

October 2024

Register for Upcoming Webinar: Addressing Social Determinants of Health and Dementia Risk

Wednesday, November 6 | 3-3:30 p.m.
ET

Explore the latest public health tools for integrating social determinants of health (SDOH) into dementia risk reduction strategies in this focused 30-minute webinar. The session will feature a new video, science summaries and a comprehensive toolkit designed to help public health agencies address social and environmental factors influencing brain health.



[Register Today](#)

Webinar Series Recordings Now Available: Community Matters and Dementia Risk

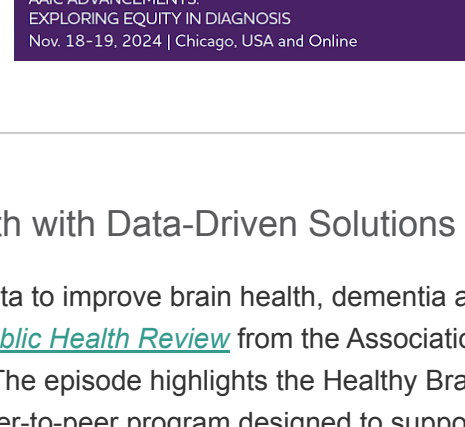
Missed any of the webinars in the *Community Matters* series? Recordings are available of all four sessions offering practical knowledge for public health professionals on social determinants of health related to dementia.

- [Building Resilience: Understanding Economic Stability](#)
- [Nourishing Minds: Exploring Nutrition and Food Security](#)
- [Breaking Barriers: Social Engagement and Dementia Risk](#)
- [Creating Healthier Environments for Dementia Risk Reduction](#)

AAIC Advancements: Exploring Equity in Diagnosis

Chicago and Online | Nov. 18-19

AAIC® Advancements: Exploring Equity in Diagnosis will bring together leaders from various disciplines to address disparities in Alzheimer's diagnosis, particularly in the era of biomarker-based detection. The event aims to identify and tackle barriers to equitable care for Alzheimer's and other dementias, fostering collaboration and solutions across the field.



Register at alz.org/exploringequity.

New Podcast: Enhancing Brain Health with Data-Driven Solutions

Explore how state health agencies are using data to improve brain health, dementia and caregiving outcomes in the latest episode of *Public Health Review* from the Association of State and Territorial Health Officials (ASTHO). The episode highlights the Healthy Brain Initiative Data for Action Project, a year-long peer-to-peer program designed to support and enhance the use of data by state health departments to inform public health planning.

Listen to the full conversation to learn more about the Data for Action Project and hear about one state's participation in the program.

[Listen Now](#)

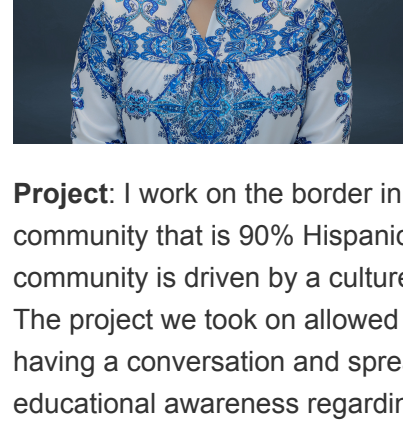


Spotlight on Practice

The Spotlight on Practice highlights innovative work health departments are undertaking to address dementia. This month, we focus on an awareness project from Cameron County, Texas, which was part of the Alzheimer's Association Healthy Brain Initiative Road Map Strategist program.

Shiann Moraida

Cameron County Public Health, Texas
Early Detection, Education and Awareness

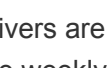


Project: I work on the border in Texas in a community that is 90% Hispanic/Latino. Our community is driven by a culture of familism. The project we took on allowed us to start having a conversation and spreading educational awareness regarding the importance of early detection and diagnosis of a stigmatized disease.

Proudest Achievement: We used this project to strengthen our relationships with community-based organizations and with the broader community.

On the Healthy Brain Initiative Road Map Strategist Program: Ultimately, our success began with the Healthy Brain Initiative grant. With this new program at the county public health entity, I feel that doors have been opened up, our reach has extended and we are making a larger impact in our community.

Advice for Public Health Leaders: It isn't about just completing deliverables, but the impact that you are making in your community.



