

# HEALTHY BRAIN INITIATIVE

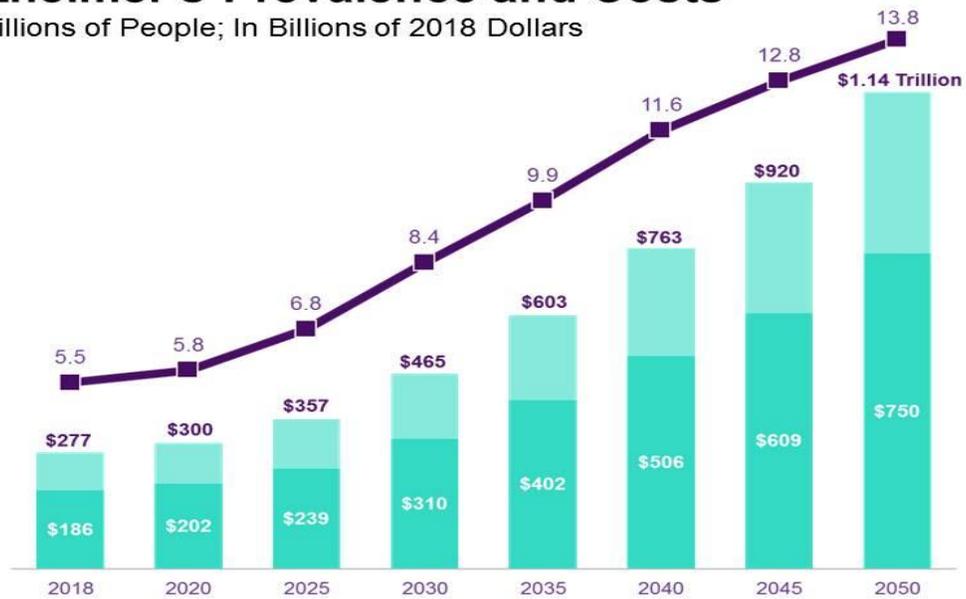
## State and Local Partnerships to Address Dementia: The 2018-2023 Road Map

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Centers for Disease Control and Prevention

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Alzheimer's Association

### Alzheimer's Prevalence and Costs

In Millions of People; In Billions of 2018 Dollars





## 2005: Originating Partners

- Centers for Disease Control and Prevention
- Alzheimer’s Association

## Purpose

- Advance cognitive health as a central part of public health practice

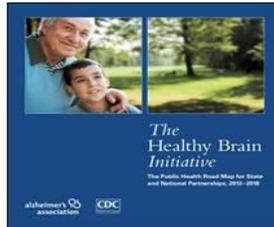
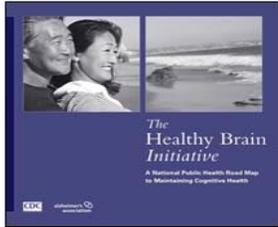
## History: Healthy Brain Initiative



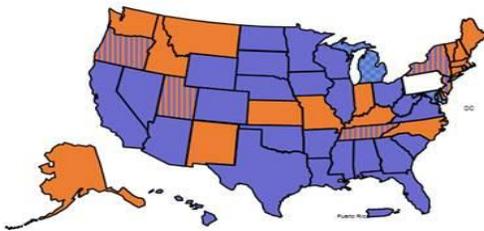
# HBI Road Maps

## Practical and expert-guided actions for state and local *public health* leaders

- Flexible agenda
- Grounded in public health approaches



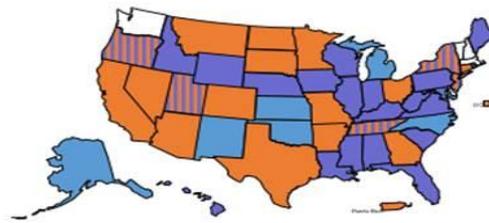
# Surveillance Accomplishments



■ 2015 (35 states)  
■ 2016 (21 states)  
■ 2017 ( 2 states)



