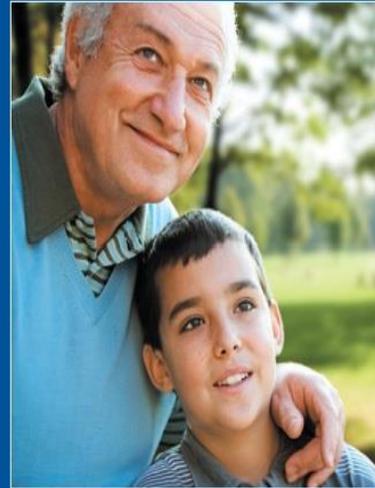


Tools for Implementing the Health Brain Initiative

Sarah Holland, MSW, MPH
Alzheimer's Association
Oregon Chapter



The Healthy Brain Initiative

The Public Health Road Map for State
and National Partnerships, 2013–2018

alzheimer's 
association



Our mission and vision



OUR MISSION: To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care for all affected; and to reduce the risk of dementia through the promotion of brain health.

OUR VISION: A world without Alzheimer's.

Presentation Overview

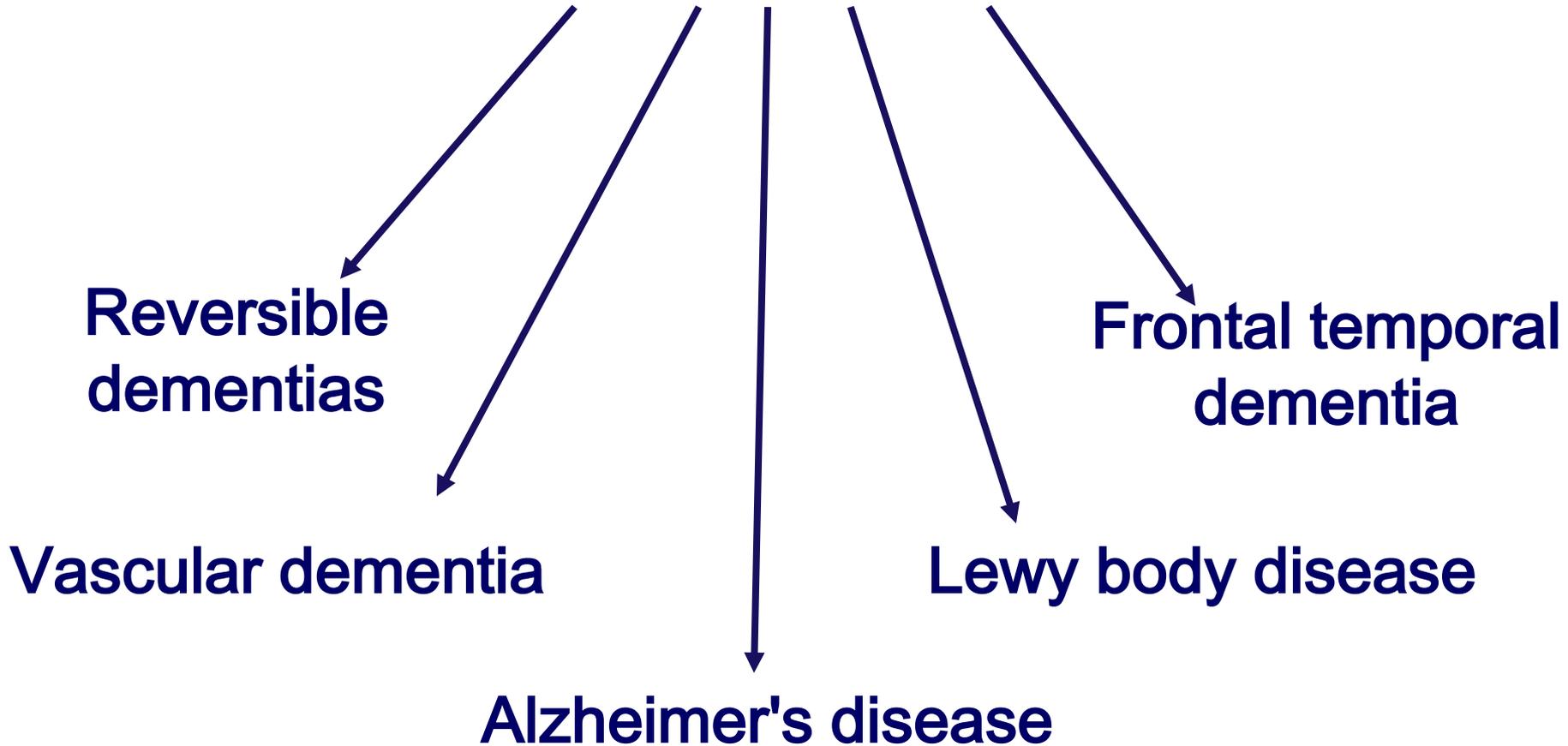
What?

