturally competent Dementia care resources.



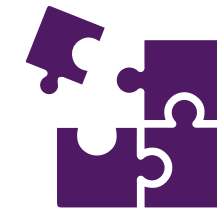
Tailored & Relevant

Guided by community-based research, our solutions are found within our own culture and best reflect our needs and challenges.



Collaboration

Collaboration amongst community-serving programs, black institutions, and businesses addressing dementia risk factors.



Representation

THE ARC is the first-of-its-kind governing body of memory care resources leveraging the network of HBCUs and Professional Societies.

It Takes a (*Representative*) Village

Dementia Caregivers

Researchers



Businesses



Academic Institutions



Churches



Medical Providers



Monthly Speaker Roundtable

Advocacy | Awareness | Action

The HBCU Experience - Alzheimer's Research Consortium, LLC
Presents:

Caregiver Speaker Series

December is a time for family and holiday cheer!! Celebrate with us by tuning in for:

- Information on Dementia, Caregiving, and Social Support Resources
- Tips for Caregiving during the Upcoming Holidays



Join Us
**Dec 11th
5 PM PST**

Guest Speaker:
BEVERLY KIMMONS, MFT, MSMC, CPC
DIRECTOR - DIVERSITY, EQUITY, INCLUSION & COMMUNITY OUTREACH
ALZHEIMER'S ASSOCIATION,
WASHINGTON STATE CHAPTER

Series Moderator:
JANETTA BROWN, PH.D.
FOUNDER & CEO OF THE ARC

Join Our Meetup Group!
<https://www.meetup.com/the-arc-caregiver-speaker-series/events/296787434/>

[CLICK HERE TO RSVP!](https://forms.gle/Y5jZnfw5oE1Q71yc8)
<https://forms.gle/Y5jZnfw5oE1Q71yc8>



JOIN US **FEB 27TH AT 5 PM PST**

Heart Health: What's the Connection with Dementia?




DR. ETHLYN MCQUEEN-GIBSON
AMERICAN HEART ASSOCIATION,
HAMPTON ROADS (VA), BOARD CHAIR
SOUTHERN GERONTOLOGICAL SOCIETY,
PRESIDENT-ELECT



DR. JANETTA BROWN
FOUNDER & CEO OF THE ARC
SERIES MODERATOR



BEVERLY KIMMONS, MFT, MSMC
DIRECTOR - DEI & COMMUNITY OUTREACH
ALZHEIMER'S ASSOCIATION,
WASHINGTON STATE CHAPTER

Click Link Below to RSVP:
<https://forms.gle/RXXvp2Eh2ZZUJruM6>

Hosted by The HBCU Experience - Alzheimer's Research Consortium, LLC

The HBCU Experience - Alzheimer's Research Consortium, LLC
An NIH-Supported Company

2023 FINALIST NIA START-UP CHALLENGE

Women's History Month Panel Discussion on:

"The Importance of African American Participation in Dementia Research"

Hear from expert panelists on Dementia research, engagement, and how to get involved!



REGINA SMITH, MSW, DSW-CD
TRADITIONS AT REAGAN PARK



DR. ETHLYN MCQUEEN-GIBSON
EASTERN VIRGINIA MEDICAL SCHOOL



DR. CRYSTAL M. GLOVER
RUSH MEDICAL COLLEGE



DR. FAYRON EPPS
UT HEALTH SAN ANTONIO

JOIN US **MARCH 26TH AT 8 PM EST!**

Series Moderator:
JANETTA BROWN
FOUNDER & CEO OF THE ARC
SERIES MODERATOR

Contact THE ARC:
thehbcuexp@gmail.com

[Click Here for Registration](#)



The HBCU Experience - Alzheimer's Research Consortium, LLC
Presents:

"The Synergy between Occupational Therapy & Dementia Care"

April is Occupational Therapy Month!!

Come hear from Dr. Ingram and engage in an eye-opening case discussion on:

- Maximizing your loved one's independence
- OT's Assessments and Evaluations
- Activity and Routine Planning
- Home Safety Modifications and more!



Join Us
**April 30th
5 PM PST**

Guest Speaker:
CHINNO D. INGRAM, DROT, MSOT
WINSTON SALEM STATE UNIVERSITY
OCCUPATIONAL THERAPIST, TRINITY REHAB
OT/PT, CAROLINA THERAPY SERVICES

Series Moderator:
JANETTA BROWN, PH.D.
FOUNDER & CEO OF THE ARC

2023 FINALIST NIA START-UP CHALLENGE

[CLICK HERE TO RSVP!](https://forms.gle/HozdXLVT2yjsmJzs9)
<https://forms.gle/HozdXLVT2yjsmJzs9>



Bringing experts who look like us!

Address all risk factors across the spectrum of health!

Join THE ARC!!

I am looking to form:

- Councils
- Pilot Programs

I also need:

- Future Guest Speakers

Connect! Inform! Support!

Monthly Caregiver Speaker Series | Pilot Programs | Research
| HBCU Connections

Join us as we:

- Delve into critical aspects of dementia caregiving through expert-led discussions
- Grow as a community through heartfelt sharing sessions
- Lead community pilot programs, and conduct research addressing dementia risk factors for the black community.



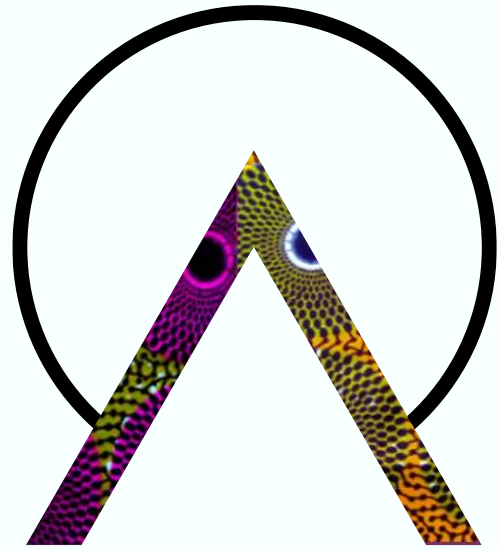
Join Us!
Scan the QR Code to
Sign Up with
THE ARC



Founder & CEO of THE ARC
JANETTA BROWN, PH.D.
FOUNDER & CEO OF THE ARC



Let's navigate the journey of dementia caregiving together! Spread the word and invite others to join our supportive community.



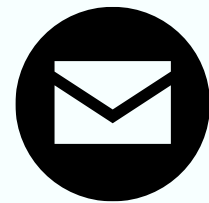
THE ARC

Thank You!

Contact Us



Dr. Janetta Brown



Mail

thehbcuexp@gmail.com



Website

[https://www.linkedin.com/com
pany/the-arc-llc](https://www.linkedin.com/company/the-arc-llc)