**Subjective Cognitive Decline**  
 49 states, DC and Puerto Rico  
 (in 2015 or 2016)

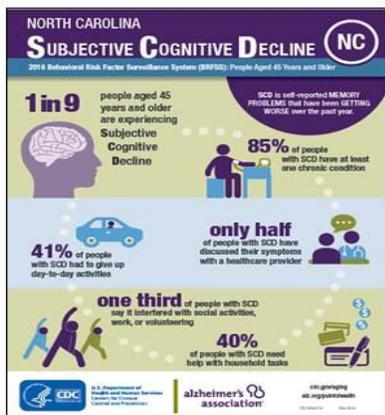


■ 2015 (24 states)  
■ 2016 (21 states)  
■ 2017 ( 8 states)



**Caregiver**  
 47 states, DC and Puerto Rico  
 (in 2015, 2016, or 2017)

# Data for Action



Subjective Cognitive Decline Infographic



[cdc.gov/aging](http://cdc.gov/aging)

**HEALTHY BRAIN INITIATIVE** *State and Local Partnerships to Address Dementia: The 2018-2023 Road Map*

# Data for Action



[alz.org/PublicHealth](http://alz.org/PublicHealth)

**Early detection key to dealing with Alzheimer's disease**

New data released by the Centers for Disease Control and Prevention (CDC) found 12.9 percent of respondents aged 45 and older in Mississippi reported increased confusion or memory loss (i.e., subjective cognitive decline) and 47.4 percent said that it interfered with their daily life. What's more, despite the known benefits of early detection, more than 70.4 percent of individuals with increased memory problems reported they had not discussed their symptoms with a health care provider.

This new, alarming data comes from the Cognitive Module of the 2016 Behavioral Risk Factor Surveillance System, a public health survey conducted annually by states in coordination with the CDC, in which participants are asked a series of questions about memory problems.

The data release coincided with National Alzheimer's Disease Awareness Month and National Family Caregivers Month. During the month of November, Americans across the nation recognize the impact of caregiving and raise the work that is often...

**dementia caregiving in alabama**

63.3%

19.4%

14.4%

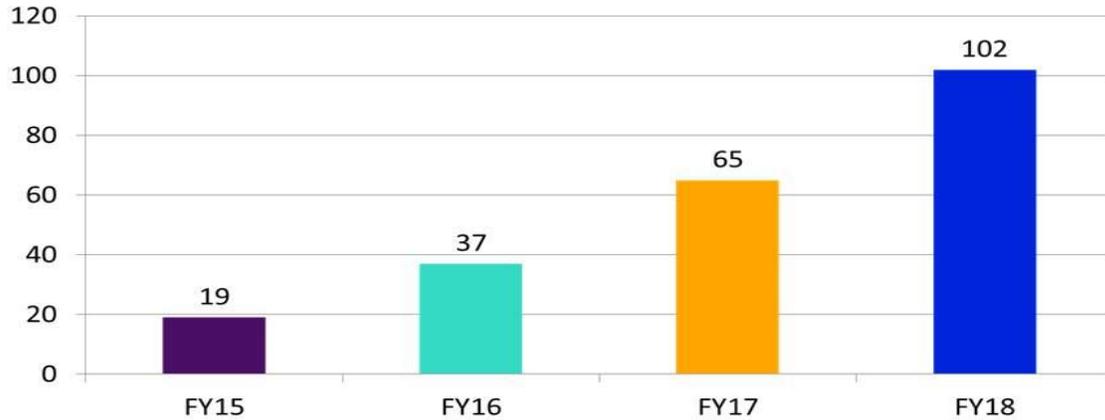
**Strategic Action Planning Group on Aging**

