



CHARTING THE COURSE TO BETTER BRAIN HEALTH

*Healthy Brain Initiative:
State and Local Road Map for
Public Health,
2023-2027*



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EVERYONE DESERVES A LIFE WITH THE HEALTHIEST BRAIN POSSIBLE



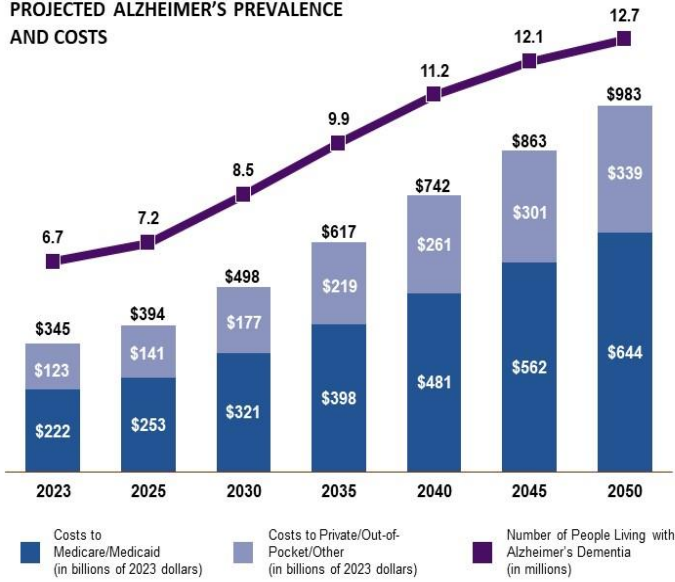
OBJECTIVES

- ▶ Need for public health action
- ▶ Life course approach
- ▶ What's new in the HBI Road Map
- ▶ Collective outcomes
- ▶ Collateral materials
- ▶ Q&A

The Healthy Brain Initiative and the development and dissemination of the HBI Road Map is supported by the Centers for Disease Control and Prevention and the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$3,045,933 with 100 percent funding by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

PUBLIC HEALTH MUST ACT NOW

PROJECTED ALZHEIMER'S PREVALENCE AND COSTS



Citation: Alzheimer's Association and Centers for Disease Control and Prevention, Healthy Brain Initiative: State and Local Road Map for Public Health, 2023-2027. Chicago, IL: Alzheimer's Association; 2023.

THE NUMBER OF PEOPLE LIVING WITH COGNITIVE DECLINE INCREASES WITH AGE.

IN 2023, AN ESTIMATED 6.7 MILLION AMERICANS ARE LIVING WITH ALZHEIMER'S. BY 2060, IT IS EXPECTED TO DOUBLE.

ALZHEIMER'S KILLS MORE PEOPLE THAN BREAST CANCER AND PROSTATE CANCER COMBINED.

THE HEALTHY BRAIN INITIATIVE 5

PUBLIC HEALTH ACTION IMPACTS BRAIN HEALTH ACROSS THE LIFE COURSE

THE HEALTHY BRAIN INITIATIVE 6

OPPORTUNITIES FOR PUBLIC HEALTH INTERVENTENTION ACROSS THE DEMENTIA LIFE COURSE

RISK REDUCTION | Primary Prevention



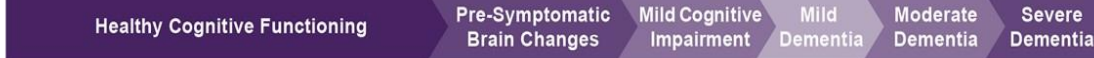
EARLY DETECTION AND DIAGNOSIS | Secondary Prevention



