

has been suggested as an effective strategy for improving the quality of AD/RD care and support caregivers, the role that public policy and research can and should play in advancing the goal of such tech-based solutions is still emerging. This is especially true in respect to how technology can strengthen care networks for patients and caregivers who are racial/ethnic minorities and/or living in rural communities. This presentation will identify the role that past legislation (e.g. the Affordable Care Act, HITECH, Medicaid) has played, as well as the role that recent and proposed legislation (e.g. RAISE Caregiver Act, CARE Act, 21st Century Cures Act, BOLD Infrastructure for Alzheimer's Act, Older American's Act reauthorization) should play in strengthening the health, support networks that caregivers interact with to provide ongoing care. This presentation will also summarize the current state of research on caregiver technologies and discusses how future research and policy initiatives can promote the translation of tech-based interventions into everyday care settings.

MOVING PICTURES: RAISING AWARENESS OF DEMENTIA IN CALD COMMUNITIES THROUGH MULTIMEDIA

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Limited awareness of dementia in people from culturally and linguistically diverse (CALD) backgrounds often results in delayed diagnosis, poorer prognosis, and a higher burden of care on families and health systems. Given the rapidly ageing and multicultural populations in migrant-receiving countries such as Australia and the United States, this disparity needs to be addressed urgently. This project aimed to inform and educate people from five linguistically diverse backgrounds – Hindi, Tamil, Mandarin, Cantonese, and Arabic – about dementia. A mixed methods, multimedia design comprising video-interviews with 76 participants including carers from the five language groups and key service providers was employed. Data were gathered nationally across Australia in 2018 and thematically analysed. Data were used to co-produce 15 short films, comics, and a mobile-optimised website from which data analytics were measured. The films and comics focused on dementia detection and timely diagnosis, how to navigate the aged care system, and the importance of self-care. Analytics data is currently being collected online and via community forums. In conclusion, co-production methods in tandem with digital multimedia are fundamental to developing culturally salient interventions to address dementia disparities in CALD populations in Australia and internationally.

DEFINING DEMENTIA-FRIENDLY COMMUNITIES FROM THE PERSPECTIVE OF THOSE AFFECTED: A QUALITATIVE APPROACH

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Cities and communities across the globe are pledging to become more “dementia friendly,” yet many communities lack direction as to what this pledge might entail. This poster describes findings from a qualitative study conducted in and around Portland, Oregon. The goal was to better understand how communities can become more dementia friendly – from the perspective of those directly affected by the disease. The study further aimed to clarify how a city or community’s age- and dementia-friendly efforts can be integrated. Fifty community-dwelling participants – 25 individuals living with dementia and their 25 informal care partners – were interviewed separately. The questions centered on the participants’ daily lives, barriers to and opportunities for realizing desired activities, and the participants’ thoughts on how communities can become better and more inclusive places for people living with dementia. The analysis of the interviews yielded common themes, such as social inclusion, public awareness, and transportation, which served to develop a framework of dementia friendliness. This framework was compared to the World Health Organization’s framework of age friendliness to identify areas of overlap and divergence, providing the foundation for a synergistic integration of dementia-friendly initiatives into the greater context of age friendliness. Finally, the answers of individuals living with dementia and those of their care partners were compared to identify similarities and differences in their perspectives. The study was funded, in part, by Oregon citizens through the Alzheimer’s Disease Research Fund of the Oregon Charitable Checkoff Program, administered by the Oregon Partnership for Alzheimer’s Research.

DEMENTIA KNOWLEDGE, ATTITUDES, AND BELIEFS: A 3-YEAR UPDATE

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Objective: To characterise and analyse beliefs, knowledge, and attitudes regarding dementia three years after the first Portuguese survey (2015), in order to inform mental health research and policy-making, and establish the baseline to assess “Dementia Friends” campaign impact. Method: An advisory group, including academics and representatives of Alzheimer Portugal and Alzheimer Society UK, drafted the survey based on previous international research and the first national survey. The survey was uploaded to the Directorate-General of Health website and disseminated through relevant stakeholders and social networks. The survey was cascaded by inviting recipients to further share it. Data were collected during July 2018. Results: 1716 individuals completed the survey: median age 43y, 83.4% female, 25.1% professionals working in the field of dementia. 31.7% of respondents know someone close with dementia, and 42.5% have/had relatives with dementia. 14.7% consider people with dementia must leave/stop to attend ceremonies and social events, but this percentage increased to over one-third (37.3%) when asked about the opinion of most people living in their community. Regarding the key messages of “Dementia Friends” campaign, results reveal that 25.6% of respondents consider dementia is a natural part of ageing, 21.3% that it