ALZHEIMER'S ASSOCIATION

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PUBLIC HEALTH NEWS

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Moving from Brain Health Awareness to Action this June

→ (re)think your brain Campaign: Moving people from awareness to action
→ Three actions public health can take for Alzheimer's & Brain Awareness Month
→ HBI Road Map Series 2025 Aggregated Report: New Road Map implementation data
→ Data Insights: Prevalence of dementia risk factors among U.S. adults

(re)think your brain™ Encourages Every Day Actions to Improve Brain Health

On May 11, the Alzheimer's Association launched (re)think your brain™ — a science-based campaign designed to educate people about brain health and move them from awareness to action. The initiative launched with the 6-Step Challenge, a practical guide with proven, everyday actions to support brain health and cognitive function.

BETTER BRAIN HEALTH STARTS HERE.
(re)think your brain
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According to polling reported in *2026 Alzheimer's Disease Facts and Figures*, while 99% of Americans say brain health is as at least as important as physical health, only 8% say they know a lot about how to maintain it. And, fewer than half of people indicate they engage in various brain healthy behaviors on a daily basis. The (re)think your brain campaign is aimed at helping close these gaps and incorporates existing initiatives including 10 Healthy Habits for Your Brain and the Brain Health Habit Builder.

Public health agencies that wish to partner with the Alzheimer's Association on promoting brain health, including the (re)think your brain campaign, should contact publichealth@alz.org.

Take the 6-Step Challenge

June is Alzheimer's & Brain Awareness Month

ALZHEIMER'S & BRAIN awareness month
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To promote Alzheimer's & Brain Awareness Month, here are three ways public health practitioners can advance brain health:

1. The (re)think your brain 6-Step Challenge: The Association's new 6-Step Challenge encourages individuals to take charge of their brain health with everyday actions that add up over time. Take the challenge today, and share rethinkyourbrain.org in your community and with your partners.
2. 10 Healthy Habits for Your Brain: Science indicates these 10 risk factors currently have the strongest evidence as modifiable risk factors for cognitive decline. The campaign materials provide an easy-to-understand framework to improve brain health and are available in English, Spanish, Chinese, Vietnamese, Haitian Creole, Tagog, Arabic and Korean. Health departments can order these infographics as printed materials for community outreach. Contact publichealth@alz.org for more information.
3. The Brain Health Habit Builder: Through a short series of questions, this online tool helps individuals identify ways they can improve their everyday habits that affect brain health and allows them to build a personalized action plan. Start Now.

Report on HBI Road Map Implementation Shows Growing Public Health Action to Address Dementia

State health departments and BOLD Program recipients are using a comprehensive, coordinated public health approach to address Alzheimer's and other dementias, according to the newly-released *Implementing the Healthy Brain Initiative Road Map Series: 2025 Aggregated Report*. This report provides a snapshot of how 35 state and local public health departments are implementing the HBI *State and Local Road Map for Public Health, 2023–2027* (HBI Road Map): Building on the 2024 findings, the 2025 report shows that health departments are implementing Road Map actions across multiple levels of prevention — building a strong multi-sector foundation and demonstrating a commitment to prioritizing public health solutions throughout the dementia continuum. The 2025 Aggregated Report also includes data on the number of health departments achieving key implementation milestones and measures for each of the nine Road Map outcomes.

This map illustrates the 35 health departments that participated in the 2025 reporting cycle. States shaded purple represent participating state health departments while states shaded gray indicate the corresponding state health department did not participate in this reporting cycle. A light gold star represents participating local health departments.

Read the 2025 Aggregated Report

Ahead in July: AAIC 2026

The Alzheimer's Association International Conference® (AAIC) — the largest international conference dedicated to advancing dementia science — takes place July 12-15, 2026, in London, with a virtual attendance option. Pre-conference workshops and sessions begin July 10.

Can't make it to AAIC — or want to share the latest dementia science with your communities? The free, half-day event AAIC For All: Community takes place July 16 and is open to everyone — people living with Alzheimer's or another dementia, family members, caregivers, and the general public. Attendees will hear directly from global experts about the latest discoveries the day after the full conference ends.

Register

HEALTHY HABIT HIGHLIGHT

Challenge Your Mind

Challenge your mind by staying cognitively engaged. Try learning a new skill or language, taking up an instrument, or playing a strategy game. And once an activity feels easy, add something new to keep your brain working hard.

SPOTLIGHT ON PRACTICE

Healthy Brain Initiative Summit for Public Health Action

This month's Spotlight features 43 state and local health department leaders who convened in Chicago on June 11-12 to advance and evolve the national public health approach to dementia. At the second Healthy Brain Initiative Summit for Public Health Action (HBI Summit), participants joined the Alzheimer's Association, subject-matter experts and national HBI partners for sessions designed to: strengthen networks, share progress and innovation, and align implementation strategies that enhance the collective impact of public health action on brain health, dementia and caregiving in communities across the nation.

What Made Me Say Yes: What Senior Leaders Are Actually Listening For

During the HBI Summit, one panel of senior public health leaders reflected on what helped them move a project or program from consideration to approved. The session highlighted the importance of clarity, trust, strong working relationships and alignment when advancing complex priorities within complex systems. The three panelists discussed their individual decision-making process and how they balanced organizational factors such as funding, staff capacity and other internal priorities with the need to align with partner organizations and an evolving policy landscape. Attendees heard real-world examples on the value data, concise communication and community-centered partnerships bring to the decision-making process.

View a visual summary of the panel below, and learn more about the 2026 HBI Summit for Public Health Action in the press release and social media post.

WHAT MADE ME SAY YES!
WHAT SENIOR LEADERS — ACTUALLY LISTENING FOR!
Use Big Decisions to Make — or Shape — Systems
Tailor Messages to Audiences
Leverage Lived Experience
Make Data Actionable
Leverage Current Priorities
Leverage Existing Systems
Connect Data to Lived Experience
Make Data Actionable
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