

# ADRC Partnership with BOLD Grant

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Building Our Largest Dementia  
Infrastructure for Alzheimer's Disease  
for Hmong in Wisconsin

# ADRC Involvement

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Five-year project with the Wisconsin Department of Health Services

Our goal is to educate and increase awareness of Alzheimer's disease and related dementias among Hmong in Wisconsin.

- Create sustainable materials in Hmong
- Develop cultural strategic plans
- Implement plans through community outreach

# Our Team

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**Shia Yang**

Language Access Coordinator –  
Bilingual Hmong  
Dane County Dept of Human Services



**Ellen Taylor**

Dementia Care Specialist  
ADRC of Dane County



**MaiSee Thao**

Information & Assistance  
Specialist – Bilingual Hmong  
ADRC of Dane County



**Kayla Olson**

Dementia Care Specialist  
ADRC of Dane County

# Understanding Dementia in Hmong

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- Hmong view dementia as a normal part of aging or a spiritual cause to memory impairment.
  - Which could be perceived as not a devastating disease or concern
- BOLD creating culturally appropriate materials in Hmong may develop a better understanding with managing the condition within the culture.
  - Help caregivers recognize behavioral signs early to better support their loved ones and accept supports when necessary to avoid caregiver burnout.

# Year One (2024) Educational Materials Created

## KOJ KEV NCO PUAS HLOOV?

Losis paub leeg twg muaj kev nco tsi zoo lawm?

Dementia yog ib los lus piav txog tus neeg tsi meej pem thiab nco tsi zoo lawm ua kev cuam tshuam tus neeg lub neej txhua hnuv. Cov kev hloov no yog tshwm sim los ntawm kab mob hauv lub hlwb.

### MOB TSHWM SIM

- Nyuaj rau kev xav ntsoov
- Yam yooj yim hloov mus yam nyuab
- Nrhiav nrhiav lus
- Ua xyem xyav
- Cwj pwm hloov thiab chim sai

### YAM ZOO NTAWM MUS NTSIB KWS KHO MOB:

1. KUAJ TAU TUS KAB MOB
2. TXAIS TAU KEV PAB
3. NKAC SIAB TXOG TUS KAB MOB
4. PAUB HLOOV LUB NEEJ PHIM TUS MOB



### LWM YAM UA TAU KOJ NCO TSI ZOO:

- Tshuaj
- Ntxhov siab
- Lwm Yam Mob
- Kis Kab Mob
- Tsis Hnov losis  
Tsis Pom Kev Zoo
- Pw Tsis Tsaug Zog
- Noj Haus Tsis Txaus  
Rau Lub Cev



**AGING & DISABILITY  
RESOURCE CENTER**  
2865 N. Sherman Ave.  
Madison, WI 53704  
Toll-Free: (855) 417-6892  
Phone: (608) 240-7400

## HAVING CHANGES IN YOUR MEMORY?

Or know someone who is?

Dementia is defined as changes in cognition and memory that impact daily life. These changes are caused by a disease in the brain.

### SYMPTOMS

- Hard to concentrate
- Struggling with familiar tasks
- New problems with words
- Confusion about time and place
- Mood or personality changes

### BENEFITS OF SEEING A DOCTOR:

1. GET A DIAGNOSIS
2. GET THE SUPPORT YOU NEED
3. LEARN ABOUT THE DISEASE
4. WHAT LIFESTYLE CHANGES TO MAKE



### OTHER POSSIBLE REASONS FOR MEMORY LOSS:

- Medications
- Depression
- Other Health Conditions
- Infections
- Hearing or Vision Problems
- Sleep Disturbances
- Lack of Nutrition



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# Year One (2024) Educational Materials Created

**Dementia Friendly Training**      **Keu Zoo Qhia Txog Dementia**



**What is Dementia?**      **Dementia yog Dabtsi?**

Dementia is defined as changes in cognition and memory that impact daily life. These changes are caused by a disease in the brain.

