



Brain Health Awareness Toolkit for Southern Nevada





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Introduction



Poor brain health can have significant impacts on your health and can increase your risk of cognitive impairment and dementia, including Alzheimer’s disease. Alzheimer’s disease is a growing public health concern in Nevada, and its impact is projected to rise. Recent data shows:

- 55,000 people age 65 and older are living with Alzheimer’s in Nevada¹
- 22.1% of people age 45 and older have subjective cognitive decline¹
- 87,000 family caregivers bear the burden of the disease in Nevada¹

A collaborative approach is necessary to promote brain health and increase awareness of Alzheimer’s disease. One strategy includes disseminating health information and resources to members of the community.

This social media toolkit features a sample blog post, social media graphics and additional resources. The items in this toolkit can be downloaded and modified for your audience. For questions or additional information, contact Zuleika Charles at HealthEquity1@SNHD.ORG.

¹ Alzheimer’s Association, 2025 <https://www.alz.org/professionals/public-health/state-overview/nevada>

Sample Blog Posts

Alzheimer's Disease & 10 Healthy Habits to Increase Brain Health

Alzheimer's is a type of dementia that affects memory, thinking and behavior—ultimately interfering with daily tasks and independence. Dementia is a collection of symptoms to describe the decline in cognitive abilities whereas Alzheimer's is the specific brain disease that causes dementia.

People with Alzheimer's experience memory loss, difficulty with familiar tasks, and struggle with disorientation. It is the most common form of dementia, affecting millions of people worldwide. While Alzheimer's is more likely to occur as people get older, it is not a normal part of aging.

Common risk factors for Alzheimer's include:

- High blood pressure and heart disease
- Head trauma or injury
- Poor sleep
- Social isolation and lack of mental stimulation

Although there is no cure for Alzheimer's, early diagnosis and lifestyle changes can help slow its progression and can improve quality of life. Brain health should be a key priority in life, no matter what age, as the brain influences overall well-being. Here are a few ways to promote brain health:

- 1. Challenge Your Mind.** Engaging your mind with activities such as puzzles or learning new skills supports both immediate and lasting brain health. The Osher Lifelong Learning Institute (OLLI) at UNLV provides a variety of workshops and classes designed to keep your brain active and challenged.
- 2. Stay in School.** Education reduces your risk of cognitive decline associated with Alzheimer's. Encourage youth to stay in school and pursue the highest level of training possible. Continue your own education by taking a class at a local library, college or online.
- 3. Protect Your Head.** Help prevent an injury to your head by wearing a helmet during activities like biking or sports. Protecting your head can reduce the risk of brain trauma. Learn more about head injury prevention at the Centers for Disease Control and Prevention Prevent TBI website.



- 4. Be Smoke-Free.** Smoking and vaping harm nearly every organ of the body, including the brain. Quitting smoking preserves brain structure and supports healthy blood flow. The Nevada Tobacco Quitline offers free phone-based and online services to Nevada residents 13 years or older. Call 1-800-784-8669 or go to www.nevadatobaccoquitline.com for resources.
- 5. Control Your Blood Pressure.** Managing high blood pressure helps protect your blood vessels and may lower the risk of developing Alzheimer’s disease. Partner with a healthcare provider or access the Health District’s heart health resources to take steps toward a healthier heart and healthier mind.
- 6. Eat Healthy.** Eating healthier foods can reduce the risk of cognitive decline. Choosing healthier meals and snacks that you enjoy and are available to you provides the brain with essential nutrients. Get Tips for Eating Health or join the Nutrition Challenge to increase the number of fruits and vegetables in your diet.
- 7. Get Moving.** Regular physical activity boosts blood flow to the brain and is linked to a reduced risk of cognitive decline associated with Alzheimer’s. Get active with local exercise programs like those offered by Las Vegas Parks and Recreation or Walk Around Nevada.
- 8. Sleep Well.** Consistently getting 7-9 hours of quality sleep each night allows the brain to clear toxins and strengthen memory. Find tips for better sleep from the National Sleep Foundation.
- 9. Manage Diabetes.** Keeping diabetes under control prevents vascular damage in the brain and supports long-term cognitive health. The Health District offers free classes recognized by the American Diabetes Association that may help in managing and reducing the risks of diabetes.
- 10. Maintain A Healthy Weight.** Sustaining a healthy weight through a balanced diet, exercise and sleep protects against metabolic conditions that increase Alzheimer’s risk. Explore Weight Management resources to encourage healthy habits.

Identifying symptoms early allows individuals with Alzheimer’s and their loved ones to prepare for the future and access needed support and resources to live a healthy, more balanced life.

Sample Social Media Posts

Below are sample social media posts and captions that can be posted on your agency’s social media accounts. The images are downloadable from the link below. Logos from your agency can be added to the images. The captions below can be adapted to better resonate with your audience.