Data Spotlight

A recent analysis of Behavioral Risk Factor Surveillance System (BRFSS) data from 47 states found that compared with dementia caregivers overall, Hispanic dementia caregivers are more likely to be caring for a parent, more likely to be providing 40+ hours of care weekly and more likely to have been providing care for five or more years. More than half of Hispanic dementia caregivers are estimated to be providing this care while earning less than \$50,000 annually — a major barrier to hiring outside help and support.

Learn more about [BRFSS and Caregiving](#).



World Alzheimer Report 2024 Highlights Global Attitudes Surrounding Dementia

According to the *World Alzheimer Report 2024* from [Alzheimer's Disease International](#), 80% of the general public and 65% of health care providers wrongly believe dementia is a normal part of aging. Drawing on insights from a survey of more than 40,000 people from 166 countries, the report explores global attitudes about dementia and the stigma that persists.

Join the Public Health & Care Expert Panel to Inform National Dementia Cost Estimates

The Alzheimer's Association, in partnership with the University of Southern California, is seeking public health professionals and care experts to join a panel for an NIH-funded project estimating dementia costs in the United States. The panel is seeking 3-5 public health professionals and 3-5 care experts in long-term care, home health care, or health care provision. Applicants should have at least 10 years of experience in their respective fields. Extensive expertise on dementia is not required. Panel members will attend quarterly virtual meetings over at least one year starting late this year and will receive an honorarium. To express interest, please fill out this [form](#) or contact Chelsea Kline at ckline@alz.org

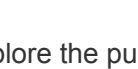


Research Roundup

Hypertension Remains Uncontrolled in Most American Adults

For 83.7% of hypertensive adults in the United States, their hypertension remains uncontrolled, according to a [study](#) published in *JAMA Network Open*. The study also found that of those with uncontrolled hypertension, more than half (57.6%) were unaware they had hypertension in the first place. This highlights the need to increase efforts to diagnose and then treat hypertension, a leading contributor to cardiovascular disease and a significant risk factor for cognitive decline.

The Public Health Center of Excellence on Dementia Risk Reduction at the Alzheimer's Association has prepared a [short summary](#) and [video](#) reviewing the current state of the evidence on cardiovascular health as a possible risk factor for dementia. In addition, an [action brief](#) by the Healthy Brain Initiative lists steps and resources available to public health officials to address hypertension in their communities.

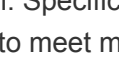


Control your blood pressure

Medications can help lower high blood pressure. And healthy habits like eating right and physical activity can help, too. Work with a health care provider to control your blood pressure.

New Study Concludes Falling Increases Risk of Dementia

Older adults who sustain an injury due to falling have a 21% increase of being diagnosed with dementia compared with injuries caused by other means, according to new [research](#). The cohort study examined nearly 2.5 million older adults participating in Medicare from 2014-2015 and found 10.6% of study participants who experienced a fall were diagnosed with dementia within a year. This study highlights the importance of falls prevention efforts and calls for increasing cognitive assessments among older adults who experience an injurious fall.



Upcoming Events

Showcasing the Alzheimer's Association Public Health Efforts at APHA and GSA

Explore the public health work of the Alzheimer's Association at the [American Public Health Association](#) (APHA) and the [Gerontological Society of America](#) (GSA) conferences this fall. Specific sessions are listed below. In addition, you can visit the Association's booth to meet members of the public health team and learn about innovative strategies for integrating Alzheimer's and dementia into public health initiatives.

APHA 2024

Minneapolis, MN | October 26-30 — Booth # 1204

Pre-conference Workshop: [Multi-Sector Collaboration to Train the Current and Future Dementia Workforce](#)

Saturday, October 26, 2024 | 1-4 p.m. CT

This free, pre-conference workshop will offer participants increased understanding of health inequities related to dementia as well as tangible skills and resources to improve their ability to engage diverse and inclusive audiences. Pre-registration is required.

Roundtable: [Creating the New HBI Road Map for American Indian and Alaska Native Peoples](#)

Monday, October 28 | 10:30 a.m.-12 p.m. CT

A roundtable discussion will explore how the Alzheimer's Association and CDC are updating the HBI Road Map for American Indian and Alaska Native Peoples, originally published in 2019, to address Alzheimer's in tribal communities.