- Not a normal part of aging

Dementia yog ib los lus piav txog tus neeg tsis meej pem thiab nco tsis zoo lawm cuam tshuam tus neeg lub neej txhua hnub. Cov kev hloov no yog tshwmsim los ntawm kab mob hauv lub hlwb.

- Tsis yog tim tus neeg pib laus

**Possible Reasons for Memory Changes**      **Qeeyam Ua Rau Yus Nco Tsis Zoo**

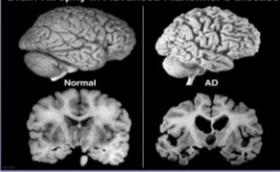


**Types of Dementia**      **Dementia yog lo lus loj piav txog ntau tus mob**



**Brain Failure**      **Lub Hlwb Tsis Ua Hauj Lwm Zoo**

**Brain Atrophy in Advanced Alzheimer's Disease**



**Characteristics of Memory Loss**      **Yam Ntxwv Tus Neeg Nco Tsis Zoo Lawm**

- Hard to concentrate
- Struggling with familiar tasks
- New problems with words
- Confusion about time and place
- Mood or personality changes

- Nyuj rau kev xav
- Yam yooj yim hloov mus yam nyuab
- Nrhiav nrhiav lus
- Tsis meej pem
- Cwj pwm hloov thiab chim sai

**Example of some slides from our power point presentation**

**All materials created were in both Hmong and English**

# Community Outreach

- Our team exceeded the State's expectations in year one. We did more outreach presentations than the goal (one per year).
- Total of 4 outreach events (total of 81 people attended)
  - April 3, 2024 - Hmong Institute (16 people)
  - July 15, 2024 - Wisconsin Hmong Association (11 people)
  - August 21, 2024 - Southeast Asian Healing Center (23 people)
  - October 12, 2024 - SoSiab Care (31 people)

# Special Opportunity

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- Wisconsin's First Lady Kathy Evers "Hope and Research" holiday display at the Governor's mansion.
  - People in the community heard of the Hmong Dementia Outreach.
  - Heidi Neeley from Alzheimer's Association, Wisconsin Chapter reached out with the opportunity to have Hmong represented through handmade Hmong ornaments.





Our team worked with local Hmong churches to create 30 Hmong ornaments for the display.

Often times Hmong are reluctant to talk about dementia as it is perceived to be a taboo or stigma. This activity created an opportunity that was safe and comfortable to have open dialogue around dementia.



# Year Two (2025)

- **March 13<sup>th</sup>** - Outreach at Bayview Foundation
  - 21 people attended
- **June** - Translated Dementia Friendly Guide
- **August 15<sup>th</sup>** - Worked with Nyob Zoo TV, LCC to produce a Hmong dementia movie



**DEMENTIA FRIENDLY GUIDE**

DEMENTIA is a general term used to describe a set of symptoms resulting from disease such as Alzheimer's, strokes, Parkinson's, Lewy body, frontotemporal dementia, and more. It can affect memory, thinking, language, personality and behavior.

**APPROACH**

- From the front
- Smile
- Make eye contact
- Friendly facial expression
- Open & friendly body language
- Kind tone of voice

**COMMUNICATE**

- Speak clearly
- Simplify & slow down
- Short sentences
- Pause between sentences
- Give one direction at a time
- Ask one question at a time
- Repeat
- Re-phrase
- Use gestures

<p><b>THINGS TO DO</b></p> <ul style="list-style-type: none"> <li>• Offer to help</li> <li>• Reduce distractions</li> <li>• Acknowledge feelings</li> <li>• Show acceptance</li> <li>• Include</li> <li>• Remain calm</li> </ul>	<p><b>THINGS NOT TO DO</b></p> <ul style="list-style-type: none"> <li>• Take things personally</li> <li>• Ignore</li> <li>• Isolate</li> <li>• Overwhelm</li> <li>• Argue</li> <li>• Talk too fast</li> </ul>
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**PATIENCE IS THE KEY**

**HAVE IT...SHOW IT...MODEL IT.**

**Kev Zoo Qhia Txog Dementia**

DEMENTIA yog ib los lus pnav txog ntau tus mob xws li Alzheimer's, strokes, Parkinson's, Lewy body, frontotemporal dementia, thiab lwm yam mob. Cuam tshuam kev nco, kev xav, kev hais lus, thiab hloov ib tug neeg tug cwj pwm.