SAFETY AND QUALITY OF CARE | Tertiary Prevention



OPPORTUNITIES FOR PUBLIC HEALTH INTERVENTENTION ACROSS THE DEMENTIA LIFE COURSE



OPPORTUNITIES FOR PUBLIC HEALTH INTERVENTION ACROSS THE DEMENTIA LIFE COURSE

RISK REDUCTION | Primary Prevention



OPPORTUNITIES FOR PUBLIC HEALTH INTERVENTION ACROSS THE DEMENTIA LIFE COURSE

EARLY DETECTION AND DIAGNOSIS | Secondary Prevention



OPPORTUNITIES FOR PUBLIC HEALTH INTERVENTION ACROSS THE DEMENTIA LIFE COURSE ▶

SAFETY AND QUALITY OF CARE | Tertiary Prevention



OPPORTUNITIES FOR PUBLIC HEALTH INTERVENTION ACROSS THE DEMENTIA LIFE COURSE ▶

RISK REDUCTION | Primary Prevention



EARLY DETECTION AND DIAGNOSIS | Secondary Prevention



SAFETY AND QUALITY OF CARE | Tertiary Prevention

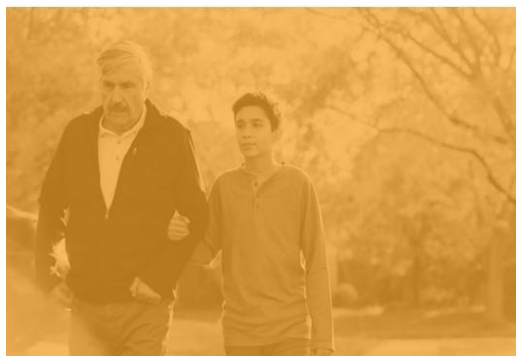


THE HBI ROAD MAP IS A PUBLIC HEALTH STRATEGY

- Backed by leading subject matter experts
- Drawing from the most recent evidence-based research
- Committed to decreasing the risk factors that may contribute to cognitive decline



THE HBI ROAD MAP IS FOCUSED ON REDUCING THE RISK AND IMPACT OF DEMENTIA FOR THE GREATEST NUMBER OF PEOPLE POSSIBLE



COMMUNITY PARTNERSHIPS ARE ESSENTIAL AND FOUNDATIONAL



HEALTH EQUITY IS FULLY INTEGRATED INTO ALL ACTIONS



NEWLY CREATED EVALUATION TOOL ENSURES MEASURABLE ACTION

ACTION FRAMEWORK

The framework of the HBI Road Map consists of four domains built from the Essential Public Health Services. The framework is centered by the principles of health equity and surrounded by the areas of practice across the life course.



STRENGTHEN PARTNERSHIPS AND POLICIES

OUTCOMES

- ▶ Increase community partnerships
- ▶ Increase integration with other chronic disease efforts
- ▶ Increase policy action and implementation



MEASURE,
EVALUATE
AND UTILIZE DATA

OUTCOMES

- ▶ Increase data availability, quality and utilization
- ▶ Increase data-informed decision making and action



BUILD A DIVERSE
AND SKILLED
WORKFORCE

OUTCOMES

- ▶ Reduce stigma and bias about cognitive decline
- ▶ Increase knowledge and skills of current and future workforce



ENGAGE AND
EDUCATE
THE PUBLIC

OUTCOMES

- ▶ Increase public knowledge about brain health, risk factors for dementia, and benefits of early detection and diagnosis
- ▶ Increase public knowledge and use of services for people living with dementia and their caregivers

CASE STUDIES

State Health Departments

- California
- Georgia
- Iowa
- Minnesota
- Mississippi
- Rhode Island
- Texas
- Vermont
- Washington
- Wisconsin

Local Health Departments

- Nassau and Sarasota Counties, Florida
- Tri-County Health Department, Colorado
- Baltimore City, Maryland



LOOK INSIDE



HEALTHY BRAIN INITIATIVE EXECUTIVE SUMMARY

State and Local Road Map for Public Health, 2023–2027

Over the past decade of the Healthy Brain Initiative (HBI), in 2023, HBI partners have worked together to implement public health initiatives that promote brain health, address dementia, and support people with dementia and their caregivers. The Healthy Brain Initiative Road Map guides the efforts by creating a framework for public health action to enhance the longstanding collaboration between the Alzheimer's Association and the Centers for Disease Control and Prevention (CDC) to advance understanding and reduction of cognitive decline as a central part of public health practice. This second Road Map for the series — Healthy Brain Initiative State and Local Road Map for Public Health, 2023–2027 — is a guideline for state and local public health practitioners to address brain health in their communities.

Much has been learned about how public health systems can address brain health. Public health systems are involved within a partnership. The efforts of these systems have led to an increasing number of states and jurisdictions creating legislation and implementing plans that address brain health, cognitive impairment, dementia and caregiving. That work has been accelerated by passage of the Building Our Largest Communities Act for Alzheimer's Act (BOLCA) and Public Law 116-402 in 2019. The BOLCA supports public health efforts for strengthening systems, assessments and policies to promote risk reduction, improve early detection and diagnosis, prevent and manage comorbidities, avoid preventable hospitalizations and support dementia caregiving.