Initial Strategic Action Plan on Aging for Colorado  
November 20, 2018

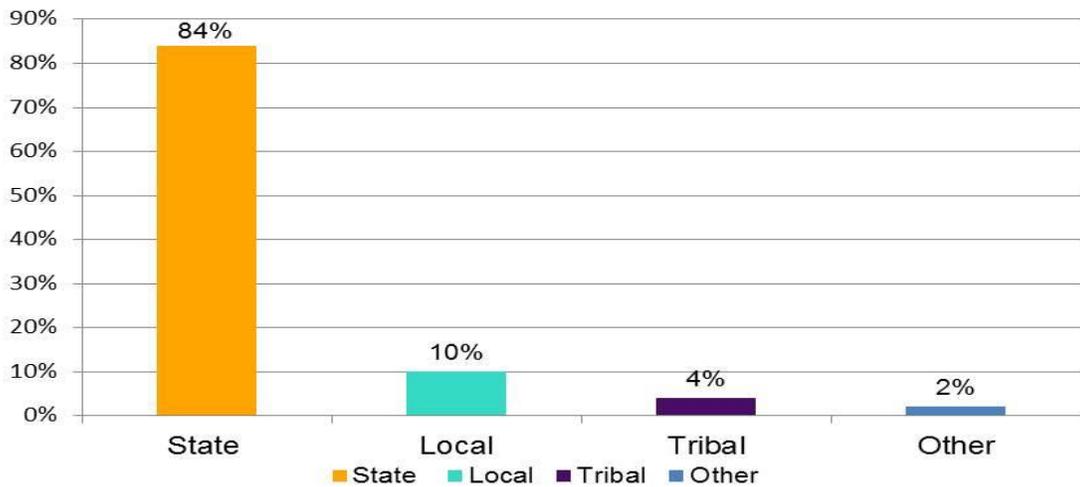
**HEALTHY BRAIN INITIATIVE** *State and Local Partnerships to Address Dementia: The 2018-2023 Road Map*

## ***Growth in Road Map Implementation Actions***

**Number of Road Map Actions Implemented**



## ***State Public Health: Locus of Activity, 2015-17***



## ***Time for an Update!***

### **Road Map Leadership Committee**

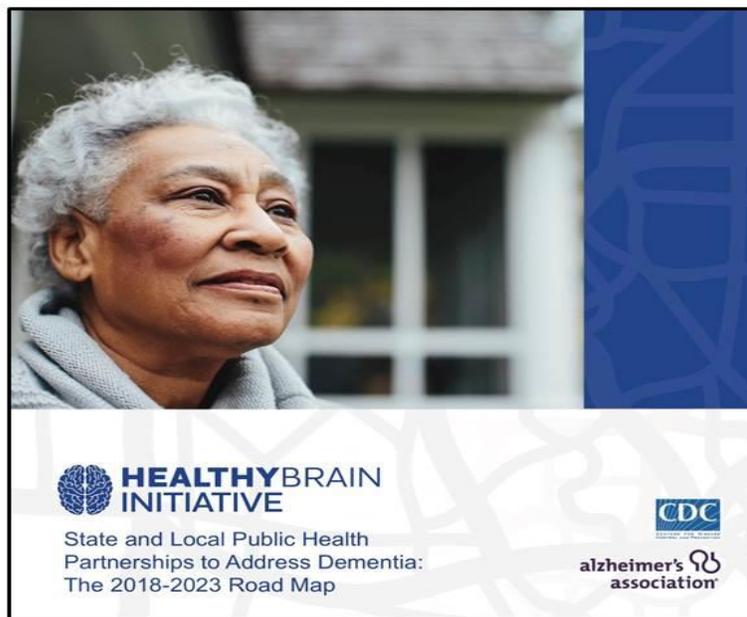
- Examine progress with current Road Map
- Identify leading public health issues for 2018-2023
- Obtain subject matter, practitioner, and stakeholder expertise on top issues
- Propose and review actions for next Road Map

## ***– Thank You –***

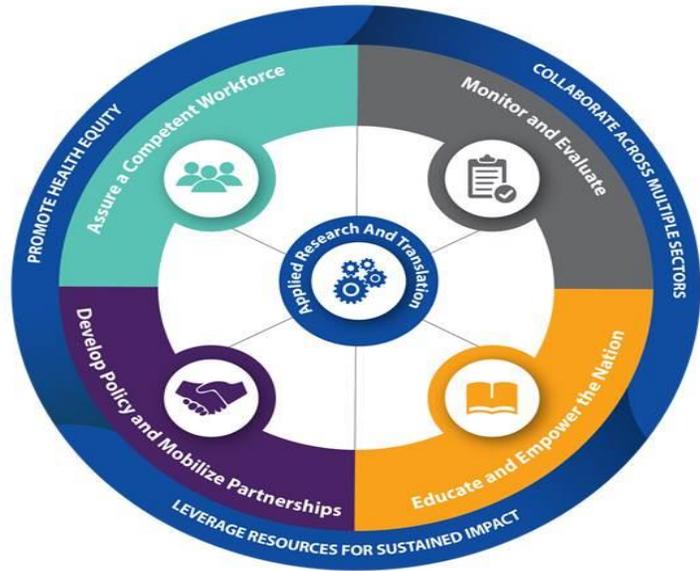
- 143 practitioners, subject matter experts, and researchers
- 5 virtual consultations with stakeholders
- 5 workgroups established by Leadership Committee

