

ROAD MAP ACTION ITEMS:

Resources and Examples for Public Health Officials

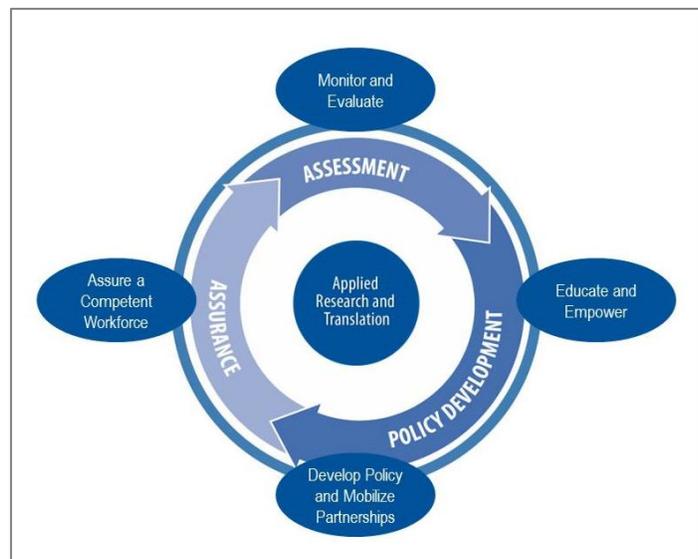
This ready-for-action guide provides select examples of how the public health community is implementing various action items in [The Healthy Brain Initiative: The Public Health Road Map for State and National Partnerships, 2013-2018](#). The guide also includes links to free, existing resources that can support implementation by public health officials.

About The Public Health Road Map

In 2013, the Centers for Disease Control and Prevention (CDC) and the Alzheimer's Association released *The Healthy Brain Initiative: The Public Health Road Map for State and National Partnerships, 2013-2018* to advance cognitive health as a vital, integral component of public health. View the complete report at alz.org/publichealth.

The "Road Map" identifies 35 specific action items that public health agencies can do to promote cognitive functioning, address cognitive impairment, and help meet the needs of caregivers. These actions are organized into four domains of the Essential Services of Public Health:

- Educate and Empower the Nation (E)
- Monitor and Evaluate (M)
- Develop Policy and Mobilize Partnerships (P)
- Assure a Competent Workforce (W)



This resource guide to support implementation of Road Map action items has four sections that correspond with these four domains.

Educate and Empower

Public Awareness about Brain Health, Alzheimer's Disease, and Dementia

E-01 Identify and promote culturally appropriate strategies designed to increase public awareness about dementia, including Alzheimer's disease, to reduce conflicting messages, decrease stigma, and promote early diagnosis.

Public Health Education Resources

Administration for Community Living (ACL):
community education kits

http://www.acl.gov/Get_Help/BrainHealth/Index.aspx

Brain Health as You Age: You Can Make a Difference! (English & Spanish)

Brain Injury

Medicine, Age, and Your Brain

ACL: *What Is Brain Health?*

<http://www.brainhealth.gov>

Alzheimer's Association: Many community education programs, brochures, and workshops

[Healthy Living for Your Brain and Body: Tips from the Latest Research](#)

[Know the 10 Signs](#)

<http://www.alz.org/apps/findus.asp> (directory of chapters for their materials and educational programs)

Federal portals for consumers

<http://alzheimers.gov>

<http://www.eldercare.gov>

Institute of Medicine: cognitive aging action guide for individuals and families

http://iom.nationalacademies.org/~media/Files/Report%20Files/2015/Cognitive_aging/Action%20Guide%20for%20Individuals%20and%20Families_V3.pdf

National Institute on Aging:

<https://www.nia.nih.gov/alzheimers/publication/understanding-memory-loss/introduction>

Understanding Memory Loss: What To Do When You Have Trouble Remembering (booklet in English and Spanish)

Understanding Alzheimer's Disease: What You Need to Know (booklet in English and Spanish)

<https://www.nia.nih.gov/alzheimers/publication/understanding-alzheimers-disease/introduction>

Examples

Georgia (Atlanta)	Developing billboard campaign to promote public awareness of dementia and an 800-number for more information/help.
Georgia (Atlanta)	Created ministerial alliance on Alzheimer's and other dementias to work with state government in promoting awareness in the African-American community through faith-based organizations.
Hawaii	Adapted and disseminated existing print materials that encourage people to talk to health care professionals about memory problems for placement in doctors' offices.
Maine	Maine Public Health Association devoted an issue of its e-newsletter to raising awareness about Alzheimer's and other dementias.
Minnesota	With legislative support, Minnesota Department of Health created new program focused on providing outreach and dementia education to African-Americans, African-born residents, and Asian and Hispanic populations.
Minnesota (Northfield)	Held a summit for individuals from the health care sector and community organizations to highlight the need for early detection and diagnosis.

