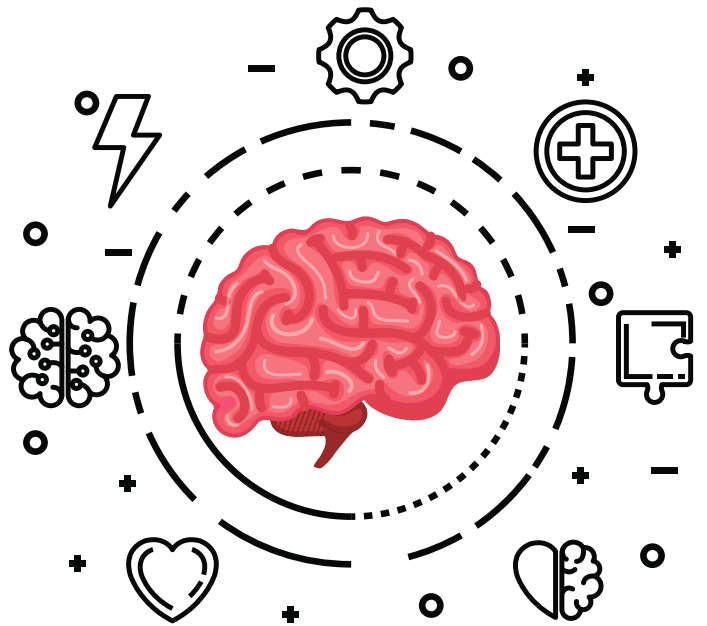


La Crosse County Community Support for Brain Health



La Crosse County Brain Health & Dementia Awareness Resources



A comprehensive collection of local resources aimed at promoting overall brain health for everyone in the community. This guide is designed to provide valuable information and support for maintaining cognitive well-being at all stages of life. Whether you're looking for resources on stress management, healthy habits, brain-boosting activities or warning signs and early detection, this guide offers practical tools and expert advice to help you take proactive steps toward a healthier brain. We believe that brain health is a vital part of overall well-being, and this guide is here to support you in fostering a strong and resilient mind for years to come.

Programs/Resources Listed are:

- No Cost, unless noted (\$)
- No residency requirement, unless noted (LC) for La Crosse County residents
- Aging and Disability Resource Center of La Crosse County (ADRC)

Community Support for Brain Health

↘ **Wits Workout Brain Enrichment (ADRC)**

A brain health resource from the University of IL geared toward older adults in community settings. Wits Workout has two main goals—to provide purposeful opportunities for older adults to engage intellectually, and to increase their socialization through ongoing group participation. Call 608-785-5700 to see upcoming offerings.

↘ **Boost Your Brain & Memory Class (ADRC)**

A six-session evidenced-based class that takes a holistic approach to brain fitness. Learn how to care for your brain and memory strategies to incorporate in daily life! Call 608-785-5700 to see upcoming classes.

↘ **Healthy Living with MCI Education Series (ADRC, Hillview, Wisconsin Alzheimer's Institute)**

A free quarterly support and education series about brain health and living well with MCI. The series is a support and education program about brain health and living well with MCI. Classes offer attendees guidance and science-backed strategies for living and coping with memory and thinking changes. Facilitated by Dr. Nathaniel Chin, a memory clinic doctor with UW Health and medical director of the Alzheimer's Disease Research Center. Participation is open to all and available to attend at host site or online via Zoom. <https://www.adrc.wisc.edu/mci> or Contact: 608-785-5700

↘ **High Octane Brain Fitness (ADRC)**

A science-based cognitive fitness and brain health coaching program developed by Dr. Michelle Braun, and inspired by her bestselling book, High-Octane Brain: 5 Science-Based Steps to Sharpen Memory and Reduce Your Risk of Alzheimer's. The program includes classes, support, and resources to optimize memory, slow cognitive aging, significantly lower the risk of Alzheimer's, and maximize independent functioning and quality of life. www.highoctanebrain.com
Interested? Call 608-785-5700.



Dementia LIVE (ADRC and Dementia Friendly Coalition)

An evidence-informed experience that immerses participants into what it may be like to live with dementia. Following the immersive experience, participants engage in facilitated discussion which results in a deeper understanding. Offerings vary. Call 608-785-5700.



Dementia Friends WI (ADRC)

- Dementia Friends is a global movement with the mission of changing the way people think, act, and talk about dementia. One hour awareness session or one-and-a-half-hour Champion presenter trainings by request. Call 608-785-5700.
- Youth Dementia Friends uses activities and children's book 'Grandpa & Lucey' for dementia awareness & education, strengthening empathy & resilience. Use at home, in class, clubs or online. Call 608-785-5700.



