Tools for Implementing the Health Brain Initiative

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Alzheimer’s Association
Oregon Chapter
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

- Reversible dementias
- Frontal temporal dementia
- Vascular dementia
- Lewy body disease
- Alzheimer's disease
Irreversible types of dementia

Alzheimer’s disease: the most common type

Over 70% of people with dementia have Alzheimer’s disease

Created from data from Plassman et al. ²
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
1 in 9 Americans Aged 65 and Over

2 in 3 Don’t Know

13.8 Million

5.2 Million

200,000
Would be 10th largest city in Oregon
Number of Unpaid Caregivers Would be 5th Largest State

**CALIFORNIA**
Population: 37,691,912

**FLORIDA**
Population: 19,057,542

**TEXAS**
Population: 25,674,681

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

**NEW YORK**
Population: 19,465,197

**ILLINOIS**
Population: 12,869,257
# Oregon Alzheimer’s Statistics

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Caregivers (in thousands)</th>
<th>Total Hours of Unpaid Care (in millions)</th>
<th>Total Value of Unpaid Care (in millions)</th>
<th>Higher Health Costs of Caregivers (in millions)</th>
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</thead>
<tbody>
<tr>
<td>2011</td>
<td>166</td>
<td>189</td>
<td>$2,288</td>
<td>$91</td>
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<tr>
<td>2012</td>
<td>167</td>
<td>191</td>
<td>$2,352</td>
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<td>2013</td>
<td>173</td>
<td>196</td>
<td><strong>$2,446</strong></td>
<td><strong>$100</strong></td>
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The So What…
A Comprehensive Approach to Alzheimer’s

Public Health

ADNI: Alzheimer’s Disease Neuroimaging Initiative

HBI: Healthy Brain Initiative

ADSSP: Alzheimer’s Disease Supportive Services Program

Evidence-Based Practice Recommendations

Number of People Affected

PREVENTION/RISK REDUCTION

PRE-SYMPTOMATIC DETECTION

EARLY STAGE

MIDDLE

END OF LIFE
Defining Health Issues in Public Health

The burden is large

The impact is major

There are ways to intervene
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)

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Oregon Resources

• Electronic Tool Kit – January 2015
• Webinar Series – January 2015
• Materials/Education
For more information...
www.alz.org/publichealth

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
Thank you

alz.org/publichealth

1.800.272.3900
alz.org