Oregon	To promote early detection of Alzheimer's disease among Hispanic populations, the Aging and Disability Resource Center (ADRC) of Oregon adapted an English-language fotonovela -- an educational tool with photos and a story narrative -- for Spanish-language communities. Involvement of promotoras enhanced cultural relevancy. The Alzheimer's Association, Oregon Chapter, the Oregon Health Authority, and many other partners now promote and distribute the new fotonovela to Spanish-speaking communities, in part through public health networks.
Puerto Rico	Puerto Rico Department of Health leads a partnership to implement the Commonwealth's state Alzheimer's plan by organizing <i>Un Café por el Alzheimer</i> . Through in-person and social media platforms, the initiative facilitates conversations among experts and community members about cognitive health and Alzheimer's disease (via an NACDD grant).
South Carolina	Department of Health and Environmental Control works with the South Carolina Chapter to distribute 48,000 of the Alzheimer's Association's <i>Know the 10 Signs</i> brochures through its regional offices to raise awareness, especially among African Americans.
Texas (San Antonio)	Published a column on Alzheimer's disease in the local Spanish-language paper, with an emphasis on increasing awareness and promoting early detection and diagnosis.

Website Linkages

E-03 Encourage public health entities to provide links on their websites to local, state, and national dementia resources, including those specific to Alzheimer's disease and caregiving.

Consumer-Oriented Online Resources

Federal portals for consumers	http://alzheimers.gov http://www.eldercare.gov
Alzheimer's Association webpage	http://alz.org
<i>Know the 10 Signs</i> awareness campaign	http://alz.org/10signs
CDC general health information about aging	http://cdc.gov/aging/aginginfo/index.htm
Medicare Annual Wellness Visits	http://medicare.gov/coverage/preventive-visit-and-yearly-wellness-exams.html

Examples

California Department of Public Health	http://www.cdph.ca.gov/programs/alzheimers/Pages/default.aspx
Georgia Department of Public Health	http://dph.georgia.gov/other-chronic-conditions-alzheimers-disease
Maine Center for Disease Control and Prevention	http://www.maine.gov/dhhs/mecdc/navtabs/topics.htm
New York State Department of Health	https://www.health.ny.gov/healthaz/
Oregon Health Authority	https://public.health.oregon.gov/DiseasesConditions/DiseasesAZ/Pages/diseases.aspx
Wisconsin Department of Health Services	https://www.dhs.wisconsin.gov/dementia/communities.htm

Evidence-Based Messaging about Risk Reduction

E-04 Disseminate evidence-based messages about risk reduction for preserving cognitive health.

Public Health Education Resources

Administration for Community Living: *Brain Health as You Age: You Can Make a Difference!* http://www.acl.gov/Get_Help/BrainHealth/Index.aspx

Brain Injury

Medicine, Age, and Your Brain

Alzheimer's Association:	http://www.alz.org
<i>Healthy Living for Your Brain and Body, Know the 10 Signs</i> , and many other community education brochures and workshops	
Messages for public health to use in existing health education and health promotion campaigns	Available upon request: mfrench@alz.org
<i>Summary of the evidence on modifiable risk factors for cognitive decline and dementia: A population-based perspective</i>	http://www.alzheimersanddementia.com/article/S1552-5260(15)00197-1/fulltext
National Institute of Neurological Disorders and Stroke (NINDS): <i>Mind Your Risks</i> , a public health campaign to educate people about controlling blood pressure in midlife to help reduce risk of stroke and possibly dementia	https://mindyourrisks.nih.gov/
University of California, San Francisco: <i>Maintaining Your Brain</i> :	http://memory.ucsf.edu/brain/aging/maintenance

Examples

California	California Department of Public Health developed educational infographic flyers for the public about protecting brain health.
New Mexico	Department of Health created and disseminated a notice to state and local public health professionals that encouraged use of ACL's community education resources on brain health.
South Carolina	Department of Health and Environmental Control is integrating messages about brain health into existing health education campaigns.
Vermont	802Quits (the Vermont Department of Health) integrates information about cognitive decline into smoking cessation campaign: http://802quits.org/resources/helpful-links/

Effective and Sensitive Communication

E-06 Identify and promote strategies for the public about how to communicate effectively and sensitively with persons with dementia, including Alzheimer's disease, and their families.

Information and Resources

Alzheimer's Association: <i>Effective Communications Strategies</i> (free, online training session)	http://www.alz.org/training
South Carolina: Arnold School of Public Health (USC) and the SC Department of Health: <i>Dementia Dialogues</i> – 5-part training session on care for those with Alzheimer's (CME credit)	http://www.sph.sc.edu/osa/programs_dementia.html

Examples

Minnesota (Chisago County)	Chisago County Public Health Department supported training of local law enforcement and first responders on how to effectively communicate with and serve people with dementia.
Texas (San Antonio)	Educated and trained all transit employees, senior center employees, and the police department on the basics of Alzheimer's, the early warning signs, and dealing with people with dementia.

Workforce Development

Introductory Materials for Public Health Professionals

W-02 Develop introductory, basic materials for public health professionals on cognitive health and impairment to help them understand their role.

