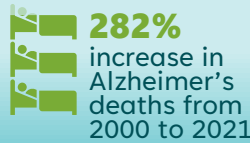
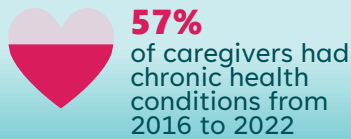


**Mississippi State Department of Health (MSDH) Uses Data Analysis to Inform Alzheimer's Disease and Related Dementias (ADRD) State Plan**

The Healthy Brain Resource Center Stories From the Field are a series of stories that highlights the achievements of award recipients from the National Healthy Brain Initiative and the BOLD Infrastructure for Alzheimer's Act. Healthy Brain Road Map domains that are relevant to this story are in color at the top right of this document.

**BACKGROUND & OBJECTIVE**

Alzheimer's disease is a growing public health crisis in Mississippi.<sup>1</sup>



To address this crisis, over the course of 12 months, MSDH's Office of Community Health Improvement conducted a systematic analysis of available data to identify which social determinants of health (SDOH) influence the incidence and mortality rates of ADRD; how well MSDH is addressing those SDOH in Mississippi; and targeted interventions that address SDOH to prevent or delay the progression of ADRD.

**APPROACH**

**PROCESS**



**PARTNERS**

MSDH Office of Health Equity

University of Mississippi Medical Center Memory Impairment and Neurodegenerative Dementia Center

**PROGRESS 2021-2023**

**764**

Attendees at Annual Alzheimer's State Conference

**19**

Priorities added to ADRD state plan

**105**

Attendees at Annual Alzheimer's State Plan Summit

**6500**

NACDD rack cards disseminated statewide

**50**

Participants at Community Health Advisory Network Retreat

**7**

Demographic markets reached for launch of media campaign

**105**

Ambassadors and coalition members trained

<sup>1</sup>Alzheimer's Association. 2024 Alzheimer's Disease Facts and Figures Report, Mississippi Statistics. <https://www.alz.org/media/Documents/mississippi-alzheimers-facts-figures-2024.pdf>

## LESSONS LEARNED



**Create a communication or dissemination plan early in the process.** MSDH has a robust set of findings that could be tailored for different audiences. Having a plan from the beginning on how, when, and where to communicate the findings of the work allows more reach across shared interest groups.

*“I think we could share the findings more. Our findings are very robust, and we have shared them with a few audiences where we’ve seen increased awareness. What would be very helpful is to have a plan of how we’re going to communicate the findings of this work, especially because you do have to tailor some of the information when you’re talking to lay people.”*

– BOLD Principal Investigator



**Leverage partnerships.** It is important to review both internal and external capacities and to be realistic about capabilities. Identifying partners that fill in gaps and are willing to assist is crucial to this work. The UMMC MIND Center took the lead on data analysis, which was a huge benefit as they had access to databases outside of MSDH’s reach and the staff capacity to conduct the data analysis.

*“We knew our office would have limitations in conducting the systematic analysis, so we reached out to our Research and Data goal group, and they were more than willing to do that.”*

– BOLD Principal Investigator

## RESOURCES



[Mississippi ADRD State Plan](#)  
[2023 Mississippi Healthy Aging Data Report](#)



\*

[Health Equity Ambassador Volunteer Description](#)  
[Social Determinants of Health \(SDOH\) Impact Report on ADRD](#)  
[Media campaign](#)

[Cultural competency training](#)  
[Presentation from annual conferences](#)

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Centers for Disease Control and Prevention  
National Center for Chronic Disease Prevention and Health Promotion  
Division of Population Health