Presentation: [The HBI Data for Action Project: Building Action on Dementia, Caregiving, and Brain Health Through a Community of Practice](#)

Tuesday, October 29 | 8:30-10 a.m. CT

Learn about the Healthy Brain Initiative (HBI) Data for Action Project, supported by the CDC, Alzheimer's Association, and Association of State and Territorial Health Officials (ASTHO). This session will highlight how the project enhances state public health planning and communications through brain health and caregiving data.

Symposium: [Leveraging the ECHO Model in Health Departments for Sustainable Dementia Risk Reduction Initiatives](#)

Tuesday, October 29 | 10:30 a.m.-12 p.m. CT

In this symposium, the Alzheimer's Association will spotlight the Alzheimer's and Dementia Care ECHO Program for Public Health Professionals. Launched in Tennessee in 2024 by the Public Health Center of Excellence on Dementia Risk Reduction, the program enhances dementia risk factor knowledge and explores how to integrate dementia messaging into other chronic disease prevention efforts.

GSA 2024

Seattle, WA | November 13-16 — Booth # 303

Symposium: [Reconstructing Person-Centeredness: Workforce, Systemic, and Global Perspectives](#)

Thursday, November 14 | 8-9:30 a.m. PT

This symposium will explore the evolving concept of person-centeredness in dementia care, presenting diverse perspectives on how it is defined and implemented across health care settings.

Symposium: [Advancing Dementia Research Through an Early Career Summer Institute](#)

Friday, November 15 | 8-9:30 a.m. PT

During this symposium, organizers and participants from the Alzheimer's Association Interdisciplinary Summer Research Institute (AA-ISRI) will describe the development of the program, insights from public health and psychosocial researchers who participated in the program, and lessons learned and next steps that other organizations can take to develop similar programs. AA-ISRI is an NIH-funded program focused on early career researcher development in the fields of public health and psychosocial research related to dementia.

Symposium: [Translating Data Into Action on Brain Health](#)

Friday, November 15 | 12-1:30 p.m. PT

The Alzheimer's Association's Data for Action pilot project, which helps state public health departments use brain health and caregiving data to inform policy and planning, is the focus of this session. Participants will hear how states have used Behavioral Risk Factor Surveillance System (BRFSS) data to advance public health efforts. Presenters will share successes, lessons learned, and best practices for leveraging data to drive action at the state level.

Presentation: [Innovative Collaboration — Developing Dementia Training with Students, Scholars, and Practitioners](#)

Friday, November 15, 2024 | 2-3:15 p.m. PT

This session highlights the collaborative effort behind *A Public Health Approach to Dementia* curriculum, a tool designed to train the current and future public health workforce about Alzheimer's and other dementia. The curriculum includes free, online modules covering dementia's public health impact, health equity, and caregiving. Presenters will discuss how partnerships with students, scholars, and practitioners informed the creation of the learning modules.

Symposium: [Memory Care in Assisted Living: Regulations, Access, and Care Delivery](#)

Friday, November 15, 2024 | 4:30-6 p.m. PT

This symposium will explore key issues surrounding memory care in assisted living facilities, including regulatory variability, access, and care delivery. Presentations will cover findings from a state regulatory review, an approach to identifying memory care assisted living facilities across the United States, and results from a national survey on end-of-life care in memory care settings.

Symposium: [Evaluation of Programs and Services for Caregivers of People Living with Dementia](#)

Saturday, November 16, 2024 | 12-1:30 p.m. PT

This symposium presents findings from three studies evaluating programs and services offered to informal caregivers of people living with dementia through the Alzheimer's Association.

Get Started at alz.org/PublicHealth



HBI Road Map



State Resources and Data



10 Healthy Habits for Your Brain



HBI Road Map for Indian Country



Public Health and Dementia Curriculum



10 Early Signs of Alzheimer's

The Healthy Brain Initiative is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$14,229,665 with 100% funded by CDC/HHS.

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to lead the way to end Alzheimer's and all other dementias — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer's and all other dementias.

Alzheimer's Association National Office, 225 N. Michigan Ave., Fl. 17, Chicago, IL 60601 ©2021 Alzheimer's Association. All rights reserved. 800.272.3800 | alz.org | Please add publichealth@alz.org to your address book to ensure you receive all future emails.

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