Public Presentations & Trainings provided by the Dementia Care Specialists

Various topics, including:

- Brain Health
- Alzheimer's and other dementias
- Warning signs
- Caregiving
- More! Tailored to fit your needs, interactive to help your group learn about these subjects and the resources available in your community. Call 608-785-5700 (In person or Virtual).



Online Resources:

- The Alzheimer's Association <https://www.alz.org/wi>
- The Alzheimer's Foundation of America <https://alzfdn.org/>
- Lewy Body Dementia Association <https://www.lbda.org/>
- Association for Frontotemporal Dementias <https://www.theaftd.org/>
- WI Parkinson Association <https://wiparkinson.org/>
- Alzheimer's.Gov www.alzheimers.gov/

Early Detection and Awareness

Free Brain Checks (ADRC)

A Brain Check is a brief tool used to assess for changes in memory and cognition. Screenings are free and confidential. Information & education provided. Held in community settings across the county throughout the year. Call for available appointments 608-785-5700.

Dementia Friendly Business Training (ADRC)

Free education for businesses and agencies (including faith communities) to equip their management teams and staff in better understanding how to support patrons with dementia, tips, and resources. Customized to fit your needs. Call 608-785-5700 to schedule.

Dementia Friendly Community—La Crosse County Coalition

Our goal is to create a community where people living with dementia can remain active, safe and are met with understanding to live the highest quality of life. Through hosting events, education and a quarterly networking meeting, professionals, family caregivers and people with dementia in early stages partner to raise awareness and share resources. Follow on Facebook “Dementia Friendly Community—La Crosse County Coalition.” Contact adrc@lacrossecounty.org to join networking events and get on distributions lists.



June Brain Health & Dementia Awareness Month (ADRC)

Every year we recognize Brain Health and Dementia awareness through special focus throughout the month of June. Our purpose is raising awareness and sharing about brain health, dementia and the variety of supports and resources available. Call 608-785-5700 for scheduled activities.

Bringing Hope & Light to the Dementia Journey

Statewide Dementia Conference (donations accepted)

This conference is intended for people living with MCI, people living with dementia, family caregivers, community members, and professional. Held annually across the state and coordinated by Dementia Care Specialists. Call 608-785-5700 for annual location/date. _____

Healthy Aging Conference (Emplify by Gundersen) (\$)

Held annually in La Crosse to educate conference attendees and raise awareness on actions we can take to help others preserve healthy bodies and minds as we age. For information, call Emplify Office of Population Health 608-775-4717. _____

WI State Alzheimer's Association Conference (\$)

Held annually, the Wisconsin State Conference attracts hundreds of professional and family care providers and is one of the largest and most comprehensive statewide conferences dedicated to Alzheimer's and dementia. Website: alz.org/wi or Call 24/7 Helpline: 1-800-272-3900

La Crosse Walk to End Alzheimer's

(WI Alzheimer's Association) (donations accepted)

Held annually in September, a fundraiser for Alzheimer's care, support, and research. This event calls on participants of all ages and abilities to join the fight against the disease. No registration fee, all participants are encouraged to raise funds that allow the Alzheimer's Association to continue its mission of care and support, advocacy, advancing research for prevention, treatment and, a cure. For more information act.alz.org/lacrosse _____

EndAlz Fest Foundation <https://endalzfest.com/>

(donations accepted for Caregiver Wishes, Spark on the Go)

Local 501(c)3 Foundation whose purpose is to raise funds to provide support, services, and education to individuals, families, caregivers that are affected by Alzheimer's and other forms of dementia in the Coulee Region. The foundation will engage in supportive efforts to other related organizations with a similar mission and vision. Annual fundraising event "EndAlz Fest" (\$) held in June. _____

**WHILE NO ONE CAN CHANGE THE OUTCOME OF DEMENTIA,
WITH THE RIGHT SUPPORT YOU CAN CHANGE THE JOURNEY
-TARA REED**

Notes

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Aging and Disability Resource Center of La Crosse County

Address: 300 4th Street North
La Crosse, WI 54601

Website: www.lacrossecounty.org/adrc

Email: adrc@lacrossecounty.org



Phone: 608-785-5700

Phone Toll Free: 1-800-500-3910

**Donations to the Dementia Care Specialist Program are welcomed
and contribute to local programming and resource development.**

Funds stay in La Crosse County.

Please call the ADRC to discuss 608-785-5700.