

Greendale Public Health
Healthy Brain Initiative
Action Plan 2023-2025

Goal 1-Promote dementia risk reduction and brain health protective factors, awareness, understanding, and education.

Objectives	Actions	Participants	Progress	Measure
By December 31, 2023, collect and analyze baseline data for dementia awareness and beliefs from 100 Greendale residents.	<ul style="list-style-type: none"> • Create survey • Outreach to collect data • Analyze data and report 	Senior social club, Ridgedale HUD housing, Greendale Open Market, Greendale Chamber of Commerce	<ul style="list-style-type: none"> • Senior social club 7/11/23 surveys complete. • Greendale Open market 7/8/23 • Chamber of Commerce • Greendale Schools Weekly email 12/23 • Ridgedale 12/12/23 	Dementia Knowledge and Attitudes
Increase awareness of dementia risk reduction strategies and protective factors for brain health to 3 vulnerable population groups in Greendale by July 31, 2024.	<p>Potential topics to present to vulnerable populations.</p> <ul style="list-style-type: none"> • Building cognitive reserve • Nutrition for brain health • Chronic Disease and brain health • Social Isolation and brain health 	Ridgedale HUD housing, Senior Social Club	<ul style="list-style-type: none"> • Senior Social Club 9/12/23 • Boost Your Brain and Memory 10 participants 9/27/23 completion date • Boost Your Brain and Memory 10 participants 3/12/24 completion date 	<ul style="list-style-type: none"> • Milwaukee Health Compass (Greendale Data) • Participant evaluation of presentation
By December 30, 2023, elevate and improve dementia	<ul style="list-style-type: none"> • Create flyers/handouts explaining dementia risk reduction strategies in multiple languages. 	Rajwa, Milagros,		<ul style="list-style-type: none"> • Organizational health equity assessment



Click or tap here to enter text.

Public Health
Prevent. Promote. Protect.
Greendale Health Department

<p>health information accessibility, availability, and equity by following a minimum of 2 best practice strategies.</p>	<ul style="list-style-type: none"> • Create a dementia risk reduction page on the Greendale Public Health website. • Contribute articles to Life in the Village Magazine. • Outreach at 2 local health fairs with dementia risk reduction resources. 	<p>Greendale Public Health</p>	<ul style="list-style-type: none"> • HBI Web page est date of completion 12/24 • Submitted three articles to life in the village about reducing dementia risk. • Outreach a Generations Expo 4/21/23 • Brain Health Tabling at Summer Social event • Milwaukee ADRC Brain Health Resource Fair 4/27/2023 • SAGE Health Fair 8/7/2024 	
<p>Support a minimum of 4 existing community grass-roots organization projects that align with dementia risk reduction strategies by July 31, 2024.</p>	<ul style="list-style-type: none"> • Create Healthy Brain Initiative Micro Funding opportunity. • Provide each group with evidence-based print resources for risk reduction and dementia prevention 	<p>Greendale Children’s Garden, Greendale High School Garden, SAGE, Step-Up, Farmers Market</p>	<ul style="list-style-type: none"> • 2023 Micro-grant funding provided to Childrens Garden, Greendale High School Garden, Bike Helmet Program, SAGE Caregiver Event, Farmers Market Intern 	<ul style="list-style-type: none"> • Number of applications received, and funding given. • Funding recipients to submit project/program evaluation.
<p>By March 31, 2025, Increase the number of adults who engage in light, moderate, or vigorous leisure-time physical activities by 2%.</p>	<p>Facilitate evidence-based education programs.</p> <ul style="list-style-type: none"> • WIHA Boost Your Brain and Memory • WIHA Walk with Ease • WIHA Stepping On 	<p>WIHA, Greendale Public Health, Milwaukee ADRC, Park and Rec, Alzheimer’s Association</p>	<ul style="list-style-type: none"> • BYBAM September 2023 • Stepping On 2023 • Walk With Ease 2023 • BYBAM Jan 2024 • Stepping On March 2024 	<ul style="list-style-type: none"> • Proportion of adults exposed to messaging who respond to the call to action in awareness or educational



Click or tap here to enter text.

Public Health
Greendale Health Department

				intervention-WIHA Survey <ul style="list-style-type: none"> Milwaukee Health Compass (Greendale Data)
--	--	--	--	--

Goal 2-Build internal infrastructure to expand and sustain work around dementia.				
Objective	Actions	Participants	Progress	Measure
By December 31, 2024, 80% of Greendale Health Department staff members will participate in an annual dementia-related professional development opportunity.	<ul style="list-style-type: none"> Write policy to support dementia annual training. Create a database of trainings for professional development Maintain training database 	HD Staff	<ul style="list-style-type: none"> Options added to Performance Management folder Additional PH trainings will be added to Alzheimer's Association website in 2024 Dementia presentation by Joella July 2023 Cognitive reserve presentation Megan-October 2023 	<ul style="list-style-type: none"> Professional Development tracker, education opportunities
By January 1, 2025, 100% of new staff of the Greendale Health Department will learn about brain health and dementia.	<ul style="list-style-type: none"> Compile resources for training 	PHS, New Staff	<ul style="list-style-type: none"> Resources Compiled Added to new employee orientation in performance management 	<ul style="list-style-type: none"> As needed and ongoing with staffing changes
By January 1, 2024, 80% of interns or student groups that have Greendale Health	<ul style="list-style-type: none"> Written statement in student contract Compile resources for training 	PHM, Students	<ul style="list-style-type: none"> Alzheimer's and other Dementia basics and Role of Public Health added to Performance 	<ul style="list-style-type: none"> Number of student interns, annual report

Last updated: Click or tap to enter a date.



<p>Department as a host site will learn about brain health.</p>			<p>Management folder student orientation.</p>	
<p>By March 31, 2025, the Greendale community survey will include a minimum of 2 questions related to dementia.</p>	<ul style="list-style-type: none"> Identify current gaps in available data around dementia. Create question(s) for community health survey related to dementia. Form CHA/CHIP committee to decide on questions. 	<p>PH Staff</p>	<ul style="list-style-type: none"> AARP Community Survey dementia questions to inform Academy of Science/Alzheimer Surveys 	<ul style="list-style-type: none"> Checklist and action steps 2025-2030 CHA/CHIP Documents
<p>By July 31, 2024, expand strategic collaborative partnerships to include a minimum of 1 new organization that supports the Greendale health department.</p>	<ul style="list-style-type: none"> Assess current partnership involved with GHD and create a list of potential new partners. Identify and share dementia training opportunities with other important constituencies, such as professional caregivers, first responders, organizational gatekeepers, faith-based organizations, and other community-based partners 	<p>Greendale Park and Rec, Greendale Farmers Market</p>	<ul style="list-style-type: none"> Collaboration with Park and Recreation to include our programs and information in program guide Farmers Market intern to be trained and provide outreach on protective factors for brain health at 2024 open market Shared as panelist for the HBI 2024 Cohort Presented for Public Health Center of Excellence on Nourishing Minds: Exploring Nutrition and food Securities role in dementia prevention 	<ul style="list-style-type: none"> Greendale Health Department strategic plan SAGE Strategic plan