

National Council of Urban Indian Health Announces Wisdom Keepers: Campaign to Raise Awareness of Alzheimers and Dementia for Urban Indian Elders

Category: News

written by NCUIH | September 4, 2020

Studies show that 1 out of 3 American Indian and Alaska Natives over the age of 65 are at risk for developing Alzheimer's disease and related dementia.

Washington, D.C. (September 4, 2020) – Today, the National Council of Urban Indian Health (NCUIH) announced the launch of a social media campaign during the month of September to raise awareness about Alzheimer's and related dementia within the American Indian and Alaska Native community and to encourage urban Indians to visit their local Urban Indian Organization for health screening and wellness check-ups. The campaign was funded through a grant from the Centers for Disease Control and Prevention (CDC).

"As our country is battling COVID-19, it is important that our communities are doing all they can to stay healthy. The National Council of Urban Indian Health (NCUIH) was honored to partner with the Centers for Disease Control and Prevention (CDC) on this critical project. In Native culture, our elders are the most revered members of our communities and we want to make sure they can keep their wisdom for years to come. We hope that this campaign will help our urban Indian communities raise necessary awareness about important risk reduction efforts for Alzheimer's and related dementia," said Francys Crevier, Chief Executive Officer of NCUIH.

The campaign materials include: [1 social media toolkit](#), 3 videos: [Keeping Wisdom Keepers Healthy](#) | [Recognizing the Signs of Alzheimer's in Wisdom Keepers](#) | [Wisdom Keepers Living Healthfully with Alzheimer's](#), [1 vertical poster](#), [1 horizontal poster](#), [1 flyer](#), [5 graphics for Facebook and Instagram](#), [3 GIFs](#).

Find out more at <https://www.ncuih.org/wisdomkeeper>.