

October 2023

Introducing the HBI Road Map Implementation Guide and Issue Maps

Two new resources are available to help state and local health departments and their partners implement the new [Healthy Brain Initiative: State and Local Road Map for Public Health, 2023-2027](#) (HBI Road Map). These resources are designed to equip public health professionals with the tools they need to enact meaningful change in their communities.

The Implementation Guide: Eight Questions for Thoughtful Action

The Implementation Guide provides a step-by-step approach to implementing the HBI Road Map, focusing on collaboration, community needs and equitable representation. The guide is designed for both health departments just getting started as well as those looking to advance and build on existing work.

[View Guide](#)

Topic-Specific Issue Maps: A Closer Look

Ensuring Early Detection and Diagnosis

Act proactively by recognizing the population health benefits that early detection and diagnosis of dementia can bring.

Reducing Risk of Cognitive Impairment

Foster healthier communities by addressing the risk factors for cognitive decline.

Enhancing Community-Clinical Linkages

Improve connections between health care providers and community-based organizations to improve outcomes for people living with dementia and their caregivers.

Advancing Health Equity

Learn how to operationalize health equity and place it at the core of a public health approach to dementia.

Supporting Caregivers

Establish a public health approach to dementia caregiving that effectively supports and meets the needs of those caring for people with dementia.



ENSURING EARLY DETECTION AND DIAGNOSIS
A HEALTHY BRAIN INITIATIVE ISSUE MAP

SUPPORTING CAREGIVERS
A HEALTHY BRAIN INITIATIVE ISSUE MAP

ADVANCING HEALTH EQUITY
A HEALTHY BRAIN INITIATIVE ISSUE MAP

ENHANCING COMMUNITY-CLINICAL LINKAGES
A HEALTHY BRAIN INITIATIVE ISSUE MAP

REDUCING RISK OF COGNITIVE IMPAIRMENT
A HEALTHY BRAIN INITIATIVE ISSUE MAP

[View Issue Maps](#)



Funding Opportunity for Local and Tribal Public Health: HBI Road Map Strategists

Applications are now open for the Healthy Brain Initiative Road Map Strategists program. Every year, local health departments and tribal health organizations are invited to apply to be part of a select group of national leaders in brain health. Through a competitive application process, public health officials are chosen to serve as Healthy Brain Initiative (HBI) Road Map Strategists – change agents working to advance local public health capacity to address dementia and caregiving.

Selected participants will receive funding of up to \$48,000, education, peer support and technical assistance to develop expertise on dementia and implement strategies from the [HBI Road Map](#). Now in its third year, the HBI Road Map Strategist Initiative is a partnership between the National Association of County and City Health Officials (NACCHO) and the Alzheimer's Association.®

Interested applicants are encouraged to learn more and submit an application.

Priority will be given to applications that focus on advancing health equity in their community, and also seek to integrate dementia into internal organizational practices in a sustainable way.

The deadline for submissions is November 15, 2023 at 5 p.m. ET. For more information, contact publichealth@alz.org.

[View Application](#)

Updated Guide to Alzheimer's Plan Risk Reduction Recommendations Released

An updated version of the Public Health Center of Excellence on Dementia Risk Reduction's report, *Suggested Recommendations for Alzheimer's Plans*, has been released. Designed for those writing or updating an Alzheimer's plan, the report includes suggestions on risk reduction-related provisions that could be included in strategic plans. Ideas were generated from the Healthy Brain Initiative Road Map, previously published state Alzheimer's plans, and previous activities by public health agencies. For more information email CenterOfExcellence@alz.org

[View Report](#)

ASTHO and CDC Unveil Comprehensive Falls Prevention Guide: A Resource for State Health Departments to Elevate Impact

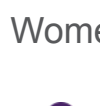
The Association of State and Territorial Health Officials (ASTHO), in partnership with the Centers for Disease Control and Prevention (CDC), recently released a Falls Prevention Guide to support and expand initiatives to address older adult falls. The guide provides resources regarding surveillance, strategic planning, evaluation and collaboration. With this guide, state health departments will learn strategies to improve current falls prevention activities, understand approaches from different states, develop community-clinical linkages, and learn how to leverage resources to maximize their impact. The guide comes as new research highlights the issue; a recent [study](#) published in *Alzheimer's & Dementia* found that 45% of people with dementia have had at least one fall, compared with 31% of older adults without dementia. For questions regarding the guide or for further technical assistance, email healthysaging@astho.org.

