

The Story of the Oneida Nation Alzheimer's
Community Advisory Board:
Improving Dementia Outcomes Through
Community-Based Collaborations

Alzheimer's Association Wisconsin State Conference 2025

Panelists:
Florence Petri (Oneida Community)
John Breuninger (Oneida Veterans)
Terry Hetzel (Oneida CAB Community Co-Chair)

Moderated by:
Nickolas Lambrou (UW-Madison)

Acknowledgements:

We'd like to acknowledge that the CAB functions on Oneida Reservation Lands in Northeast WI and recognize and honor the privilege of speaking here today on Ho Chunk ancestral lands.

Thank you to the Alzheimer's Association WI State Conference!

The Oneida CAB has formed important alliances that help it achieve its ongoing goals. Some of its partners and collaborators are listed below:

- Oneida Nation Commission on Aging (ONCOA)
- Oneida Nation Business Committee
- Oneida Nation Comprehensive Health Services
- Oneida Aging and Disability Resource Center
- Dr. Cary Gleason and the University of Wisconsin Alzheimer's Disease Research Center
- Memory Keepers—Medical Discovery Team at the University of Minnesota School of Medicine, Duluth
- Great Lakes Native American Elders Association (GLNAEA)
- Native American Center for Health Professions (NACHP) (pronounced nay-chip) at the UW School of Medicine and Public Health

Duck Creek Bridge
Oneida, WI

Presentation
Overview

Introductions

What is the CAB?

Key milestones in CAB development

Successes & Challenges

Future directions

Questions and Feedback

What is the Oneida Nation Alzheimer's Community Advisory Board (CAB)?

The Oneida CAB is a growing partnership between the Oneida Nation of Wisconsin and University of Wisconsin Alzheimer's Disease Research Center that brings together scientists, Oneida community members, and Tribal leaders to raise awareness for Alzheimer's disease and related dementias and optimize dementia care with Indigenous communities. The Oneida CAB guides all research activity, every step of the way.

Currently, the Oneida CAB consists of board members and affiliates representing a wide array of areas such as:

- Oneida Comprehensive Health
- Oneida Aging and Disability Resource Center (ADRC)
- Oneida Nation Commission On Aging (ONCOA)
- Oneida Veterans
- Oneida Youth
- Oneida Nursing Home
- Native American Center for Health Professionals (NACHP)
- University of Wisconsin-Madison & the Wisconsin Alzheimer's Disease Research Center



Three Sisters companion planting technique by Anna Juchnowicz

Honoring the Past: How Did CAB Start?

Spring 2015

ONCOA recognizes dementia as a community concern. ONCOA initiated talks with UW-Madison at WI State Alzheimer's Conference, asking why no Native Americans were included in the research. Conversations begin!

November 2015

Funding successfully obtained for an Oneida Dementia Care Specialist and Alzheimer's Family Caregiver Support Programs

July 2016

Successfully applied for WI Alzheimer's Disease Research Center funding to support an Oneida Community Advisory Board – Monthly CAB meetings established

February 2019

Received Oneida Business Committee Tribal Resolution supporting CAB



In 2018, UW-Madison's Chancellor awarded the Oneida Nation CAB and the Wisconsin Alzheimer's Disease Research Center with a Community-University Partnership Award for their work to raise awareness of Alzheimer's disease and provide dementia-related resources to members of the Oneida Nation.

Key Elements for Success

- Community Centered
- Capacity Building in Community
- Respect
- Strong Commitment
- Communication
- Education and Outreach
- Reporting and Evaluation
- Identifying Resources (county, state, national)
- Partnerships
- Follow-through



CAB 2019



CAB 2025

CAB Present: Goals

Specific Aim 1: Continue the Oneida Alzheimer's and Related Dementias Community Advisory Board "Oneida Alzheimer's CAB" to guide a culturally tailored outreach, education and research.

Specific Aim 2: Reach middle-aged adults, military Veterans and youth with Dementia Curriculum.

Specific Aim 3: Work to reduce stigma associated with Alzheimer's and Related Dementias by providing outreach and education.

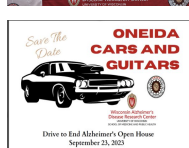
Specific Aim 4: Continue efforts to optimize access to culturally competent dementia diagnostics.



Photo: © Mike Kasper / iStock

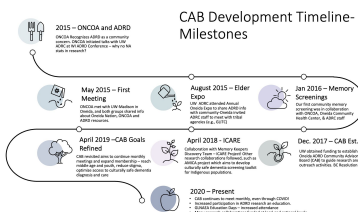
Success!

Increased community awareness and engagement through community outreach, newsletters, social media	Quarterly report to Oneida Business Committee	Steadily rising attendance at quarterly Great Lakes Native American Elder Association (GLNAEA) Education Events
Community health events (e.g., Elder Expo, Cars and Guitars)	Developed dementia diagnostics protocol for Oneida Comprehensive Health Center	Investing in Oneida-based Community researchers and staff
Grants (NIH, UW) to address dementia with Indigenous Communities	ICARE AMICA QHO Veteran Research	Community Communications - in newsletters and social media outlets



Challenges:

- Organizing the CAB
- Establishing CAB Guidelines
- COVID
- Recruitment & Retention
- Resources and Staff to Address Alzheimer's
- Political Environment
- Continuing to Build Trust



Future: Where is CAB Going?

- Continuous Evaluation & Improvement
- Strengthen Inter-Tribal partnerships (e.g., Great Lakes Inter-Tribal Council)
- Engage Youth – Intergenerational Learning
- Establish Tribal Institutional Review Board (Currently being established)
- Developing Community-Based Research Center



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Questions & Feedback

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