**CUAG TUS NEEG**

- Los pem hauv ntej
- Luag ntxhi
- Saib tus neeg ob lub qhov muag
- Ua lub ntsej muag siab zoo
- Qhib siab & coj tus cwj pwm zoo
- Siv suab zoo thiab zoo mloog

**SIB TXUAS LUS**

- Hais lus kom meej
- Siv lus yooj yim & maj mam hais lus
- Txhob hais lus ntau ntau
- Nres txhob tham ntau
- Txib ib yam tes hauj lwm xwb
- Nug ib kab lus xwb
- Hais tas hais dua
- Pnav yam yooj yim
- Siv tes pnav thaum hais lus

<p><b>YUAV TSUM UA</b></p> <ul style="list-style-type: none"> <li>• Muab kev pab</li> <li>• Txhob kev cuam tshuam</li> <li>• Txhawb kev xav</li> <li>• Txhob kev rau tus neeg</li> <li>• Rub los nrog koj nyob</li> <li>• Siab ntev</li> </ul>	<p><b>TSIS TXHOB UA</b></p> <ul style="list-style-type: none"> <li>• Xav tsis zoo tus kheej</li> <li>• Tsis paub tsis pom</li> <li>• Cais nyob ib leeg</li> <li>• Xav ntau dhau lawm</li> <li>• Sib cav</li> <li>• Hais lus ceev</li> </ul>
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**SIAB NTEV YOG QHOV ZOO**

**MUAJ... UA NEEG POM... UA PIV TXWV.**

A DHS **BOLD** PROJECT

BUILDING OUR LARGEST DEMENTIA INFRASTRUCTURE FOR ALZHEIMER'S DISEASE (BOLD)

# MY MOTHER "KUV NAM": A HMONG STORY ON DEMENTIA



Showing during Madison  
Hmong New Year  
November 1<sup>st</sup>, 2025  
2:00 p.m.

