

CASE STUDY: MELANIN MINDED'S WORK IN MILWAUKEE, WI TO EDUCATE CHURCH CONGREGATIONS ON DEMENTIA

Melanin Minded's initiative in Milwaukee demonstrates the powerful impact of culturally tailored health education. By utilizing the trusted platform of church congregations, the organization is successfully disrupting stigma and increasing awareness for change.

CHALLENGE:

Dementia is often misunderstood and stigmatized within African American communities, leading to delayed diagnosis and inadequate support for affected individuals and their families. The lack of awareness and culturally relevant information further exacerbates these challenges.

OVERVIEW:

Melanin Minded, a non-profit organization dedicated to addressing health disparities in communities of color, has made significant strides in Milwaukee, WI, through its educational initiatives on dementia. Recognizing the importance of culturally tailored health education, the organization focuses on empowering African American communities by leveraging the influential role of churches.

In addition to leveraging AGE-u-cate's Dementia Live training program, Melanin Minded collaborated with Dr. Fayron Epps and Alter, an organization focused on building resources and awareness around dementia in African American and faith communities, as well as other local healthcare professionals, dementia experts, and church leaders to ensure the program's success. Workshops were designed to be engaging and interactive, incorporating personal stories, role-playing scenarios, and Q&A sessions. Church leaders will receive ongoing, specialized training to become community advocates for dementia awareness.

INITIATIVE:

Milwaukee's Foundational Churches are spearheading the effort to provide care and support to individuals living with Alzheimer's Disease and Related Dementias (ADRD) and their caregivers. New and ground breaking resources, services, and support are on the horizon, targeting underserved communities within the Dementia Capable framework. The initiative involves a multi-faceted approach:

- **Workshops and Seminars:** Organizing interactive sessions within churches to provide information on dementia the importance of early diagnosis.
- **Training Church Leaders:** Equipping pastors and church leaders with the knowledge and resources to support congregation members dealing with dementia.
- **Resource Distribution:** Providing educational content tailored to the cultural context of underserved communities.
- **Worship and Spiritual Support:** Integrating worship and spiritual guidance into the program, recognizing the importance of spiritual well-being and faith in coping with and understanding dementia.

KEY GOALS:

- **Increase Awareness:** Significantly increase the number of congregation members who can identify early signs of dementia.
- **Early Diagnoses:** Empower more individuals to seek medical evaluations for themselves or loved ones, leading to earlier diagnosis and intervention.
- **Community and Spiritual Support:** Strengthen support networks within church communities, providing emotional, spiritual, and practical assistance to those living with dementia and their caregivers.



MILWAUKEE'S FOUNDATIONAL CHURCHES:

Unity Gospel House of Prayer

Christ the King Baptist Church

Ebenezer Church of God in Christ

Ephesians Missionary Baptist Church

Community of Grace Baptist Church

Calvary Baptist Church

HOW YOU CAN SUPPORT:

The impact of Melanin Minded's work has been profound. Dr. Bashir Easter and his team have seen a significant increase in dementia awareness, early diagnoses, and the establishment of robust support networks within church communities. Their program has not only educated but also empowered individuals and families to seek the help they need and support one another.

Ongoing support is crucial in sustaining and expanding the efforts within each church congregation. By funding identified needs you are investing in the health and well-being of underserved communities in Milwaukee. Your support will help each church to continue to provide vital education, resources, and support to those affected by dementia.

Thank you for considering a donation to Melanin Minded and the dementia education initiative in Milwaukee. Your generosity will help continue each church's mission to educate, empower, and uplift their community.

Contact info@melaninmindedllc.com for more information.



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[Click to listen to Dr. Easter and Dr. Epps featured in "Building Bridges: Addressing the Dementia Crisis in Communities of Color"](#)