significant knowledge gains upon completion. This successful education co-design required three critical elements: 1) an engaged co-design team led by people knowledgeable about healthcare and FCGs; 2) team access to collaborators/staff with the appropriate theoretical, research, and facilitation skills; and 3) an educational design team to bring stakeholders’ ideas to life. Leveraging stakeholders’ insights are a critical step towards the RAISE act goal of educating healthcare providers to include FCGs as partners-in-care.

SESSION 1430 (SYMPOSIUM)

EMPOWERING BEHAVIOR CHANGE TO SUPPORT BRAIN HEALTH AMONG OLDER ADULTS
Chair: Sarah Lock Co-Chair: Duke Han

This symposium will provide highlights from the Global Council on Brain Health’s (GCBH) body of work on behavior change. This work is focused on developing a better understanding of (a) how to persuade and motivate people to engage in sustained healthy behaviors, (b) how to change policies within local communities to support individuals’ ability to make healthy choices, and (c) how to optimize conditions for brain health so all can thrive. The GCBH is an independent collaborative of scientists, clinicians, scholars, and policy experts convened by AARP to provide evidence-based advice on what people and professionals can do to maintain and improve brain health. The Council translates scientific research into actionable recommendations aimed at helping to drive behavior change in individuals across communities and cultures. Experts were brought together to build consensus around a range of factors at the individual and societal level that influence individual behavior and decision-making. This presentation will also draw upon lessons learned from the field of health promotion and examples from communication campaigns around heart health will be discussed as they relate to brain health. Nationally representative surveys, fielded by AARP Research including diverse respondents of adults 40+ and health care professionals diagnosing and treating dementia, found that misperceptions and stigma about dementia are commonplace and hinder efforts to address brain-healthy behaviors. Physicians who used to treat dementia patients, now themselves living with dementia, discuss how championing change, providing hope and refuting stigma can even help those living with a dementia diagnosis.

HEART-HEALTHY LIFESTYLES REDUCE THE RISK OF COGNITIVE DECLINE
Sarah Lock1, and Kristine Yaffe2, 1. AARP, Washington, District of Columbia, United States, 2. University of California, San Francisco, San Francisco, California, United States

The Global Council on Brain Health (GCBH) convened experts from around the world to examine the impact of cardiovascular risk factors on brain health. GCBH issue experts carefully considered how high blood pressure, diabetes and stroke, as well as lifestyle choices such as diet and exercise, influence brain health in adults age 50 and over. The GCBH concluded that the best evidence to date shows us “what’s good for the heart is good for the brain.” Their consensus puts powerful tools in the hands of adults wanting to protect their brain as they age. The GCBH adopted 10 recommendations for individuals to incorporate into their lives to keep heart and blood vessels healthy and reduce the risk for cognitive decline and dementia. These recommendations and 16 practical tips are provided in the final report. Liaisons from numerous civic and nonprofit organizations with expertise in heart and brain health helped develop these recommendations for adults 50+ and their health care providers.

BOTH HEALTH CARE PROFESSIONALS AND PATIENTS HARBOR Misperceptions ABOUT DEMENTIA
Laura Mehegan, and David Parkes, AARP, Washington, District of Columbia, United States

Healthcare providers underestimate the willingness of adults to engage in a healthier lifestyle to potentially slow the progress of the disease and the willingness of patients to participate in research. Few adults recognize the impact lifestyle modifications have on the risk for cognitive decline and dementia, but some significant differences exist among perceptions amongst diverse communities. While most adults are willing to modify selected brain-healthy behaviors, relatively few currently engage in brain-healthy behaviors all or most of the time. Numerous discrepancies exist between the realities of dementia and overall feelings about a diagnosis. Among the most startling findings is 48% of adults believe they will likely have dementia — far more than will actually develop it. Health care providers substantially overestimate the worry that adults age 40 and older would feel if they had dementia. While one in five adults (19%) said they would feel ashamed or embarrassed if they had dementia, a staggering seven in 10 providers (69%) said their patients would feel ashamed or embarrassed. These negative perceptions by healthcare providers carry over into the interactions they have with patients when dealing with cognitive function. Nine in 10 adults age 40 and older (91%) want to be told of a dementia diagnosis, but only 78% of providers said they always tell patients the truth. There is a recognition by everyone that early diagnosis is beneficial, but most adults over 40 are not aware there are treatments available for dementia. More than half of adults do not know that dementia cannot be cured.

PHYSICIANS LIVING WITH DEMENTIA CHAMPION CHANGE, PROVIDE HOPE AND REFUTE STIGMA
Arnold Beresh,1 Brenda Roberts,2 Lisa Dedden Cooper,1 1. National Council of Dementia Minds, White Lake, Michigan, United States 2. National Council of Dementia Minds, Elwell, Michigan, United States 3. AARP Michigan, Owosso, Michigan, United States

This section of the symposium will show how to empower behavior change amongst the medical profession and the people they serve. Health care professionals who were diagnosing and treating dementia patients who are now themselves living with dementia will share insights into what needs to change by sharing “What I Wish I Knew Then.” We have asked three people from the National Council of Dementia Minds to join us for the symposium. Dr. Arnold Beresh, Brenda Roberts, and Lisa Cooper to speak on What I Wish I Knew Then. This part of the presentation is designed to provoke discussion on how best to engage doctors to support better brain health for older adults in the future.