Information and Resources

Alzheimer's Association e-learning: *The Basics: Memory Loss, Dementia and Alzheimer's* <http://www.alz.org/care/alzheimers-dementia-care-training-certification.asp#elearning>

Alzheimer's Association: Educational materials and curriculum for public health professionals and schools of public health <http://alz.org/publichealth/education.asp>

Missouri: Saint Louis University's College for Public Health and Social Justice: recorded educational webinars on Alzheimer's for public health professionals <https://www.youtube.com/watch?v=PjI8nbAx4MI>
<https://www.youtube.com/watch?v=UihIczRuEpM>

Examples

Hawaii	The Hawaii Director of Health sent a "Dear Colleague" letter to physicians encouraging early detection and diagnosis, including through the use of the Medicare Annual Wellness Visit benefit. The letter recommended training and informational resources.
Maine	Distributed the <i>State Plan for Alzheimer's Disease and Related Dementias in Maine</i> – a special insert for health care providers on cognitive assessment tools, early detection, and the value of early diagnosis – to primary care professionals through hospital and health systems.
Missouri	The Saint Louis University's College for Public Health and Social Justice worked with the Missouri Department of Health and Senior Services and the Alzheimer's Association, St. Louis Chapter to send care partner brochures and resource sheets to all local public health agencies in the state.
New York	The state's Commissioner of Health sent a "Dear Colleague" letter promoting the importance of early detection and diagnosis, noting the availability of reimbursement through the Medicare Annual Wellness Visit and local support resources for both health care professionals and their patients.
Wisconsin	Wisconsin Department of Health Services published <i>Building Dementia-Friendly Communities</i> toolkit: https://www.dhs.wisconsin.gov/dementia/healthy-brain-initiative.htm

Healthcare Provider Education on Early Diagnosis and Detection

W-03 + W-06 Support continuing education efforts that improve healthcare providers' ability to recognize early signs of dementia, including Alzheimer's disease, and to offer counseling to individuals and their care partners. (W-03)

Educate healthcare providers about validated cognitive assessment tools that could be administered in such settings as physician offices, clinics, emergency rooms, and acute care hospitals' admission offices. (W-06)

Information and Resources

Alzheimer's Association: information for health care professionals <http://www.alz.org/health-care-professionals/health-care-clinical-medical-resources.asp>

Institute of Medicine: cognitive aging action guide for healthcare professionals http://iom.nationalacademies.org/~media/Files/Report%20Files/2015/Cognitive_aging/Action%20Guide%20for%20Individuals%20and%20Families_V3.pdf

Georgia: Department of Public Health: online training for physicians on Alzheimer's, including early detection and diagnosis http://www.provaeducation.com/CME_Event.asp?eventCode=510K4D5P14

ACT on Alzheimer's: <i>Dementia Education</i> <i>Provider Practice Tools</i> <i>Video Tutorials on Assessment Tools</i>	http://www.actonalz.org
National Association of Geriatric Education Centers: education/training for health care professionals, including on cognitive health, impairment, and functioning.	http://www.nagec.org/
NIA: <i>Assessing Cognitive Impairment in Older Patients: A Quick Guide for Primary Care Physicians</i> covers the benefits of early screening and ways to screen quickly, accurately	https://www.nia.nih.gov/alzheimers/publication/assessing-cognitive-impairment-older-patients
NIA: <i>Talking with Your Older Patient: A Clinician's Handbook</i> , with a chapter on assessing for cognitive impairment	https://d2cauhfh6h4x0p.cloudfront.net/s3fs-public/talking-with-your-older-patient-a-clinicians-handbook.pdf?Ca7sLH6qBAMavljpVswIK3EsUqLg4pPt
South Carolina: Arnold School of Public Health (USC) and the SC Department of Health: <i>Dementia Dialogues</i> – 5-part training session on care for those with Alzheimer's (CME credit)	http://www.sph.sc.edu/osa/programs_dementia.html
University of Kentucky: Alzheimer's training for health care professionals	http://www.cecentral.com/dementia

Examples

Georgia	Georgia Department of Public Health hosts educational webinar for physicians on dementia awareness, Medicare Annual Wellness Visit, and the importance of early detection and diagnosis. Continuing Medical Education (CME) credit available for successful completion.
Nebraska	The University of Nebraska Medical Center and the Alzheimer's Association, Nebraska Chapter trained Alzheimer's navigators across the state.
Vermont	University of Vermont College of Medicine engaged public health students in obtaining the medical community's views about assessing for dementia and preferences for training. Students developed online course for medical community.
Vermont	Vermont Department of Health partnered with the Alzheimer's Association, Vermont Chapter to conduct a webinar for public health professionals on early detection and diagnosis.
West Virginia	Alzheimer's Association, West Virginia Chapter is providing education and training on Alzheimer's and dementia in partnership with aging and disability resource centers, the West Virginia Geriatric Education Center, the West Virginia Hospital Association, and the Bureau for Senior Services.

Stay Connected

Keep up-to-date on emerging programs, resources, policies, and issues related to Alzheimer's disease and other dementias.

Alzheimer's Association: ***Alzheimer's Public Health News*** (newsletter/9 issues per year)

<http://www.alz.org/publichealth/public-health-news.asp>

National Association of Chronic Disease Directors: quarterly phone-based interest group on Alzheimer's disease and other dementias to discuss recent state experiences and lessons learned

Send a message to David Hoffman for information: david.hoffman@healthy.ny.gov