

2.4 PRIORITY POPULATION IDENTIFICATION WORKSHEET

This worksheet helps communities identify and document priority populations for Healthy Brain and dementia-friendly initiatives. It is designed for use in Component 2 of the Healthy Brain Toolkit and supports focused, equitable, and achievable planning.

Instructions: Use data, lived experience, and community insight to complete this worksheet. Communities are encouraged to identify 2–4 priority populations to focus on initially.

1. COMMUNITY CONTEXT

Community Name	County/Region	Date Completed	Completed By

2. COMMUNITY DATA SNAPSHOT

When identifying priority populations, communities should consider demographic, cultural, geographic, and health-related factors that may influence brain health outcomes, dementia risk, access to care, and available support services.

Age considerations are particularly important. While many brain health, dementia awareness, and caregiver support initiatives focus on adults age 65 and older, some populations may benefit from earlier outreach, education, and intervention efforts.

Communities should consider:

- Age at which outreach and education efforts should begin
- Health disparities and risk factors affecting specific populations
- Life expectancy differences that may influence when services are most beneficial
- Cultural considerations and community values
- Access to healthcare, screening, and support services
- Opportunities for earlier intervention and prevention

Recommendation: Communities should use local demographic data, community input, and partner feedback to determine whether priority populations should include adults younger than age 65, particularly in communities experiencing health disparities, reduced access to care, or other factors that may affect brain health outcomes.

Discussion Question: Are there populations in your community that may benefit from brain health education, dementia awareness, or caregiver support before age 65? If yes, which populations and why?

SD Prevalence Map & Spreadsheet - County Level Alzheimer's Prevalence

Data Note: Alzheimer's prevalence estimates are obtained from the Alzheimer's Association, which projects regional case numbers by overlaying established epidemiological risk data (from the CHAP and ADAMS longitudinal cohorts) onto localized U.S. Census Bureau demographic profiles.

- Age distribution (e.g., % age 65+, populations under age 65 that may benefit from early intervention): _____
- Estimated dementia prevalence (if available): _____
- Caregiver Prevalence (refer to Community Assessment): _____
- Service considerations (refer to Service Mapping Template): _____
- Rural/frontier/urban or geographic considerations: _____

3. LIVED EXPERIENCE & COMMUNITY INPUT

Information gathered from community members, caregivers, or people living with dementia (refer to Community Assessment)?

4. POTENTIAL PRIORITY POPULATIONS

Population Group	Level of Need (High/Medium/Low)	Population Group Barriers or Challenges	Existing Supports	Notes

5. SELECTED PRIORITY POPULATIONS

1. _____
2. _____
3. _____
4. _____

6. RATIONALE FOR SELECTION

Why were these populations selected?

7. IMPLICATIONS FOR PLANNING

How will the program influence programs, outreach, and partnerships?

This worksheet should be revisited periodically as community needs, data, and capacity change.