



Asian American Research Center on Health

Abstract

Title: [Dementia Health Promotion for Chinese Americans.](#)

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Abstract:

INTRODUCTION:

This study aims to describe the results of a dementia awareness campaign in the Chinese American community.

METHODS:

The campaign consisted of a health fair, four dementia seminars, radio shows, television episodes, and a YouTube series. Descriptive statistics and qualitative data were obtained from various health communication channels.

RESULTS:

There were 156 and 313 participants in the health fair and dementia seminars, respectively. The participants in each component of the campaign also provided qualitative data on barriers and effective ways to disseminate awareness of dementia and brain health.

CONCLUSION:

A dementia awareness campaign may be an effective way to reduce health disparities and dementia in the Chinese American community.