Alliant Energy Center  
1919 Alliant Energy Center Way  
Madison, WI 53713



PRODUCTION

IN ASSOCIATION WITH  
**THE DANE COUNTY  
AGING AND DISABILITY RESOURCE CENTER**

CAST:  
PHOUA HER  
CHUNDOU HER  
LIBBA YANG  
VINCENT XIONG

CREW:  
THAY YANG  
SAMANTHA YANG  
ANDREW SIMON  
ELLIE LYNCH  
KANEKO RADETSKI  
GENG XIONG  
WEST HAWKINS

ADRC STAFF:  
SHIA YANG  
MAISEE THAO  
JAMIE HER  
ELLEN TAYLOR  
KAYLA OLSON

# First Premiere Nov. 1, 2025

Madison Hmong New Year  
An estimated total of over 2,000 people





# Second Premiere

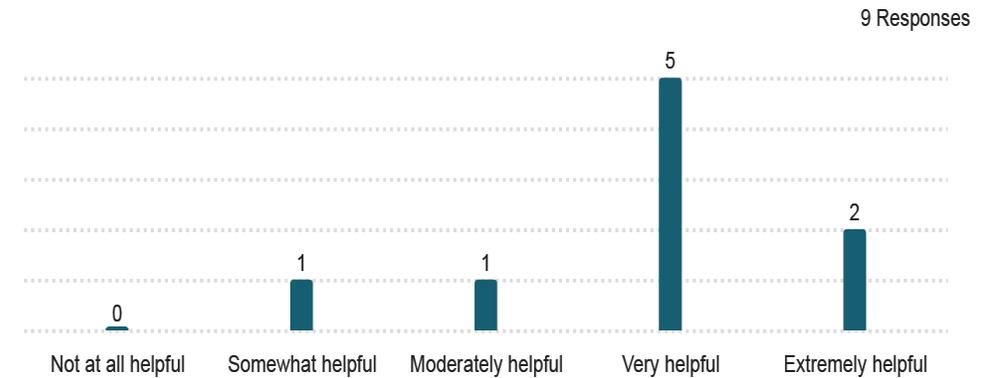
Dec 3, 2025

AMC Fitchburg Movie Theater

Total 33 people



From today's viewing of the movie, how well did the movie help you understand what types of signs or symptoms a person with dementia may have.



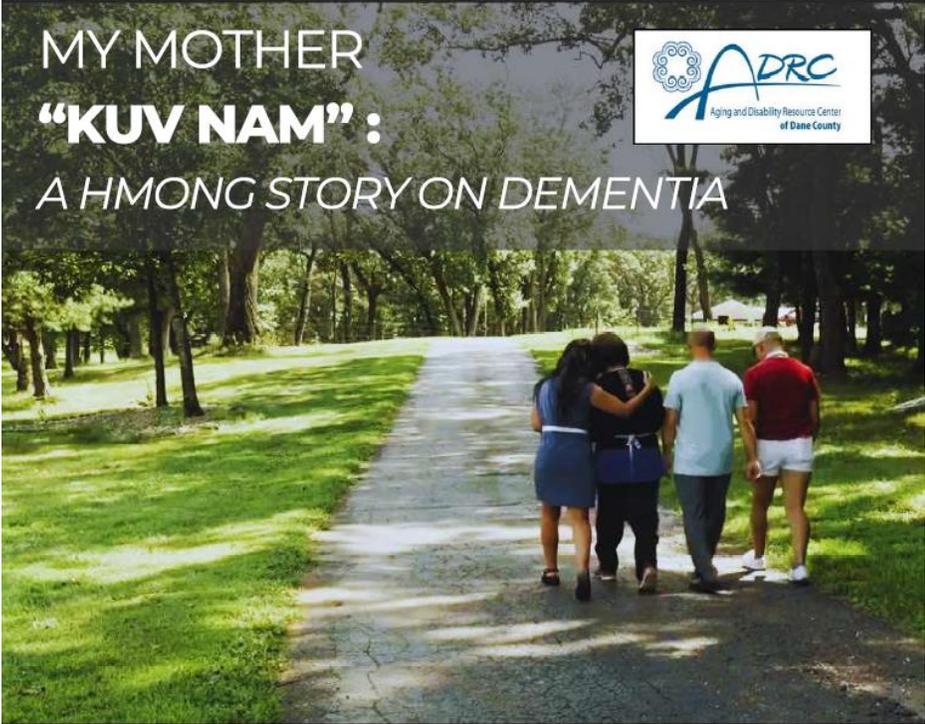
The film can be found on the Dane County Department of Human Services YouTube channel

[My Mother 'Kuv Nam': A Hmong Story on Dementia](#)

A DHS **BOLD** PROJECT

BUILDING OUR LARGEST DEMENTIA INFRASTRUCTURE FOR ALZHEIMER'S DISEASE (BOLD)

MY MOTHER  
"KUV NAM":  
A HMONG STORY ON DEMENTIA



A nyobzoo TV LLC PRODUCTION

IN ASSOCIATION WITH THE DANE COUNTY  
AGING AND DISABILITY RESOURCE CENTER

CAST: PHOUA HER  
CHUNDOU HER  
LISSA YANG  
VINCENT XIONG

CREW: THAY YANG  
SAMANTHA YANG  
ANDREW SIMON  
ELLIS LYNCH  
KANEKO RADETSKI  
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**And... More To Come!**