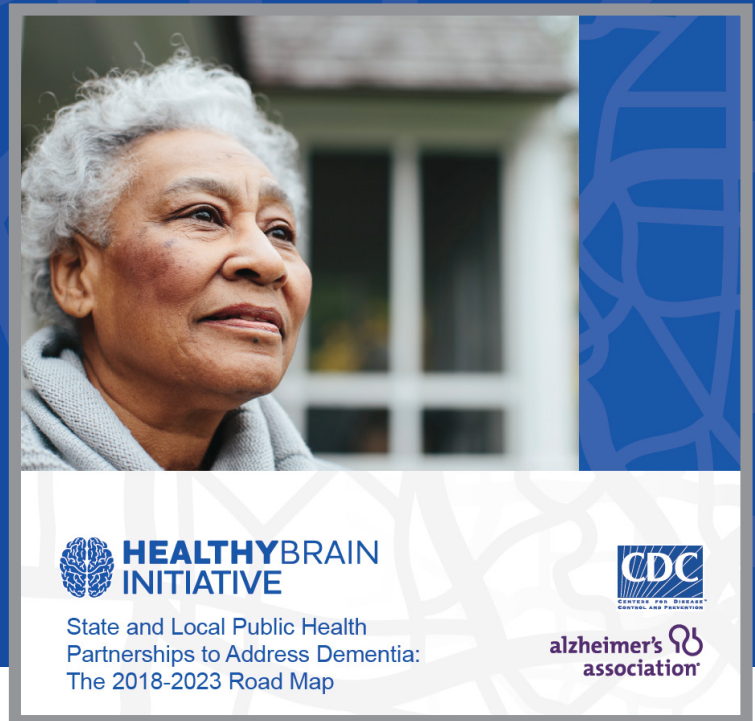


# DISSEMINATION GUIDE



The Centers for Disease Control and Prevention (CDC) and the Alzheimer's Association have created *State and Local Public Health Partnerships to Address Dementia, The 2018- 2023 Road Map*, the third in a series of road maps to guide public health leadership in Alzheimer's dementia. The Healthy Brain Initiative 2018-2023 Road Map outlines how state and local public health agencies and their partners can act quickly and strategically to prepare their communities by reducing risk for cognitive decline and dementia, expanding early detection and diagnosis, improving safety and quality of care for people living with dementia, and strengthening caregivers' health and effectiveness.

## HELP US SPREAD THE WORD

### DISSEMINATION GUIDE ITEMS

#### Newsletter Template

Use the text and image provided to promote the Road Map within your organization or community newsletter, e-mails, or blogs.

#### Social Media Posts

Sample tweets and Facebook posts are ready to use on your organization's social media platforms.

#### Podcasts

Select one of the audio resources describing cognitive decline.

#### Content Syndication

Publish CDC's web content on your website quickly.

#### Talking Points

Use this bulleted list for quick facts.

# NEWSLETTER TEMPLATE

Consider including a short article in a newsletter or blog, such as the following:

The Alzheimer's disease continuum spans decades, providing many opportunities for public health to change outcomes across communities. The new [\*Healthy Brain Initiative's \(HBI\) State and Local Public Health Partnerships to Address Dementia, The 2018-2023 Road Map\*](#) charts a course for state and local public health agencies and their partners to act quickly and strategically to prepare all communities for the growing prevalence of Alzheimer's. The Centers for Disease Control and Prevention and the Alzheimer's Association highlight the public health roles in addressing dementia in the new Road Map, including reducing risk for cognitive decline and dementia, expanding early detection and diagnosis, improving safety and quality of care for people living with dementia, and strengthening caregivers' health and effectiveness. To receive up-to-date information about on the HBI Road Map, opportunities for leadership action, and the latest dementia-specific public health news, subscribe to CDC's [Alzheimer's Disease and Healthy Aging Program Newsletter](#) and the [Alzheimer's Public Health News mailing list](#).

## SOCIAL MEDIA POSTS

Promote The Healthy Brain Initiative's Road Map through relevant social media outlets (Facebook, Twitter). Use the shared hashtag to track tweets, likes, and clicks.

