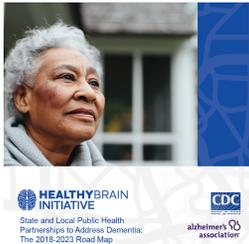


alzheimer's association



Alzheimer's Public Health News

Get Started: Healthy Brain Initiative Road Map Ready for Use



With last month's release of the Healthy Brain Initiative's *State and Local Public Health Partnerships to Address Dementia: The 2018-2023 Road Map*, public health leaders across the country are already charting a course to prepare their communities

for Alzheimer's and other dementias. The updated Healthy Brain Initiative (HBI) Road Map, jointly developed by the Alzheimer's Association and the Centers for Disease Control and Prevention (CDC), is helping shape the public health response to Alzheimer's, promote brain health, improve care for people living with cognitive impairment, and better support caregivers. With an emphasis on health equity, collaboration, and sustainability, the HBI Road Map offers public health leaders a flexible menu of 25 actions along with suggestions for implementation, case studies, and data to justify plans.

If you missed last month's kick-off webinars, watch the recordings on our YouTube [Public Health Playlist](#). The webinars unveiled the HBI Road Map, discussed the life-course approach to Alzheimer's, and featured state and local public health leaders sharing their successes and future plans.

- [State Public Health Officials: Changing the Course of Dementia](#)
- [City and County Public Health Officials: Changing the Course of Dementia](#)

Ready to get started? To help public health leaders build a better future for all communities impacted by dementia, the newly redesigned alz.org/publichealth has Alzheimer's-specific primers, state profiles, and searchable databases for resources and examples of public health action around the country. Start exploring alz.org/publichealth today!

The Road Map



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.



Learn about the public health approach to Alzheimer's with topic-specific primers, examples, and resources at alz.org/publichealth

For Your Commute: HBI Road Map Podcasts

Listen to two podcasts highlighting the role, importance, and usage of the [HBI Road Map](#).

- The [first](#) — from the Association of State and Territorial Health Officials (ASTHO) — features Dr. Lisa McGuire, Lead of the Alzheimer's Disease and Healthy Aging Program at CDC, Dr. Jewel Mullen, former ASTHO President, and Molly French, Public Health Director for the Alzheimer's Association, discussing the HBI Road Map and how state and territorial health departments can advance healthy aging efforts through partnerships and policy change. (34 minutes)
The [second](#) — from the Centers of Disease Control and Prevention (CDC) — also features Lisa McGuire
- discussing the HBI Road Map and its application to public health. (2 minutes)

Listen, download, and share these quick informational podcasts throughout your public health networks.

Largest Dementia Prevalence Increase Projected Among Minority Groups



Between 2014 and 2060, minority racial and ethnic populations — including Hispanics, Asians and Pacific Islanders, American Indians and Alaska Natives, and African Americans — are projected to have large increases in Alzheimer's and other

dementias prevalence, according to a new [analysis](#) from the CDC published in [Alzheimer's & Dementia](#). Overall prevalence of dementia is projected to rise from 1.9 percent of the United States population aged 65 years or older (in 2014) to 3.3 percent of that population by 2060.

Researchers used U.S. Census Bureau and Medicare fee-for-service data to estimate the number of people with Alzheimer's by age, sex, race, and ethnicity in 2014 and 2060. During that timeframe, the projected percentage increases in prevalence of Alzheimer's and other dementias are:

- 644 percent among Hispanics
- 520 percent among Asian and Pacific Islanders
- 477 percent among American Indian and Alaska Natives
- 279 percent among African Americans
- 90 percent among whites

Alzheimer's Public Health Curriculum



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

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.

The analysts indicate these prevalence increases are expected as a result of fewer people dying from other chronic diseases and surviving

ROAD MAP ACTION ITEM M-3

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.

into older adulthood when the risk for Alzheimer’s disease and related dementias rises. With an enhanced emphasis on promoting health equity, the [HBI Road Map](#) recommends using surveillance data like these to prioritize systemic disparities that may differentially impact minority and underserved populations. Learn more about [data and needs assessments](#) on alz.org/publichealth.