This Road Map builds on the progress to date and advances equity by fully integrating brain health and caregiving into state and local public health practice and addressing social determinants of health that impact brain health across the life course.

The overarching goal of the HBI is that everyone deserves the ability to live with the healthiest brain possible. The Healthy Brain Initiative State and Local Road Map for Public Health, 2023–2027 provides public health practitioners through expert-developed actions to build with urgency and act for impact in their communities. This new edition of the HBI Road Map builds on the success to date, advancing equity by fully integrating brain health and caregiving into state and local public health practice, and addressing social determinants of health across the life course.

24 ACTIONS TO PROMOTE BRAIN HEALTH, IMPROVE DIAGNOSIS, AND MAXIMIZE CARE IN YOUR COMMUNITY

Everyone deserves a life with the healthiest brain possible. The Healthy Brain Initiative State and Local Road Map for Public Health, 2023–2027 (HBI Road Map) guides public health practitioners through expert-developed actions to build with urgency and act for impact in their communities. This new edition of the HBI Road Map builds on the success to date, advancing equity by fully integrating brain health and caregiving into state and local public health practice, and addressing social determinants of health across the life course.

TAKING A LIFE COURSE APPROACH

To achieve the greatest impact and improve brain health of the entire community, public health must take a life course approach. The HBI Road Map provides public health practitioners opportunities to reach diverse communities and reduce health disparities across the life course with actions that:

- Strengthen Partnerships and Policies
- Measure, Evaluate and Utilize Data
- Build a Diverse and Skilled Workforce
- Engage and Educate the Public

WORK TO PROMOTE BRAIN HEALTH IN COMMUNITIES

Download the HBI Road Map Now

ALZ.ORG/HBIROADMAP
CDC.GOV/AGING

WHAT'S NEW

Community partnerships are essential and foundational!

Health equity is fully integrated into all actions

Newly created evaluation tool ensures measurable actions

**ALZ.ORG/HBIROADMAP
CDC.GOV/AGING**

EXECUTIVE SUMMARY

MEASURE, EVALUATE AND UTILIZE DATA

Measure data availability, equity and utilization

Support implementation of the Behavioral Risk Factor Surveillance System (BRFSS) national modules for Cognitive Function and Caregiving and for the use of dementia and related program data

Support existing state local and BRFSS data with data from health systems, health plans, pharmacies, and other health care providers and community organizations to better understand disease and support services for improving equity

Innovate implementation of the HBI Road Map actions to identify outcomes and associated data sources

Translate data analyses and evaluation findings into state and community strategic and health improvement plans that support brain health across the life course and quality of life for people living with dementia and their caregivers

Share findings with community organizations, agencies, policymakers and other stakeholders to build trust and align community awareness efforts. Resource needs, programs and policies can vary significantly by jurisdiction and may require:

- Expand public knowledge about brain health, risk factors for dementia and benefits of early detection and diagnosis
- Engage with communities, especially those at highest risk about risk factors for dementia and how people living with dementia can live well in their communities
- Expand cognitive decline risk factors into dementia and health promotion efforts across prevention, diagnosis and education campaigns
- Expand and institutionalize Section 12 and 13 pilot programs to increase brain health and dementia in their curricula
- Increase public knowledge and use of services for people living with dementia and their caregivers
- Enhance communication with people living with dementia, their families and caregivers about how to access services, care and social supports
- Expand campaigns about how to access services, care and social supports
- Expand campaigns that inform, both and encourage about their role and ways to maintain, both and enhance their brain health

**ALZ.ORG/HBIROADMAP
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COMING SOON

- ▶ **Hard copies of the HBI Road Map :**
 - ▶ Gerontological Society of America (GSA) and American Public Health Association (APHA) annual conferences
- ▶ Next round of BOLD Program Awards announced
- ▶ Implementation Guide
- ▶ Topic-Specific Resources
- ▶ Evaluation Tool

Sign up for email updates:
alz.org/HBIRoadMap
cdc.gov/aging

THE HEALTHY BRAIN INITIATIVE 22

QUESTION & ANSWER

THE HEALTHY BRAIN INITIATIVE 23



**HEALTHYBRAIN
INITIATIVE**

State and Local Road Map
for Public Health, 2023–2027

ALZHEIMER'S
ASSOCIATION



