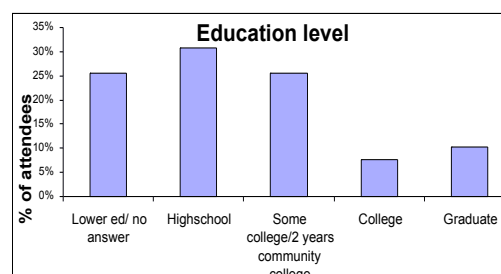
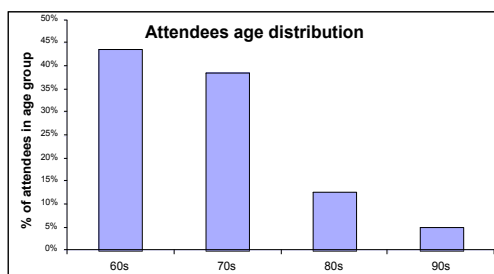


Outcome Evaluation for April 29, 2009, Rutgers-Newark African-American AD Day

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On April 29th, 2009, we hosted a half-day event at Rutgers-Newark entitled “**African-Americans and Alzheimer’s Disease: What Should I Know? How Can I Reduce My Risk?**” with support from Novartis Pharmaceuticals as part of our ongoing **African-American Alzheimer’s Disease Health Literacy Program**. Event details and program can be found online at http://www.gluck.edu/html/african-alzheimers/aa_start.html. We had 127 attendees from six local community-based organizations that serve low-income black seniors: Bethany Senior Center, East Orange Division of Senior Services, Tri-City People Corporation, Essex Country Division of Senior Services, North Newark Senior Center, and the New Community

Corporation Social Services. All these organizations indicated that they had considerable interest in our program and could have brought two or three times as many people had we not limited the event size. All attendees were African-American (except for some of the staff). As illustrated in the bar charts above, the attendees were mostly in their 60s and 70s, with a broad range of education levels.

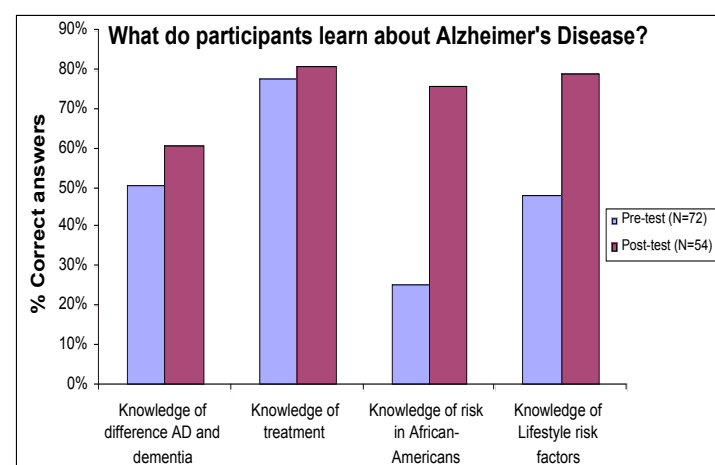


Following a short breakfast and introduction by Diane Hill (Director, Campus and Community Relations), there were three presentations: Dr. Peter Amua-Quarshie on “*What African-Americans Can Learn From Africans About Healthy Aging Habits*,” Anu Sobanjo (Rutgers-Newark Honors Student) on “*The Benefits of Participating in Research*,” and Professor Mark Gluck (Co-Director, Memory Disorders Project) on “*Memory: How it Works, Why it Sometimes’s Doesn’t, and What You Can Do To Improve Yours*.” A brain-healthy lunch with fish, fresh fruits and vegetables was then served, while a jazz-trio played background music.

Prior the event, we distributed a questionnaire to assess attendees prior knowledge and beliefs about Alzheimer’s disease (AD). Following the event, we redistributed the same questionnaire to assess three things: what was learned, what aspects of their behavior or life-style they felt motivated to change, and what was their overall satisfaction with the program. Both surveys were anonymous. In addition, participants were invited to separately sign-up to be contacted for future follow-up assessments and for participation in memory research studies at Rutgers.

The pre-event survey of prior knowledge was complete by 72 participants; it showed a high degree of misinformation about Alzheimer’s, as the average percentage of correct answers was 49%. In particular, few (48%) were aware that modifiable lifestyle factors are related to their risk of getting AD. The erroneous belief that dementia is a normal part of aging was held by 35% of the responders. Moreover, only 25% were aware that African-Americans are at twice the risk of AD, as compared to the general population.

After the event, 54 participants participated in a follow up survey. As graphed here, we saw a significant increase in the participants’ knowledge about AD and aging. Overall accuracy increased from 49% to 77%. We will follow up in a few months to see how much of this knowledge was retained. The post-event survey also showed that our program encouraged people to want to change their lifestyle and habits: 97% of the participants answers YES to the questions, ‘Did the program encourage you to want to eat healthier/ exercise more/ be more mentally active/ avoid stress/ get more sleep?’ A follow-up assessment some months from now will address whether or not these lifestyle changes were actually implemented, and, if not, what were the



barriers to doing so.

Overall satisfaction with the program was high. Considerable positive feedback was received, mostly stating how much they had learned and how much they enjoyed the three main presentations (and the food and music, too). Bottom line: 98% of the attendees indicated that they would recommend the program to a friend.

After the program, 39 of the participants (31%) volunteered to be contacted for further evaluation and to participate in memory research at the Rutgers-Newark Memory Disorders Project.