[View Guide](#)



Research Roundup

Lack of Exercise and Social Life Tied to Higher Dementia Risk in Older Women



Older women who do not exercise and have little social interaction are more likely to develop dementia, according to a new study. Published in *Alzheimer's & Dementia*, the study looked at 10,000 older women in Australia and found that women in the least active and least social group had a 19% increased risk of dementia compared with their active and socially engaged counterparts.

[Learn More](#)



Webinars and Upcoming Events

Missed It? Catch the Recording: Getting Started with the New HBI Road Map

The recording of the October 18 webinar, *Getting Started with the New HBI Road Map: Exploring the Implementation Guide & Issue Maps*, is now available for viewing. This webinar focused on the newly released [Implementation Guide and Issue Maps](#). Public health professionals discussed how these resources can be effectively utilized to implement HBI Road Map actions in communities. The webinar also showcased real-world examples of the HBI Road Map in action.

[Watch Now](#)

Advancing Early Detection of Dementia: A Virtual Conversation

Nov. 6, 2023 | 1-2 p.m. ET

Join the [SYSTEM Public Health Center of Excellence on Early Detection](#) for a webinar on *Health System Interventions to Advance Early Detection of Dementia*. This webinar is the first in a new series that will profile innovative approaches for earlier dementia detection, ultimately leading to better care and outcomes. Panelists Anna Chodos and Lisa M. Gibbs will share their insights and experiences in the field.

[Register](#)

Connect with the Alzheimer's Association Public Health Team at GSA and APHA

Join the Alzheimer's Association public health team at the [Gerontological Society of America \(GSA\) 2023 Annual Scientific Meeting](#) and the [American Public Health Association \(APHA\) 2023 Annual Meeting](#) to explore the future of dementia and public health. Visit the Alzheimer's Association booth to connect with the public health team and pick up a physical copy of the new HBI Road Map. Also, make sure to add the following sessions to your schedule to learn more about the public health efforts to address dementia.

GSA in Tampa, FL

Nov. 8-12, Booth #208

- [Engaging Diverse and Inclusive Audiences with the Healthy Brain Initiative Road Map \(separate registration required\)](#), Wednesday, Nov. 8, 1-5 p.m. ET: Register for this pre-conference workshop to learn about using health equity strategists for this pre-conference workshop with the latest HBI Road Map. [Location: Grand Ballroom H Marriott]
- [Social Determinants of Health and Dementia: Public Health Perspectives](#), Wednesday, Nov. 8, 2:30-4 p.m. ET: Explore the impact of social determinants of health on dementia with the Public Health Centers of Excellence. [Location: Room 101]
- [A Public Health Approach to Brain Health: The HBI Road Map Series](#), Friday, Nov. 10, 8-9:30 a.m. ET: Learn about the new HBI Road Map and how it can drive public health action. [Location: Room 115]
- [Public Health Curriculum: Dementia Caregiving as a Public Health Challenge and Opportunity](#), Nov. 10, 12-1:30 p.m. ET: Discuss the role of caregiving in dementia as a public health issue. [Location: Room 103]

APHA in Atlanta, GA

Nov. 12-15, Booth #625

- [Training the Public Health Workforce to Advance Health Equity in Alzheimer's and Other Dementias](#), Sunday, Nov. 12, 4:30-6:30 p.m. ET: Participate in an interactive roundtable discussion on health equity in dementia care. [Location: Georgia World Congress Center - B313]
- [The Healthy Brain Initiative Road Map – Elevating and Expanding Public Health Capacity to Overcome Dementia Challenges](#), Tuesday, Nov. 14, 8:30-10:30 a.m. ET: Take an in-depth look at the new Road Map and how public health can act. [Location: Georgia World Congress Center - A403]
- [Public Health, Tribal Nations, and the Alzheimer's Association](#) Tuesday, Nov. 14, 8:30-10:30 a.m. ET: Explore tailored strategies for addressing dementia in Indian Country. [Location: Georgia World Congress Center - B407]

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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 dementia – 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.

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