

## **ATTACHMENT**

### **NATIONAL DEMENTIA RISK REDUCTION PROGRAM – MIND YOUR MIND®**

#### **Proposal**

To implement the first National Dementia Risk Reduction Program using **Mind your Mind®**.

#### **Background**

Preventative health is now an established strategy within health services planning.

In recent years, preventative and risk reduction strategies have gained credibility in the dementia field. A major international research effort is currently proceeding and promising findings are providing a base for greater optimism in addressing the progression of Alzheimer's disease and other dementias. At the same time, action is being taken through public education programs to change individual behaviours (particularly lifestyle changes) to reduce the risk of developing dementia.

There is now strong evidence to suggest that reducing the risk of dementia may be possible by adopting certain health and lifestyle choices. Some of these risk reducing factors include having a healthy diet, reducing hypertension, lowering cholesterol, and promoting physical and cognitive activity. While there is no certain way known to prevent dementia, it is critical to ensure that people are informed of the impact their health choices may have on their brains as well as on their bodies. Dementia prevalence projections are a major driver of the need for dementia risk reduction programs.

Alzheimer's Australia has taken a leading national position through the development of the first dementia risk reduction program in Australia. This ranks Australia highly against most other westernized countries.

Drawing on the support of the philanthropic sector, Alzheimer's Australia developed a national dementia risk reduction program. The program called **Mind your Mind®** was launched in 2005.

The Alzheimer's Australia **Mind your Mind®** program has laid the foundation for a truly national effort to reduce the risk of dementia.

In economic terms, reducing dementia risk has significant impact over time:

- If the average onset of Alzheimer's disease could be delayed by just five months from 2005 there would be a cumulative saving of \$1.3 billion by 2020 and \$6.6 billion by 2040.
- If the average onset of Alzheimer's disease was reduced by five years from 2005 then by 2020 cumulative savings of \$13.5 billion would be realized, and by 2040, \$67.5 billion.

In community terms, the reduced risk of developing dementia would have immeasurable benefits for individual health and quality of life.

For **Mind your Mind**<sup>®</sup> to move to its next level of impact, it is essential that the Australian Government now commit to rolling it out as a national program.

### **Mind your Mind**<sup>®</sup> and Government

The **Mind your Mind**<sup>®</sup> dementia risk reduction program has moved through two phases since 2005 and is now positioned to enter phase 3.

- Phase 1 provided the evidentiary research basis (i.e. credibility) for a dementia risk reduction program.
- Phase 2 developed a 'brand name', marketing program, collateral development and the commencement of program rollout.

The objectives of Phase 3 at a national level are to:

- Roll out across Australia a high profile dementia risk reduction program.
- Introduce **Mind your Mind**<sup>®</sup> as a nationally recognised preventative public health initiative, particularly through the application of media and education.

### **Next Steps**

Alzheimer's Australia is seeking Australian Government recurrent funding commitment for the roll out of the **Mind your Mind**<sup>®</sup> dementia risk reduction across Australia.

The proposed components of the program are:

1. Appointment of a Dementia Risk Reduction Program Manager
2. Roll out national **Mind your Mind**<sup>®</sup> community education risk reduction program
3. National communications campaign for dementia risk reduction.
4. Roll out health professional dementia preventative health e-learning

## Program Evaluation

Measures would be applied for reporting and evaluation purposes and could include:

- Impact evaluation through pre and post community surveys.
- Number of presentations/displays.
- Number of people at presentations.
- Number of information publications/materials distributed.
- Media exposure (print/radio/TV).
- Conference and seminar presentations.
- Number of training sessions.
- Uptake of health professional dementia risk reduction e-learning program
- Analysis of feedback surveys from community education sessions.

## Funding

The estimated funding support from the Australian Government required to develop a National Dementia Risk reduction program:

|  |  | <b>2009/10</b>   | <b>2010/11</b>   | <b>2011/12</b>   | <b>TOTAL</b>     |
|--|--|------------------|------------------|------------------|------------------|
| Dementia Risk Reduction Manager                      | 1.0 Full time equivalent (FTE) plus overheads                          | 100,000          | 105,000          | 110,000          | 315,000          |
| National Mind your Mind community education training | 4.0 FTE plus overheads   | 300,000          | 350,000          | 400,000          | 1,050,000        |
|  | Travel & accommodation   | 10,000           | 10,000           | 10,000           | 30,000           |
|  | Equipment/ teaching materials  | 30,000           | 30,000           | 30,000           | 90,000           |
| Health professional e-learning program rollout       | 1.0 FTE plus overheads   | 90,000           | 95,000           | 100,000          | 285,000          |
|  | Travel   | 5,000            | 5,000            | 10,000           | 20,000           |
|  | Web development  | 20,000           | 20,000           | 20,000           | 60,000           |
|  | Teaching and promotion materials                                       | 40,000           | 40,000           | 40,000           | 120,000          |
| Specific projects by States and Territories          | Seminars, partnerships, special groups, CALD, ATSI                     | 150,000          | 200,000          | 185,000          | 535,000          |
| Public relations campaign (Media promotion & other)  | Radio and TV Community Service Adverts and other                       | 410,000          | 500,000          | 750,000          | 1,660,000        |
| Evaluation   | Pre and post impact surveys and other analysis                         | 50,000           | 100,000          | 50,000           | 200,000          |
| Resource management                                  | Administration, overheads, equipment and related program support costs | 45,000           | 45,000           | 45,000           | 135,000          |
| <b>Total</b>   |  | <b>1,250,000</b> | <b>1,500,000</b> | <b>1,750,000</b> | <b>4,500,000</b> |