## ***Key Decisions***

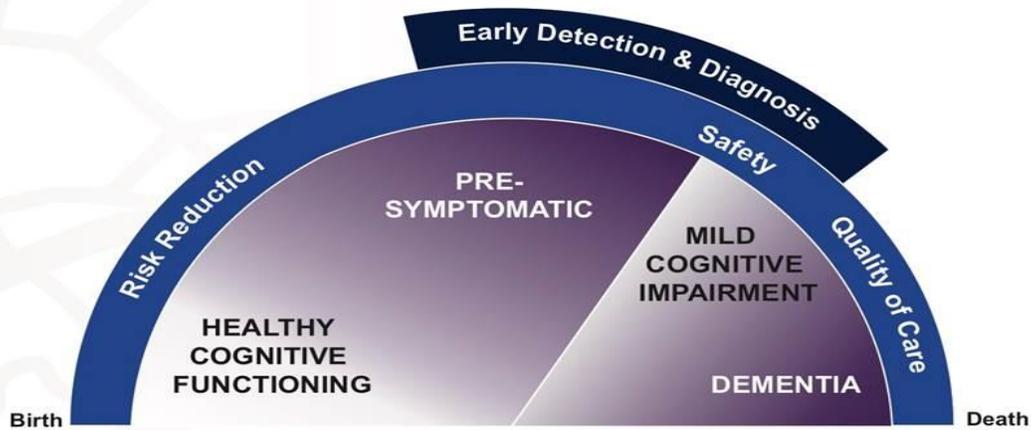
- Focus on state and local public health agencies
  - Collaborating partners = aging, health care, academia, and other sectors
- Keep public health framework
- Reduce actions, but elevate impact
  - Emphasize policies, systems, and environments
- Integrate dementia caregiving and generating evidence for action



# Framework: Essential Services of Public Health



# Life-Course Perspective and Public Health Roles



## ***Core Topic Areas***

- Risk identification and risk reduction
- Early detection and diagnosis, and quality of care
- Dementia caregiving
- Education and training for professionals
- Data and evidence for action

## ***Priority Actions***

- Educate the public about brain health and cognitive aging, changes that should be discussed with a health professional, and benefits of early detection and diagnosis. (E-1)
- Integrate the best available evidence about brain health and cognitive decline risk factors into existing health communications that promote health and chronic condition management for people across the life span. (E-2)
- Increase messaging that emphasizes both the important role of caregivers in supporting people with dementia and the importance of maintaining caregivers' health and well-being. (E-3)
- Improve access to and use of evidence-informed interventions, services, and supports for people with dementia and their caregivers to enhance their health, well-being, and independence. (E-7)



## ***Priority Actions***

- Promote the use of effective interventions and best practices to protect brain health, address cognitive impairment, and help meet the needs of caregivers for people with dementia. (P-1)
- Support better informed decisions by educating policy makers on the basics of cognitive health and impairment, the impact of dementia on caregivers and communities, and the role of public health in addressing this priority problem. (P-3)



**DEVELOP POLICIES AND  
MOBILIZE PARTNERSHIPS**

## ***Priority Actions***

- Educate public health and healthcare professionals on sources of reliable information about brain health and ways to use the information to inform those they serve. (W-1)
- Educate public health professionals about the best available evidence on dementia (including detection) and dementia caregiving, the role of public health, and sources of information, tools, and assistance to support public health action. (W-3)
- Foster continuing education to improve healthcare professionals' ability and willingness to support early diagnoses and disclosure of dementia, provide effective care planning at all stages of dementia, offer counseling and referral, and engage caregivers, as appropriate, in care management. (W-4)



**ASSURE A COMPETENT  
WORKFORCE**

## ***Priority Actions***

- Implement the Behavioral Risk Factor Surveillance System (BRFSS) optional module for Cognitive Decline in 2019 or 2020, and the BRFSS optional module for Caregiving in 2021 or 2022. (M-1)
- Use data gleaned through available surveillance strategies and other sources to inform the public health program and policy response to cognitive health, impairment, and caregiving. (M-3)