### TWITTER

- @CDCgov and @alzassociation releases new Healthy Brain Initiative Road Map on #Dementia. Read the highlights. <https://bit.ly/2mInYYf> #Alzheimers #HBIRoadMap
- Public health leaders: Learn at least 3 actionable steps you can take to guide #Alzheimers action now. <https://bit.ly/2mInYYf> #HBIRoadMap
- Realize a better future for all communities impacted by #Dementia with Healthy Brain Initiative Road Map <https://bit.ly/2mInYYf> #Alzheimers #HBIRoadMap
- Public Health--Lead the way to preparing communities for #Dementia #Alzheimers #HBIRoadMap <https://bit.ly/2mInYYf>
- Guiding public health leadership on #Alzheimers #HBIRoadMap [<https://www.cdc.gov/aging/healthybrain/roadmap.htm>]
- A quick start guide for public health leaders on changing the course of #Dementia #Alzheimers #HBIRoadMap <https://bit.ly/2mInYYf>
- States can make a big difference in the diagnosis and referral to services for people with #Dementia. Read more #Alzheimers #HBIRoadMap <https://bit.ly/2mInYYf>
- New @CDCgov and @alzassociation Road Map provides public health actions for changing the course of #Dementia #Alzheimers #HBIRoadMap <https://bit.ly/2mInYYf>
- Public health leaders: Check out this quick start guide in charting the course for #Alzheimers #HBIRoadMap <https://bit.ly/2mInYYf>
- New @CDCgov and @alzassociation report: Read how public health leadership can act now to improve #Alzheimers outcomes. #HBIRoadMap <https://bit.ly/2mInYYf>
- Better brain health, better care, better caregiving. For all. #Alzheimers #HBIRoadMap <https://bit.ly/2mInYYf>
- Make #Alzheimer's our next public health success story #HBIRoadMap <https://bit.ly/2mInYYf>

## FACEBOOK

- The CDC Healthy Brain Initiative Road Map helps inform state and local health departments about the importance of cognitive health. A new Road Map provides 25 actions that public health leadership can take to improve brain health for all. <https://bit.ly/2mInYYf>
- CDC and the Alzheimer’s Association developed a Road Map for changing the course of dementia for public health leaders. Read more in the Healthy Brain Initiative Road Map. <https://bit.ly/2mInYYf>
- Learn how state and local public health agencies and their partners can change the course of Alzheimer’s dementia with the new Road Map. <https://bit.ly/2mInYYf>
- Public health leaders can take action now to prepare communities for dementia, a growing crisis. Check out this Road Map to learn more. <https://bit.ly/2mInYYf>
- Better brain health, better care, better caregiving. For all. Learn more. <https://bit.ly/2mInYYf>
- Make Alzheimer’s our next public health success story. Learn more in the new Road Map from CDC and the Alzheimer’s Association. <https://bit.ly/2mInYYf>
- States can make a big difference in the diagnosis and referral to services for people with dementia. Read more: <https://bit.ly/2mInYYf>

## PODCAST

[Listen to this audio file](#) to learn how states and communities can address cognitive health.

Share the podcast link on social media, your organization’s website, or group e-mails. The transcript of this podcast is also available.

## CONTENT SYNDICATION

If you would like to host content about The Healthy Brain Initiative or the 2018-2023 Road Map on your organization’s website, you can sign up for CDC’s content syndication service. It’s free, quick, and easy. Sign up at ‘Request a Page for Syndication’ <https://tools.cdc.gov/medialibrary/index.aspx#/requestsyndication>.

# TALKING POINTS

- CDC and the Alzheimer's Association have created *State and Local Public Health Partnerships to Address Dementia, The 2018- 2023 Road Map*, the third in a series of road maps to guide public health leadership in Alzheimer's dementia.
- The Healthy Brain Initiative 2018-2023 Road Map outlines how state and local public health agencies and their partners can act quickly and strategically to prepare their communities by:
  - reducing risk for cognitive decline and dementia
  - expanding early detection and diagnosis
  - improving safety and quality of care for people living with dementia
  - strengthening caregivers' health and effectiveness
- The Road Map outlines the most needed and practical steps that state and local health departments can accomplish. Twenty-five expert-guided actions fit within four traditional domains of public health:
  1. educate and empower
  2. develop policies and mobilize partnerships
  3. assure a competent workforce
  4. monitor and evaluate
- Public health has a critical role to play in promoting the cognitive functioning of adults across the life course and addressing soaring costs to healthcare, social, and economic systems.

## KEY FACTS

- Alzheimer's disease is the fifth leading cause of death for those aged 65 and older. Although deaths from other major causes have decreased significantly, official records indicate that deaths from Alzheimer's disease have increased significantly.
- Nearly six million Americans are living with Alzheimer's dementia. By 2050, this number is projected to reach nearly 14 million. It is the most expensive disease in America.
- More than 95% of people with dementia have one or more other chronic conditions. Alzheimer's complicates the management of these other conditions, resulting in increased hospitalizations and costs.
- In 2017, 16 million family members and friends provided 18.4 billion hours of unpaid care to people with Alzheimer's and other dementias, at an economic value of more than \$232 billion.
- About one in three Alzheimer's caregivers report their health has gotten worse due to care responsibilities, compared with one out of five caregivers of other older adults, resulting in an estimated \$11.4 billion in increased caregiver health costs in 2017.



**U.S. Department of  
Health and Human Services**  
Centers for Disease  
Control and Prevention

### More Information

Learn more about the CDC [Healthy Brain Initiative](#) and [Road Map](#) or the [Alzheimer's Association](#).