Alzheimer's Association Receives National Healthy Brain Initiative Award
This month begins the Alzheimer’s Association’s new five-year grant from the Centers for Disease Control and Prevention (CDC) to continue advancing the priorities of the Healthy Brain Initiative. As an original partner of the Healthy Brain Initiative, the Association is excited to expand this partnership with CDC to accelerate nationwide public action on Alzheimer’s and all dementia. Increasingly, state, local, and tribal public health leaders are integrating cognitive health into public health practice and collecting and using surveillance data. Under the new award, the Association will also work to advance use of evidence-informed strategies with an emphasis on health equity and changes in policies, systems, and environments. Persons with intellectual and developmental disabilities will be a new priority population.

Learn more about the National Healthy Brain Initiative grant recipients.

Healthy People 2030
Healthy People 2030 — launched in August — features three dementia objectives designed to improve diagnosis disclosure of dementia, reduce preventable hospitalizations among people with dementia, and increase discussions between health care providers and people experiencing subjective cognitive decline. An additional objective aims to increase physical activity among older adults with cognitive problems. These objectives set data-driven goals for public health professionals to help improve cognitive health nationwide over the next decade.

Learn more about Healthy People 2030 and view baseline data for the dementia objectives at alz.org/publichealth. To discuss integrating Healthy People 2030 dementia objectives into public health plans, contact the public policy staff at your local Alzheimer’s Association chapter.

Alzheimer’s Public Health Curriculum
A free, flexible curricular resource introduces Alzheimer’s as a public health issue.

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.
CME Opportunity: Cognitive Health

Continuing medical education (CME) credits are available to health care providers for successfully completing Culture Competent Collaborative Care for Cognitively Impaired Individuals – The 5 Critical C’s — the first in a new series of courses from the Alzheimer’s Center of Albany Medical Center. The course will take place October 14, 2020, from 5:00 – 6:30 p.m. ET and will focus on a multidisciplinary approach to Alzheimer’s, discuss the importance of early detection, and examine cultural factors that may affect clinical presentation. Advanced registration is required by October 12, 2020.

Local Health Departments

Local health departments (LHDs) are on the frontlines of addressing the growing impact of Alzheimer’s, cognitive decline, and dementia caregiving. More and more local health departments are using innovative approaches to incorporate healthy aging into their portfolios and elevate attention to older adults, cognitive health, and dementia. The following materials — developed from a yearlong collaboration with the County of San Diego Health and Human Services Agency and the Boston Public Health Commission — are specifically designed to help local public health officials implement HBI Road Map actions and learn from other LHDs that are currently engaged on these issues.

- Case study — County of San Diego
- Case study — City of Boston
- Best practices — Getting started
- Best practices — Local data utilization
- Best practices — Engaging the aging network

The Planning for Action: Initial Steps for Implementing the Healthy Brain Initiative Road Map can help LHDs get started. This planning guide outlines six steps for local public health leaders to align priorities, develop a plan, and begin implementation.

Tribal Cognitive Health Resources

- A new social media campaign from the National Council of Urban Indian Health — Keeping Wisdom Keepers Healthy — is designed to raise awareness of Alzheimer’s among urban American Indian /Alaska Native (AI/AN) communities and encourage visits to Urban Indian Organizations for health screenings and wellness check-ups. Developed in partnership with CDC, the campaign includes a toolkit with sample social media text and graphics, videos, posters and a flyer.
The National Indian Health Board has compiled resources, tools, and success stories to help tribal communities protect and promote healthy cognition. The Brain Health for Tribal Nations webpage includes talking points to engage health care providers and tribal leaders on the unique needs of AI/AN communities and ways to promote cognitive health.

**Emerging Evidence**

- Deaths attributable to dementia far outnumber the number of dementia deaths reported on death certificates, according to new analysis of Health and Retirement Study (HRS) data. Examining data of older adults between 2000 and 2009, the study found that the percentage of deaths attributable to dementia was 13.6% — 2.7 times more than the percentage recorded on death certificates — demonstrating that dementia is a much larger burden than official death data would indicate. Additionally, the mortality burden of dementia was significantly higher among Black older adults than their white peers — 24.7% compared with 12.2%, respectively. A similar discrepancy is seen by education level — the mortality burden of dementia was 16.2% among those with less than a high school education compared with 9.8% among those with a college education.

- The study above adds to the evidence about the differential impact of dementia on certain racial and ethnic groups. For instance, a previous analysis of HRS data examined the intersection of race and educational attainment. At age 65, on average, a Black person without a high school education can expect to live to 79 years of age and spend almost four of those years living with dementia. Comparatively, a white person without a high school education can expect to live to 81 years of age and spend a little over two of those years living with dementia. Similar disparities are seen among those with the highest educational attainment, though the difference is smaller. At age 65, on average, both Black and white individuals can expect to live to about 81 years of age, although a Black person can expect, on average, to spend 1.65 years living with dementia while a white person, on average, can expect to spend just one year living with dementia.
- One in four baby boomers (people born between 1946 and 1964) is a caregiver, according to analysis of Behavioral Risk Factor Surveillance System (BRFSS) data. Among those examined, more caregivers than non-caregivers reported at least one chronic health condition and were more likely to report frequent mental distress.

- More than 40% of adults who report subjective cognitive decline (SCD) — a self-reported increase in memory problems or confusion — needed help with day-to-day activities as a result of their SCD, according to an analysis of BRFSS data.

- Simple design principles — including clear wayfinding and hazard removal — may improve the utility and safety of the built environment for people living with dementia, according to World Alzheimer Report 2020 — Design, Dignity, Dementia: Dementia-related Design and the Built Environment from Alzheimer’s Disease International. The report finds that consideration of the needs of people living with dementia in the built environment lags considerably behind physical disabilities.

- A systematic evidence review revealed the need for more research into the effectiveness of care and support interventions for people living with dementia and their caregivers. The report from the Agency for Healthcare Research and Quality (AHRQ) identifies a few types of interventions with evidential support, but calls for additional, larger, and more-rigorous studies.

Public health practitioners can find a separate repository of evidence-based interventions for dementia caregiving from the Benjamin Rose Institute on Aging.

---

**Healthy Brain Initiative**

- New infographics from CDC highlight characteristics of all caregivers and their caregiving situations among different populations. Developed using 2015-2018 Behavioral Risk Factor Surveillance System (BRFSS) data, the following populations are available: African Americans, American Indians/Alaska Natives, Hispanics, Asians, Hawaiians, and Pacific Islanders, as well as women, men, veterans, rural adults, and lesbian, gay, bisexual and transgender adults. Spanish language versions are also available for many of these populations.
• Two statistical briefs provide background, guidance, and coding for analyzing data from the 2015-2018 BRFSS Cognitive Decline Module and Caregiver Module.

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 in mitigating the future impacts of Alzheimer’s and other dementias, especially among vulnerable populations. Read the full Road Map, executive summary or get started with the planning guide.

The Healthy Brain Initiative’s Road Map for Indian Country is a guide for American Indian and Alaska Native leaders to learn about dementia, educate their communities, and start taking action against Alzheimer’s. Read the full Road Map, executive summary, or the dissemination guide to get started.

The Alzheimer’s Public Health E-News is supported (in part) by Cooperative Agreement #NU58DP006744-01, funded by the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

For subscription services, please visit alz.org/publichealth.