So What?

So What Now?

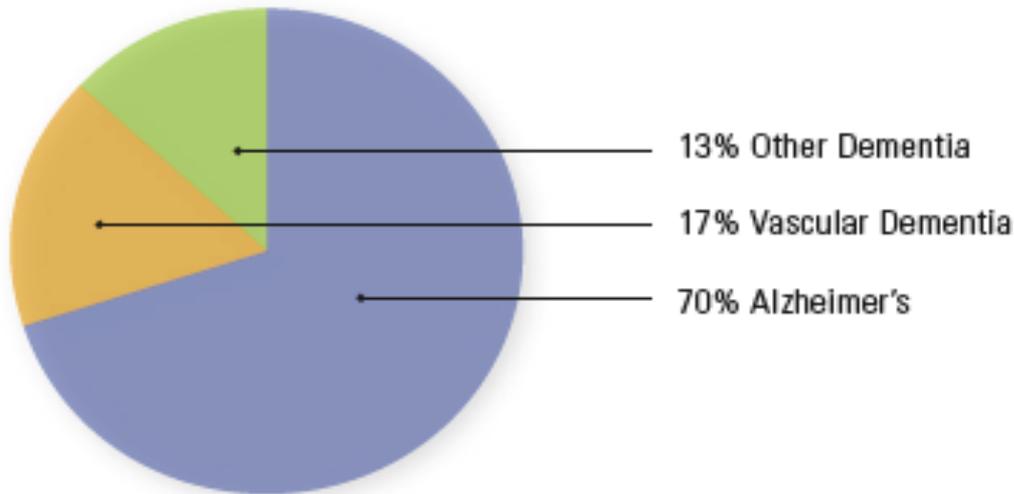
The What...

Dementia



Irreversible types of dementia

Causes of Dementia in People Aged 71+, ADAMS

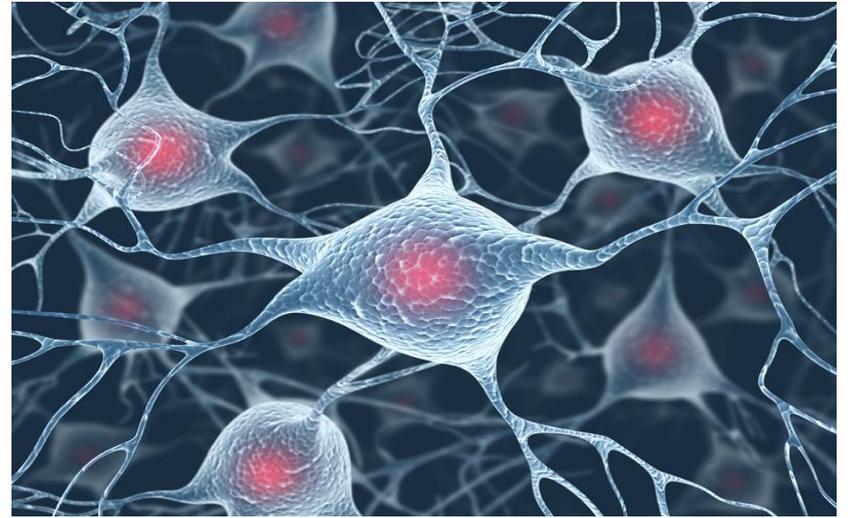


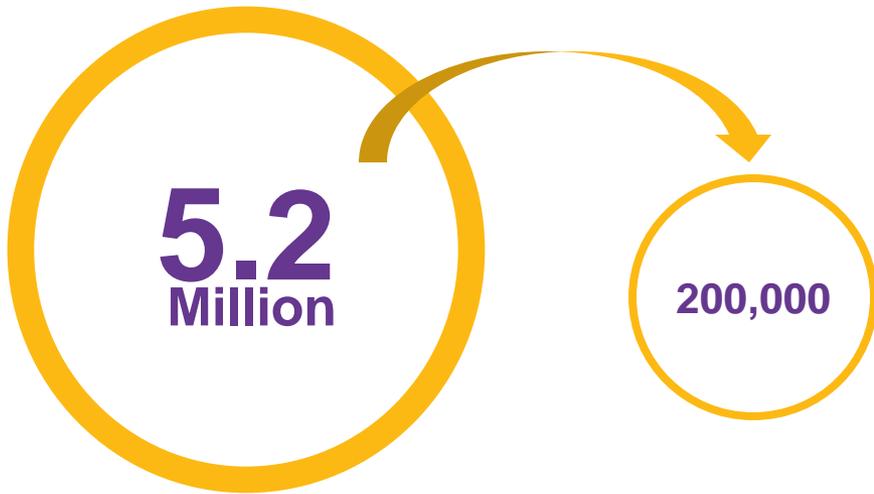
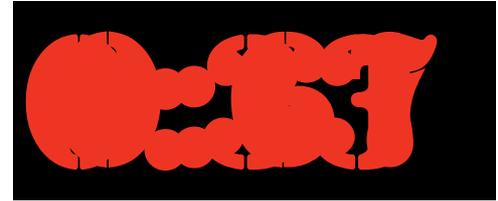
Created from data from Plassman et al. ²

