

HEALTHY BRAIN INITIATIVE

UPDATES: THE HEALTHY BRAIN INITIATIVE AND BOLD
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National Center for Chronic Disease Prevention and Health Promotion

Division of Population Health



Advance brain health as a central part of public health practice (nationally)

BOLD is designed to **create a strong public health infrastructure** for dementia and dementia caregiving

<https://www.cdc.gov/aging/funding/hbi/index.html>

<https://www.cdc.gov/aging/funding/php/index.html>

<https://www.cdc.gov/aging/funding/phc/index.html>

NATIONAL HEALTHY BRAIN INITIATIVE

Five year, multi-component approach for Alzheimer's and related dementias (ARD) public health activities. Activities are expected to promote brain health, address cognitive impairment including ARD, and support the needs of caregivers.

Component A: Fund an organization with national scope and reach within states, to develop and implement public health strategies guided by the Healthy Brain Initiative (HBI) Road Map Series

➤ The Alzheimer's Association

Component B: Fund organizations to support populations with a high burden of ARD

➤ International Association for Indigenous Aging (AI/AN).

➤ University of Illinois at Chicago (IDD)

➤ UsAgainstAlzheimer's (Hispanic/Latino & African American)

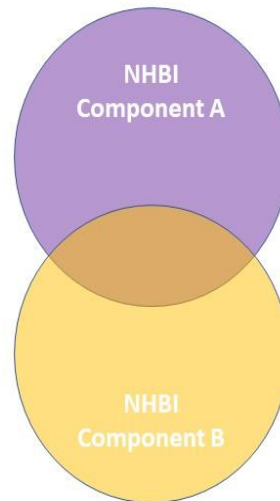


<https://www.cdc.gov/aging/funding/hbi/index.html>



Advance brain health as a central part of public health practice (nationally)

- Implementation and evaluation of HBI Road Map Series
- Development of future road maps



State and Local Public Health Partnerships to Address Dementia: The 2018-2023 Road Map

BOLD Public Health Programs

Building Our Largest Dementia Infrastructure (BOLD)—Public Health Programs to Address Alzheimer’s Disease and Related Dementias (CDC-RFA-DP20-2004)

Funded 16 public health programs from states, political subdivisions of states, tribes and tribal organizations for 3-year awards at the *Enhanced* or *Core* level.

Enhanced Level

Georgia
Minnesota
Rhode Island
Virginia
Wisconsin

Core Level

Colorado
Hawaii
Iowa
Los Angeles County
Maine
Mississippi
Nevada
North Carolina
Northwest Portland Area Indian
Health Board
Oklahoma
Vermont



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BOLD Public Health Centers of Excellence

Building Our Largest Dementia Infrastructure (BOLD)—*Public Health Centers of Excellence* to Address Alzheimer’s Disease and Related Dementias (CDC-RFA-DP20-2005)

Funded 5-year awards to 3 Public Health Centers of Excellence*:

Dementia Caregiving - University of Minnesota
Dementia Risk Reduction - Alzheimer’s Association
Early Detection of Dementia - NYU School of Medicine



*Based on HBI Issue Maps
[Dementia Caregiving](#)
[Dementia Risk Reduction](#)
[Early Detection of Dementia](#)

<https://www.cdc.gov/aging/funding/phc/index.html>

3 COMPONENTS OF BOLD



<https://www.cdc.gov/aging/bold/index.html>

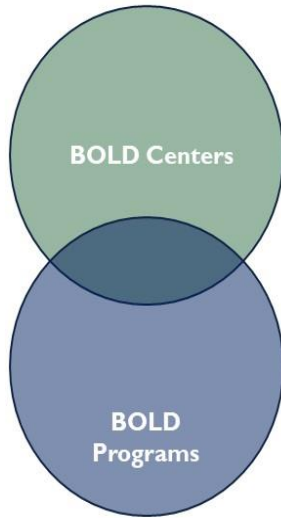
PRIORITY AREAS IN BOLD

Address Alzheimer's as an **urgent** public health issue to create **population-level change**

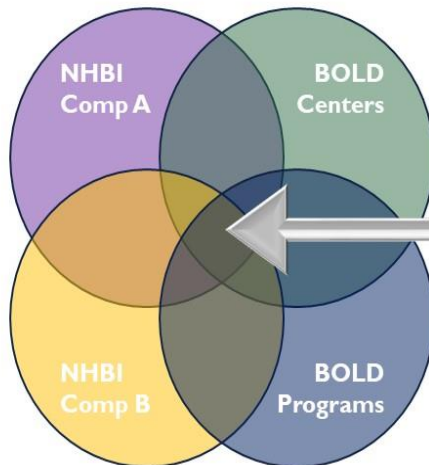
- Early detection and diagnosis
- Preventable hospitalizations
- Care planning and management
- Support for caregivers

Attention to:

- Health disparities
- Rural areas
- High burden populations



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- Long-term Outcomes**
- 1) Diagnosis and awareness of ADRD
 - 2) Talk to provider about changes in memory
 - 3) Reduce preventable hospitalizations
 - 4) Utilization of Medicare benefits

THANK YOU

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

