

ADEAR UPDATE

September 2010



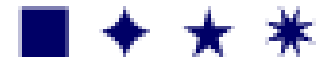
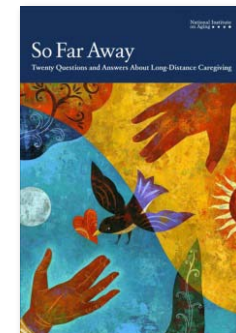
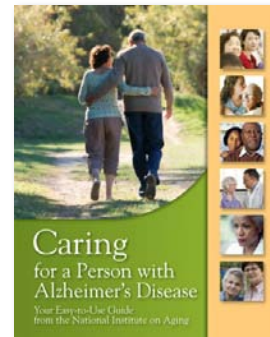
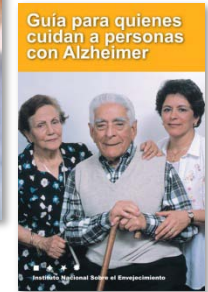
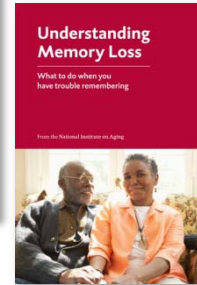
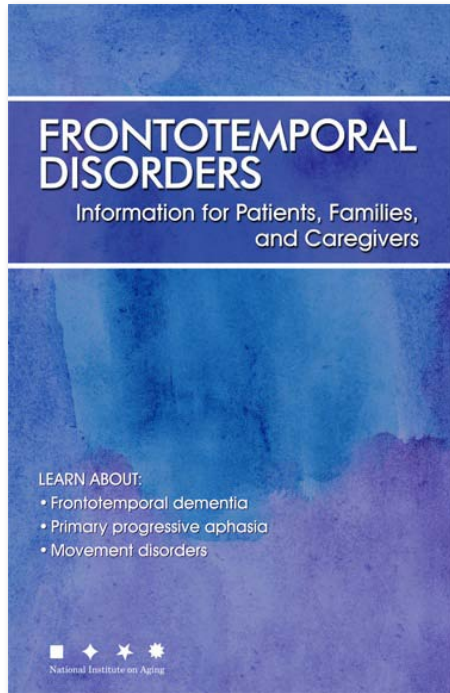
Jennifer Watson

Project Officer, ADEAR Center

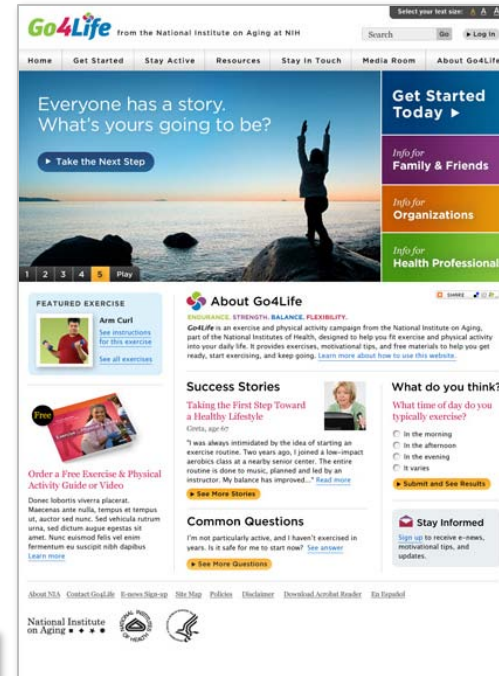
NIA Office of Communications & Public Liaison



New/Updated Publications



- Books, videos – English, Spanish
- Website
- Other materials
- Campaign



ADEAR Website

- Pubs
- News
- Subscribe to alerts
- Other helpful resources



The screenshot shows the ADEAR website homepage. At the top, it features the National Institute on Aging logo and the ADEAR logo. The main content area includes a welcome message, a description of the center's mission, and a list of news and events. The right sidebar contains a navigation menu for Alzheimer's information and highlights for recent publications.