- ◆ Alzheimer's disease: the most common type
- ◆ Over 70% of people with dementia have Alzheimer's disease

Alzheimer's Disease

- Progressive neurological disease
- No clear cause
- Fatal
- Challenging to diagnosis
- There is no way to slow the progression or cure- only minimal symptom management







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ALZHEIMER'S STATISTICS

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Number of people aged 65 and older with Alzheimer's by age

Totals may not add due to rounding.

Year	65-74	75-84	85+	TOTAL
2014	8,300	24,000	27,000	59,000
2020	12,000	29,000	28,000	69,000
2025	13,000	40,000	32,000	84,000

Would be 10th largest city in Oregon

Number of Unpaid Caregivers Would be 5th Largest State

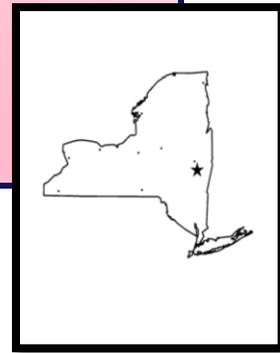
CALIFORNIA
Population:
37,691,912



TEXAS
Population:
25,674,681



NEW YORK
Population:
19,465,197



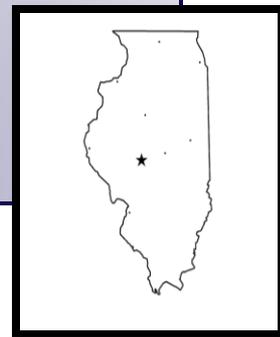
FLORIDA
Population:
19,057,542



**ALZ/DEMENTIA
CAREGIVERS**
Population:
15,200,000



ILLINOIS
Population:
12,869,257





OREGON

ALZHEIMER'S STATISTICS

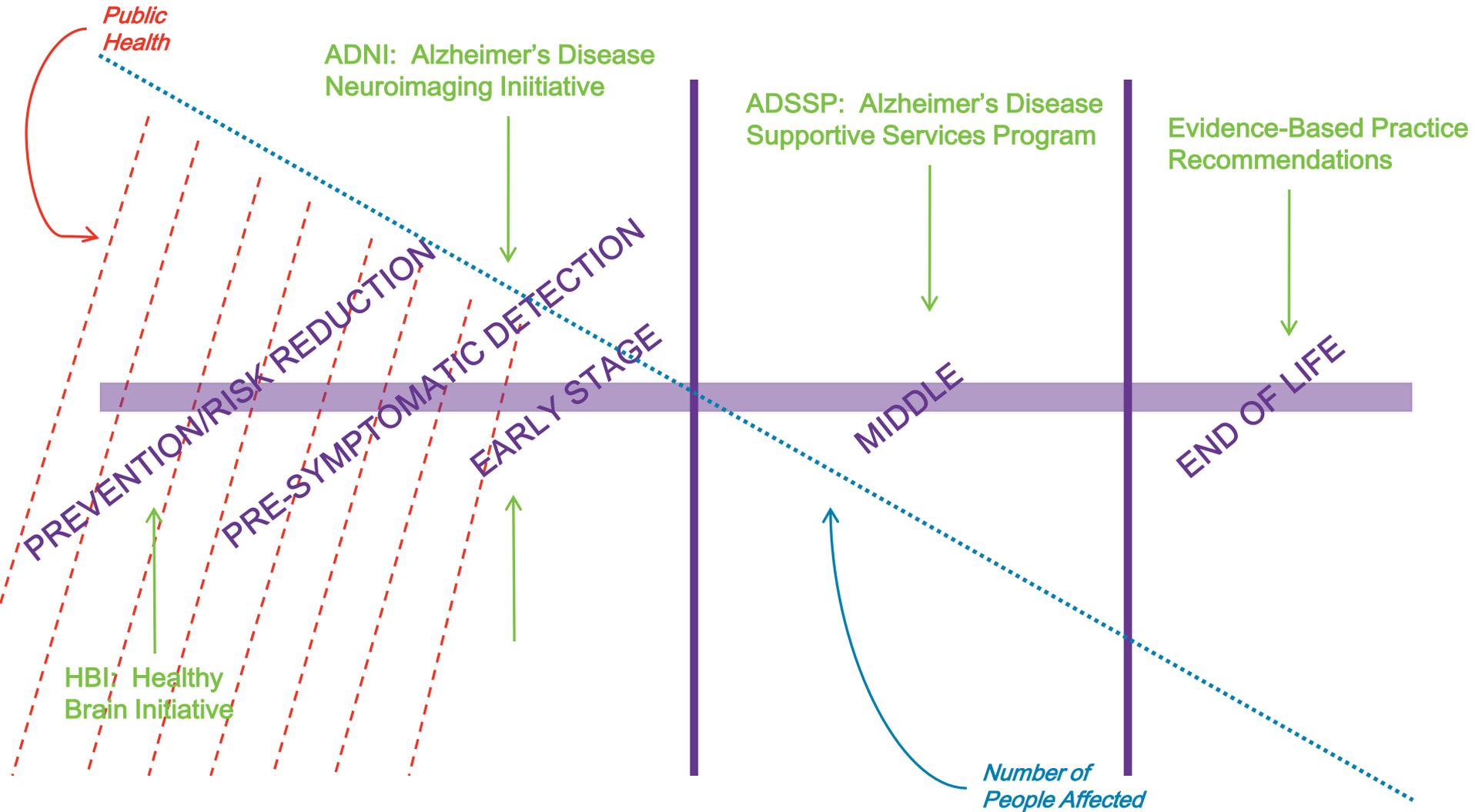
alzheimer's  association®

Number of Alzheimer's and dementia caregivers, hours of unpaid care, and costs of caregiving

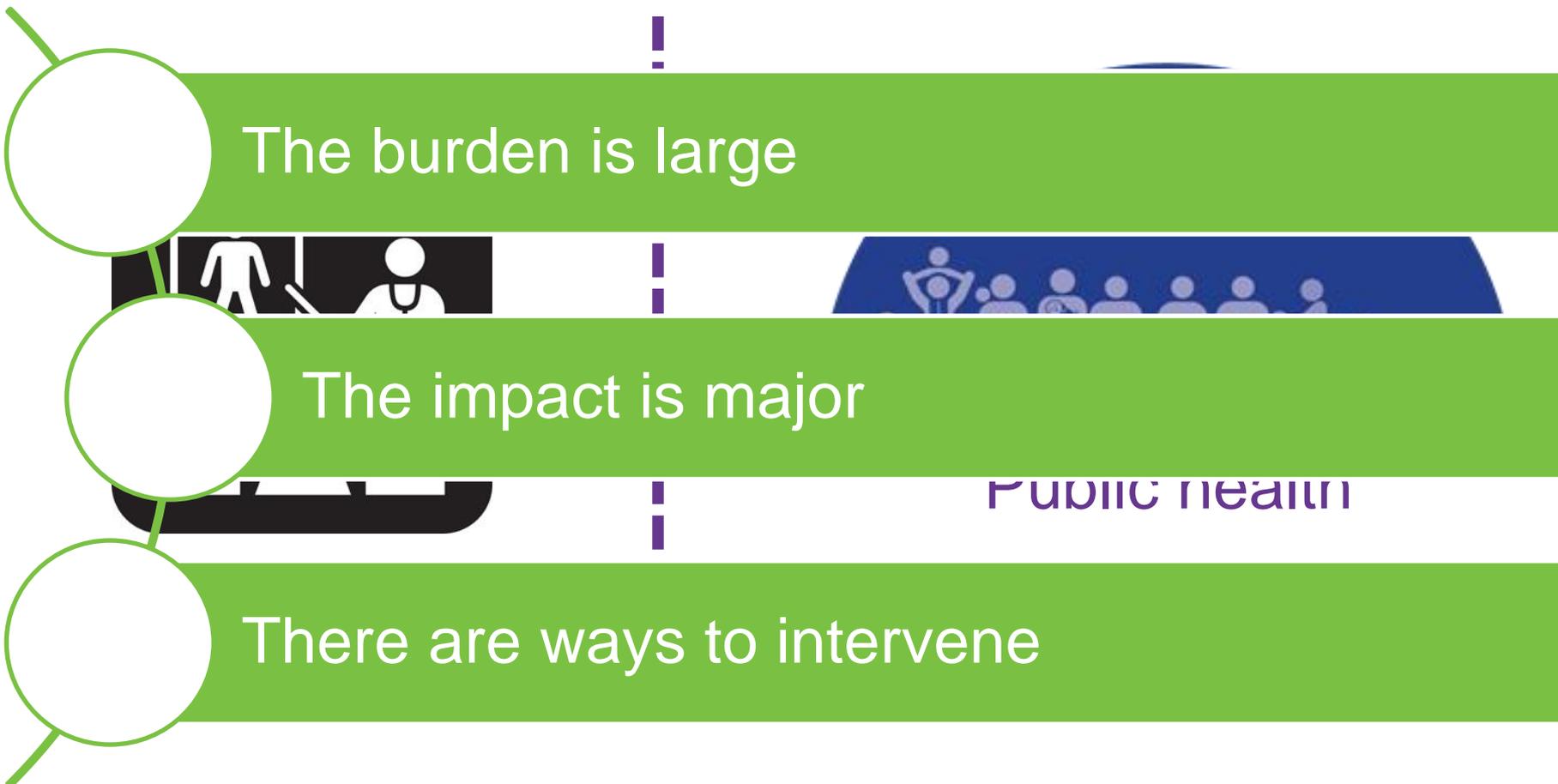
Year	Number of Caregivers <i>(in thousands)</i>	Total Hours of Unpaid Care <i>(in millions)</i>	Total Value of Unpaid Care <i>(in millions)</i>	Higher Health Costs of Caregivers <i>(in millions)</i>
2011	166	189	\$2,288	\$91
2012	167	191	\$2,352	\$96
2013	173	196	\$2,446	\$100

