June 2019

To support last month’s release of the Healthy Brain Initiative’s *Road Map for Indian Country*, a dissemination guide offers quick and ready media engagement tools. Public health partners are encouraged to use these tools — including media templates, sample social media posts, talking points, and key facts — to help spread the word about dementia among American Indian and Alaska Native communities.

In case you missed it: view the recording of this month’s webinar — *A to V (Alzheimer’s to Vascular): A Public Health Tour of Types of Dementia*. Alzheimer’s and other types of dementias have distinct features that merit consideration for public health policies and interventions. Learn about the different types of dementia including recent scientific advances.

**New and Emerging Evidence**

— *Our Stories*, a new public awareness campaign from the Ad Council and the Alzheimer’s Association, encourages people to have a conversation about Alzheimer’s if they notice a change in memory, behavior, or attitude in a friend or family member. Featuring real accounts of families impacted by Alzheimer’s, the *Our Stories* early detection campaign includes television, radio, and social media public service announcements. Learn more about the campaign and its usage in the Ad Council [toolkit](#).

— The World Health Organization (WHO) released evidence-based recommendations on lifestyle behaviors and interventions to help delay or prevent cognitive decline and dementia. Top recommendations include increased physical activity for adults with normal cognition and mild cognitive impairment, tobacco cessation for adults that use tobacco, management of hypertension for those that are affected, management of diabetes, and interventions to reduce mid-life obesity. WHO urges that policymakers use these guidelines to take a public health approach to reduce the risk of cognitive decline and dementia and to integrate the recommendations into programs such as tobacco cessation, cardiovascular disease risk reduction, and nutrition. Read the full WHO guidelines.

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**The HBI Road Map**

Designed for state and local public health practitioners, the Healthy Brain Initiative Road Map encourages 25 actions that help promote brain health, address cognitive impairment, and support the needs of caregivers.

*Road Map for Indian Country*

Designed for American Indian/Alaska Native (AI/AN) communities, the Healthy Brain Initiative *Road Map for Indian Country* is a guide for AI/AN leaders to learn about Alzheimer’s and begin planning their response to dementia.
—Adults with vision impairment were more likely to report difficulties due to subjective cognitive decline (SCD) — one of the earliest warning signs of dementia — than adults without vision impairment, according to CDC analysis of Behavioral Risk Factor Surveillance System (BRFSS) data. With the number of adults with vision impairment estimated to double over the next 30 years, reducing or correcting vision impairments may help decrease SCD-related limitations.

—The Alzheimer’s Association 2019 Alzheimer’s Disease Facts and Figures infographic and quick facts are now available in Spanish on alz.org/facts. These pieces can be used for outreach to Spanish-speaking communities and to train and educate Spanish-speaking health care providers.

—A survey revealed that the vast majority of U.S. adults want to know if they are at risk of Alzheimer’s disease and are eager to take part in early detection, clinical trials, and discussions with their health care providers. Conducted by Avalere for the Alliance for Aging Research, the survey also identified perceived benefits of early diagnosis, including future care planning, time to set financial wishes, and the chance to improve medical understanding overall. Read the full survey summary for details.

—A new study from the University of California-San Francisco indicates variation in the cause of dementia by race and ethnicity. The autopsy study revealed that mixed-cause dementia with cerebrovascular disease was more common among black and Hispanic adults compared with non-Hispanic white adults. The authors note that addressing vascular disease may help address this disparity from a population perspective.

—Researchers found that use of amyloid PET imaging in seniors with cognitive impairment of unknown etiology informed clinical care in a majority of cases. In a large study of cognitively impaired older adults, results of PET imaging substantially influenced changes in drug therapy or counseling compared with pre-PET care management. Read the full study from the University of California-San Francisco for methodology, limitations, and further discussion.
Caring for persons living with Alzheimer’s or other dementias can be a challenging yet rewarding experience. The public health community has a central role offering information, guidance, and supportive resources to caregivers to help them provide effective dementia care, attend to their own well-being, and maximize the positive qualities of caregiving. **Supporting Caregivers** — a Healthy Brain Initiative Issue Map — offers compelling data, a primer explaining the need for action, and successful case studies for the public health community to learn from and replicate. Learn more about the public health approach to dementia caregiving on alz.org/publichealth.

The Healthy Brain Initiative’s (HBI) **State and Local Public Health Partnerships to Address Dementia: The 2018-2023 Road Map** is designed to mobilize the public health community and help them mitigate the future impacts of Alzheimer’s and other dementias, especially among vulnerable populations. Jointly developed by the Alzheimer’s Association and the CDC, the HBI Road Map offers 25 expert-developed actions for public health leaders to promote brain health, better care for people with cognitive impairment and increase attention to dementia caregivers. Read the full Road Map, executive summary or get started with the planning guide.

The Alzheimer’s Association and the CDC also developed the Healthy Brain Initiative’s (HBI) **Road Map for Indian Country** as a guide for American Indian and Alaska Native (AI/AN) leaders to learn about dementia and to educate their communities. The Road Map for Indian Country highlights the challenges of dementia in AI/AN communities and offers eight public health strategies that use community strengths to promote brain health and better care for those with cognitive impairment. Read the full Road Map, executive summary, or the dissemination guide to get started.

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