



# Alzheimer's Public Health News

October 2018

## Ready for Action: Your Guide to Making Alzheimer's the Next Public Health Success Story



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

**CDC**  
alzheimer's association

Today, the Alzheimer's Association and the Centers for Disease Control and Prevention (CDC) released the Healthy Brain Initiative's *State and Local Public Health Partnerships to Address Dementia: The 2018-2023 Road Map*. As the number of people with Alzheimer's grows — and

grows quickly — a robust public health response is needed now to mitigate the future impacts of dementia. The updated Healthy Brain Initiative (HBI) Road Map is ready to guide that response with an emphasis on health equity, collaboration, and sustainability. Leaders in public health can use the menu of 25 actions to promote brain health, improve care for people living with cognitive impairment, and better support caregivers. The full guide provides suggestions for implementation, case studies, and data to justify plans.

“To achieve meaningful progress against Alzheimer's disease, we must recognize and address it as a public health crisis,” said Robert Egge, Alzheimer's Association Chief Public Policy Officer and co-chair of the HBI Road Map Leadership Committee. “The HBI Road Map provides the public health community with concrete steps to act quickly and strategically.”

To develop this new quick-start guide, an expert and practitioner leadership committee assessed progress with the second HBI Road Map (2013-2018), consulted with more than 100 stakeholders, and formed an agenda with the most needed and practical steps that state and local public health departments can accomplish. Organized into four Essential Services of Public Health, the HBI Road Map calls on public health to act now to realize a better future for communities impacted by dementia, especially among vulnerable populations.

The full HBI Road Map — along with a planning guide, implementation examples and tools, and data — can be accessed at [alz.org/publichealth](http://alz.org/publichealth) (more details below). The guidebook is also online at [cdc.gov/aging](http://cdc.gov/aging), which has a wide array of data to inform this critical public health work. Be sure you and your colleagues stay up-to-date on Alzheimer's news by subscribing to our newsletter at [alz.org/publichealth](http://alz.org/publichealth).

## The Road Map



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The CDC Alzheimer's Disease and Healthy Aging Program and the Alzheimer's Association updated the Healthy Brain Initiative Road Map for the public health community — learn how 25 actions can help promote brain health, address cognitive impairment, and support the needs of caregivers.

## Alzheimer's Public Health Curriculum



alzheimer's association CDC

A free curriculum to introduce undergraduates to Alzheimer's as a growing public health issue.

## Public Health Priorities



The Alzheimer's Association has identified three key elements of an Alzheimer's public health agenda: surveillance, early detection, and promotion of brain health.

## This Afternoon: Webinars to Change the Course of Dementia

**REGISTER  
ONLINE**

Join the Alzheimer's Association, the CDC, and several national partners this afternoon for two interactive webinars, *Mission Possible: Changing the Course of Dementia, a Growing Public Health Crisis*. Both webinars will introduce the new HBI Road Map and then feature real-world examples of public health approaches to address Alzheimer's and other dementias. Please register below.

### Local Public Health Leaders and County Elected Officials

Thursday, October 18, 2018 from **1:30-2:30 pm EDT**

[Register for local public health webinar](#)

Hosted by: Alzheimer's Association, Centers for Disease Control and Prevention, National Association of Counties, and National Association of County and City Health Officials

### State Public Health Leaders

Thursday, October 18, 2018 from **3:00-4:00 pm EDT**

[Register for state public health webinar](#)

Hosted by: Alzheimer's Association, Centers for Disease Control and Prevention, Association of State and Territorial Health Officials, and National Association of Chronic Disease Directors

It is not too late to join public health leaders from across the country to learn about the case for public health action against Alzheimer's, ripe-for-action strategies, and readymade resources to guide implementation. Please register in advance for login information. (If you can't join us today, see our next newsletter for how to access the recording.)

### Enhanced Website Supports Road Map Action



To help public health officials realize a better future for all communities impacted by dementia, a

redesigned [alz.org/publichealth](http://alz.org/publichealth) provides an expanded set of tools, resources, and examples including:

- Primers on 11 Alzheimer's-specific issues
- State profiles with data about the impact of Alzheimer's within the state, public health implementation of HBI Road Map actions, and state government efforts to address the crisis
- Searchable databases to find resources and examples that align with state and local public health priorities

Start exploring [alz.org/publichealth](http://alz.org/publichealth) today and check back often as the collection is frequently updated. If you have questions or comments about the site, please contact [John Shean](#).

## The 10 Warning Signs



The Know the 10 Signs campaign is a national education effort to increase awareness of the warning signs of Alzheimer's disease and the benefits of early detection and diagnosis.

### Contact

For more information on the Healthy Brain Initiative, public health priorities, or Alzheimer's disease in general, contact [Molly French](#) or check out [alz.org/publichealth](http://alz.org/publichealth).

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