The So What...

A Comprehensive Approach to Alzheimer's



Defining Health Issues in Public Health



The burden is large

The impact is major

There are ways to intervene

Public Health

The Healthy Brain Initiative (HBI)

The overall intent of the Health Brain Initiative is to better understand the public health burden through surveillance; build a strong evidence base for policy, communication, and programmatic interventions for improving cognitive health; and translate that foundation into effective public health practice in state and communities.

The Healthy Brain Initiative (HBI)

- Monitor & Evaluate**
- Educate & Empower the Nation**
- Develop Policy & Mobilize Partnerships**
- Assure a Competent Workforce**

The So What Now...

The Healthy Brain Initiative (HBI)

- Monitor & Evaluate**
- Educate & Empower the Nation**
- Develop Policy & Mobilize Partnerships**
- Assure a Competent Workforce**

Oregon Resources

- Electronic Tool Kit –
January 2015
- Webinar Series-
January 2015
- Materials/Education

For more information...

www.alz.org/publichealth

24/7 Helpline: 1.800.272.3900

Find your chapter: search by state

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Public Health & Alzheimer's Disease | alz.org/public-health

[Intro](#)

[What You
Need to Know](#)

[Road Map](#)

[Surveillance](#)

[Early
Detection](#)

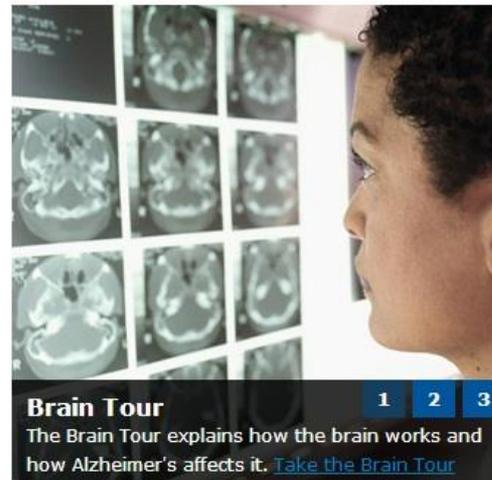
[Healthy
People 2020](#)

[Public Health
News](#)

Alzheimer's disease is the most underrecognized public health crisis of the 21st Century.

To expand public health knowledge and awareness of this devastating disease — and to encourage the public health community to take action — the Alzheimer's Association and the [Healthy Aging Program](#) of the Centers for Disease Control and Prevention (CDC) partnered to create the Healthy Brain Initiative in 2005.

This site provides information about this initiative and what public health officials and policymakers need to know about Alzheimer's disease and what they can do about it. [Learn more](#)



Brain Tour 1 2 3

The Brain Tour explains how the brain works and how Alzheimer's affects it. [Take the Brain Tour](#)

Thank you

alz.org/publichealth

1.800.272.3900
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