Addressing Dementia Within the LGBT Community



Nearly 3 million lesbian, gay, bisexual and transgender (LGBT) people are over the age of 50 in the United States, and that population is rapidly increasing as the baby boomers age and more individuals identify as LGBT, according to *Issues Brief: LGBT and Dementia*, a new resource for providers, public health leaders, and

polycymakers to address the growing burden of dementia among the LGBT community.

Dementia and dementia caregiving in LGBT older adults pose unique challenges, especially related to stigma, limited access to care and services, and increased prevalence of social isolation and poverty. LGBT older adults, for example, have higher rates of chronic conditions — including diabetes and heart disease — than their non-LGBT peers. And compared with non-LGBT individuals, LGBT caregivers are less likely to have adequate financial ability and support networks to care for an aging parent or relative.

The brief recommends several actions to enhance organizational practice and policy. Responses include increased visibility and inclusivity of LGBT people in marketing and dementia-related services, use of LGBT-aligned events such as Pride for outreach, and advocacy for robust anti-discrimination protections. Read the [complete brief](#) to learn more and find additional information about [health equity](#) on alz.org/publichealth.

Dementia Caregiving Exacts High Financial Cost

Two recent studies add to the evidence base that the economic value of informal caregiving for people with dementia is large and the financial impact of unpaid caregiving is high. View the individual studies below to learn more about the assumptions, methodologies, and limitations of these analysis.



- Using data from the Behavioral Risk Factor Surveillance System, [analysts](#) estimated that the average annual value of unpaid dementia caregiving was \$13,069 per caregiver among the study dataset.

Using data from the Health and Retirement Study, [analysts](#) found that the economic value of unpaid dementia caregiving may be 20 percent higher than other estimates when accounting for “welfare costs” — monetized changes in well-being due to caregiving.

With greater attention to caregivers needs, the [HBI Road Map](#) offers actions public health leaders can take to better support Alzheimer’s and

ROAD MAP ACTION ITEM E-3

Increase messaging that emphasizes both the important role of caregivers in supporting people with dementia and the importance of maintain caregivers’ health and well-being.

dementia caregivers including increasing messaging that emphasizes the importance of maintaining health and well-being of dementia caregivers themselves. Learn more about [dementia caregiving](#) on [alz.org/publichealth](#).

ICYMI: Subjective Cognitive Decline in the United States



In Case You Missed It: View the recording of [Subjective Cognitive Decline in the United States](#), a short webinar examining subjective cognitive decline (SCD) — a self-reported increase in confusion or memory loss.

This webinar looked at the prevalence, impact, and burden of SCD, one of the earliest warning signs of future dementia risk, as well as how public health is using data like these to promote older adults' health and functioning.

Researcher Spotlight: Enhancing Provider Education



**HEALTHY BRAIN
RESEARCH NETWORK**

This edition of Alzheimer’s Public Health News features insightful

work coming from the University of Arizona, a part of the Healthy Brain Research Network (HBRN). [Learn more](#) about the HBRN.

Training health care professionals to detect and support people living with Alzheimer’s and other dementias as well as their caregivers is essential to creating a dementia-capable workforce as recommended in the [HBI Road Map](#). To enhance training of the workforce, the [University of Arizona Prevention Research Center](#) is developing a low-cost clinical practice model of cognitive assessment for use by primary care

physicians — the Alzheimer's Disease and Related Disorders Primary Care Engagement Campaign. The campaign includes clinician and staff education as well as an electronic health record (EHR)-embedded template to guide primary care physicians through comprehensive care planning for people with cognitive impairment. The campaign was also designed to detect and support persons who are dementia caregivers. Initially piloted at a single teaching clinic, the educational campaign will be implemented and evaluated in a primary care clinic.

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The [Alzheimer's Association](#) is the world's leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's disease®.

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