[Download images here.](#)

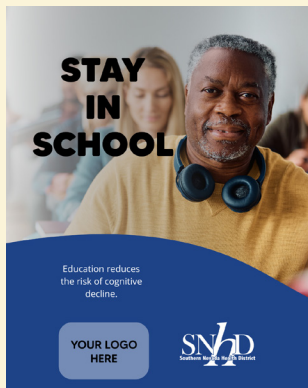
1.



FACEBOOK | Challenge Your Mind

Keep your mind engaged. Puzzles, reading, and learning new skills can support brain health now and over time. Learn more: @Alzheimer’s Association

2.



TWITTER | Stay in School

Education supports lifelong brain health. Encourage youth to stay in school—and keep learning at any age through classes, reading, or new skills. More info: @alzassociation

3.



INSTAGRAM | Protect Your Head

Protect your brain—wear a helmet when biking or playing sports. Preventing head injuries helps reduce the risk of brain trauma. Learn more ways to support brain health: @alzassociation

4.



FACEBOOK | Be Smoke Free

Smoking and vaping harm nearly every organ—including your brain. Quitting supports healthy blood flow and brain function. Get help: Nevada Tobacco Quitline 1-800-784-8669 <http://www.nevadatobaccoquitline.com>

5.



FACEBOOK | Control Your Blood Pressure

Managing high blood pressure helps protect your brain and may lower Alzheimer’s risk. Check your blood pressure at a provider, pharmacy, or community site. Find free screenings: @Get Healthy Clark County

6.



FACEBOOK | Eat Healthy

Eat well for your brain. Healthy meals and snacks provide nutrients that support cognitive health. Tips: gethealthyclarkcounty.org/eat-better/

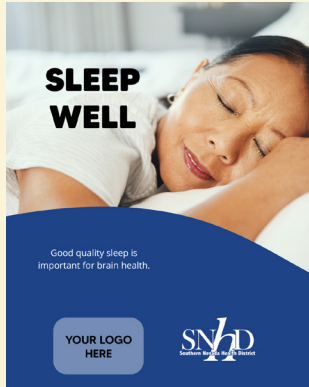
7.



INSTAGRAM | Get Moving

Stay active for your brain. Regular physical activity boosts blood flow and may reduce the risk of cognitive decline. Find local resources: [@gethealthycc](http://gethealthyclarkcounty.org)

8.



TWITTER | Sleep Well

Aim for 7–9 hours of quality sleep each night. Sleep helps your brain clear toxins and strengthen memory. Learn more: @sleepfoundation

9.



FACEBOOK | Manage Diabetes

Managing diabetes supports long-term brain health. Explore free local classes and resources: gethealthyclarkcounty.org/manageyour-risk/local-diabetes-resources/ @Get Healthy Clark County

10.



FACEBOOK | Maintain A Healthy Weight

Maintain a healthy weight with balanced nutrition, activity, and sleep to reduce Alzheimer’s risk. Explore resources: gethealthyclarkcounty.org/manage-your-risk/obesity @Get Healthy Clark County

Resources

Below are some national and local resources that offer more information about health and how to reduce the risk of Alzheimer's Disease and Dementia.

Alzheimer's Association

www.alz.org

The Alzheimer's Association is a national organization that promotes global research, risk reduction and early detection. The Desert Southwest Chapter provides local resources and information.

National Institution on Aging

<https://www.nia.nih.gov/health/alzheimers-and-dementia>

The National Institute on Aging is a national research center. They provide research and information related to reducing the risk of Alzheimer's and Dementia.

Dementia Friendly Nevada

www.dfnv.org

The Dementia Friendly Nevada initiative is focused on cultivating and strengthening communities in becoming more respectful, educated, supportive, and inclusive of people living with dementia and their care partners. There are nine communities throughout Nevada that bring stakeholders together.

Cleveland Clinic Lou Ruvo Center for Brain Health

<http://my.clevelandclinic.org/departments/neurological/depts/brain-health>

Cleveland Clinic Lou Ruvo Center for Brain Health is dedicated to the pursuit of more effective treatments for memory loss, dementia and other cognitive disorders and to the provision of state-of-the-art care for individuals affected by these diseases and their care partners.

Kirk Kerkorian School of Medicine at UNLV

www.unlv.edu/medicine/brain-health

The Department of Brain Health is part of the Kirk Kerkorian School of Medicine at UNLV. Their mission is to advance research and education to benefit brain health and the care and treatment of people with brain disorders across their lifespan. The faculty specialize in several areas that range from basic to clinical research in neurodegenerative disease, stroke rehabilitation, and new drug discoveries.

Clark County Adult Care Services

www.clarkcountynv.gov/residents/assistance_programs/adult-care-services

The Clark County Adult Care Services is dedicated to supporting low-income seniors and individuals with disabilities. Their services include homemaker services, adult day care, and long-term care assistance, all tailored to meet the specific needs of our community members. These programs operate on an income-based model, necessitating a yearly eligibility determination for qualification.