## **Road Map for Indian Country**

*American Indians and Alaska Natives: gains in longevity,  
but Elders with higher risks for dementia and heart disease*

- Available in Fall 2018
- Tailored for Tribal and Native health leaders to engage their communities on Alzheimer's and other dementias
- Suggest public health responses to
  - Reduce risk for cognitive decline
  - Advance early detection
  - Support caregivers
  - Monitor and evaluate

## ***Now → October Release***

### **Get Ready**

- Sharing previews (July-Aug.)
- Establish marketing partners (July-Sept.)
- Prepare marketing partners (Sept.-Oct.)



### **Road Map Surge (Oct.-Nov.)**

- Extensive promotion over a week
- Events in states and at national conferences to mobilize Road Map implementation

## ***What You Can Do – Public Health***

### **National Organizations**

- Raise awareness
- Educate your members, constituents

### **State and Local Public Health**

- Review Road Map
- Prioritize and implement actions
- Evaluate
- Share your successes



## ***What You Can Do – Aging Network***

### **National Organizations**

- Raise awareness
- Educate your members, constituents

### **State and Local Aging and Disability**

- Share Road Map with public health
- Establish shared goals
- Partner to implement

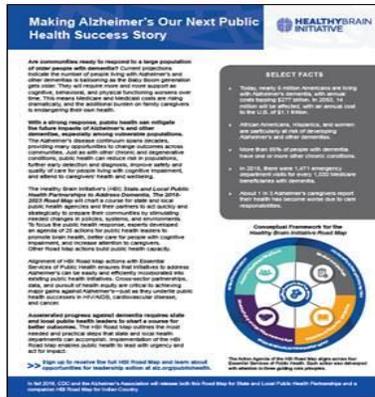
## ***What You Can Do – Other Partners***

### ***As appropriate:***

- Promote the Road Map
- Inform policy makers
- Integrate into existing community benefit and other plans
- Collaborate on implementation
- Conduct applied research and translation



# Summary



## New HBI Road Map

- Helps state and local public health agencies and their partners chart a course for a dementia-prepared future
- Prioritizes applied research and translation to help advance the field

# For More Information

Centers for Disease Control and Prevention (CDC)

Alzheimer's Disease and Healthy Aging Program

[cdc.gov/aging](http://cdc.gov/aging)

Alzheimer's Association  
Public Health Department

[alz.org/publichealth](http://alz.org/publichealth)



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For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 www.cdc.gov

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.



# Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act (S. 2076/H.R. 4256)



# What Makes Alzheimer's a Public Health Concern?



The burden is  
**LARGE**

The impact is  
**MAJOR**



There are ways to  
**INTERVENE**



## Senate Sponsors



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(D-CA)



## BOLD Infrastructure for Alzheimer's Act



Establishes Alzheimer's Centers of Excellence



Provides funding for public health departments across the country



Increases data collection, analysis and timely reporting



## The BOLD Infrastructure for Alzheimer's Act Directs CDC to:

- **Establish Alzheimer's Centers of Excellence (CoEs)**
  - Increasing education of public health officials, health care professionals & the public on Alzheimer's
  - Implementing strategies to improve early detection and diagnosis, reduce risk, and prevent avoidable hospitalizations

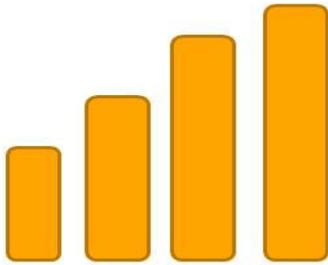
\*Authorizes \$12 million to be appropriated for purposes of establishing the CoEs.



- **Award cooperative agreements to public health departments**
  - Helping public health departments implement effective Alzheimer's interventions and strategic action items identified in the *Public Health Road Map*

\*Authorizes \$20 million to be appropriated for purposes of awarding cooperative agreements.





- **Increase data collection, analysis and timely reporting**

- Data helps stakeholders track public health response progress and identify opportunities for public health interventions
- Data is collected using tools like Behavioral Risk Factor Surveillance System (BRFSS)

\*Authorizes \$5 million to be appropriated for purposes of data collection, analysis and reporting



# Questions?