U. S. NATIONAL INSTITUTE OF HEALTH
National Institute on Aging
LEADING THE FEDERAL EFFORT ON AGING RESEARCH

ADEAR
Alzheimer's Disease Education & Referral Center
800-438-4380

Welcome to the ADEAR Center

The Alzheimer's Disease Education and Referral (ADEAR) Center Web site will help you find current, comprehensive Alzheimer's disease (AD) information and resources from the National Institute on Aging (NIA).
[...more about ADEAR](#)

News & Events

Experts Seek Comment on Possible Updates to AD Diagnostic Criteria
July 13, 2010 - Workgroups convened by NIA and the Alzheimer's Association unveiled proposals to update clinical diagnostic criteria for AD and MCI and research criteria for pre-AD and biomarkers in MCI at the 2010 Alzheimer's Association International Conference on AD. The groups are now [seeking comment on the draft criteria](#). For additional background information: [Press release](#), [workgroup panel Q&A 1](#), [workgroup panel Q&A 2](#)

Gene Linked to Alzheimer's Disease Plays Key Role in Cell Survival
June 10, 2010 -- Scientists have discovered that a gene linked to Alzheimer's disease may play a

ALZHEIMER'S INFORMATION

- General Information
- Causes
- Symptoms
- Diagnosis
- Treatment

HIGHLIGHTS

NEW! Connections Spring/Summer 2010 issue now online!

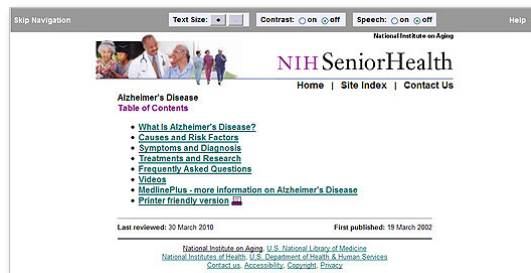
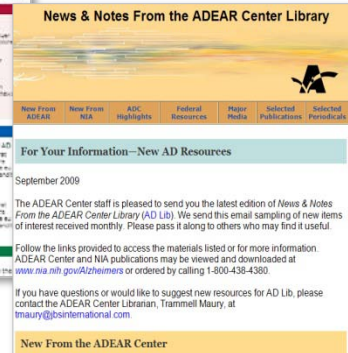
2008 Progress Report on Alzheimer's Disease

www.nia.nih.gov/alzheimers



Stay in Touch!

- Connections
- News & Notes from AD Lib
- Spotlight on Aging Research (SOAR)
- e-Updates
- NIHSeniorHealth.gov



NIH Resource: Clear Communication

- Plain language
- Health literacy
- Cultural competency

The screenshot shows the NIH website page for 'Clear Communication: An NIH Health Literacy Initiative'. The page features a navigation menu with links for HOME, HEALTH, GRANTS, NEWS, RESEARCH, INSTITUTES, and ABOUT NIH. The main content area includes a 'Quick Links' sidebar with options for Clear Communication, Health Literacy, Plain Language, Clear & Simple, Cultural Competency, and Current Research. The main text describes the NIH Office of Communications and Public Liaison (OCPL) and its 27 component public affairs offices, which work to connect research with the public. It mentions that OCPL serves as liaison to the Department of Health and Human Services (HHS) on a number of issues related to health literacy. The page lists two key objectives of the initiative: 1. Providing information in the form and with the content that is accessible to specific audiences based on cultural competence, and 2. Incorporating plain language approaches and new technologies. A sidebar on the right titled 'Precepts About Health Communications' lists four key points: Know your objectives, Audiences, Strategy, and Partners/Collaboration. A small image of a diverse group of people is also visible on the right side of the page.

www.nih.gov/clearcommunication



NIH Support for Study Recruitment

- **ResearchMatch – CTSA registry** (www.researchmatch.org)

- **NIH Clinical Research Awareness Working Group**

Goals:

- Raise awareness among the general public and the medical community of
 - Importance of NIH-supported clinical research to public health,
 - Need for clinical trial participants, and
 - Benefits of clinical trial participation for the public's health.
- Cultivate partnerships with NIH grantees and other stakeholders to assist with a comprehensive awareness-building initiative.
- Increase visibility of NIH as a leader in the support and conduct of clinical research.



And remember...

- **Send us your draft papers**
- **Let us know about events**
- **Clinical trials & studies**
 - **ADEAR clinical trials database**
- **Collaborate on materials**

