

Maintaining Brain Health Across the Life Course

2024 National Healthy Aging Symposium:
Innovation Across the Age-Friendly Ecosystem



#HealthyAging2024



Office of
Disease Prevention
and Health Promotion



Today's Speakers



Moderated by:
Renée Bouvion
*Office of the Assistant
Secretary for Health, HHS*



Peter Holtgrave
NACCHO



Michelle Moyers
*Knox County Health
Department*



Marci Getz
*Washington State
Department of Health*



Carrie Molke
*Wisconsin Department of
Health Services*



Office of
Disease Prevention
and Health Promotion



National Healthy Aging Symposium:
Innovation Across the Age-Friendly Eco-System

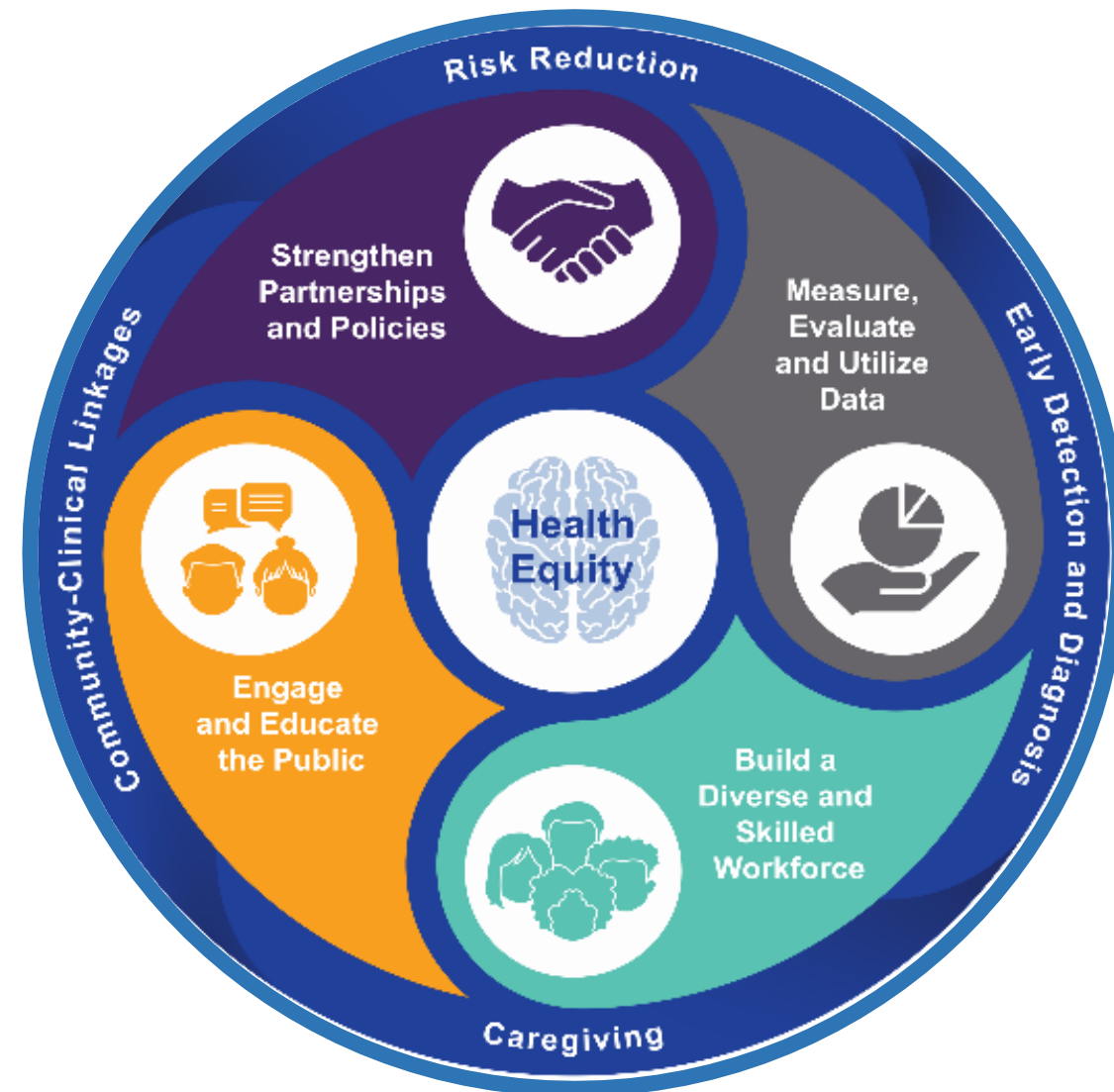


Background

- **Public Health Programs Award Recipients**
 - 43 state, local, territorial, and tribal recipients for a 5-year period
- **Public Health Centers of Excellence**
 - Dementia Risk Reduction: The Alzheimer's Association
 - Early Detection of Dementia: NYU School of Medicine
 - Dementia Caregiving: U. of Minnesota



Background



Background

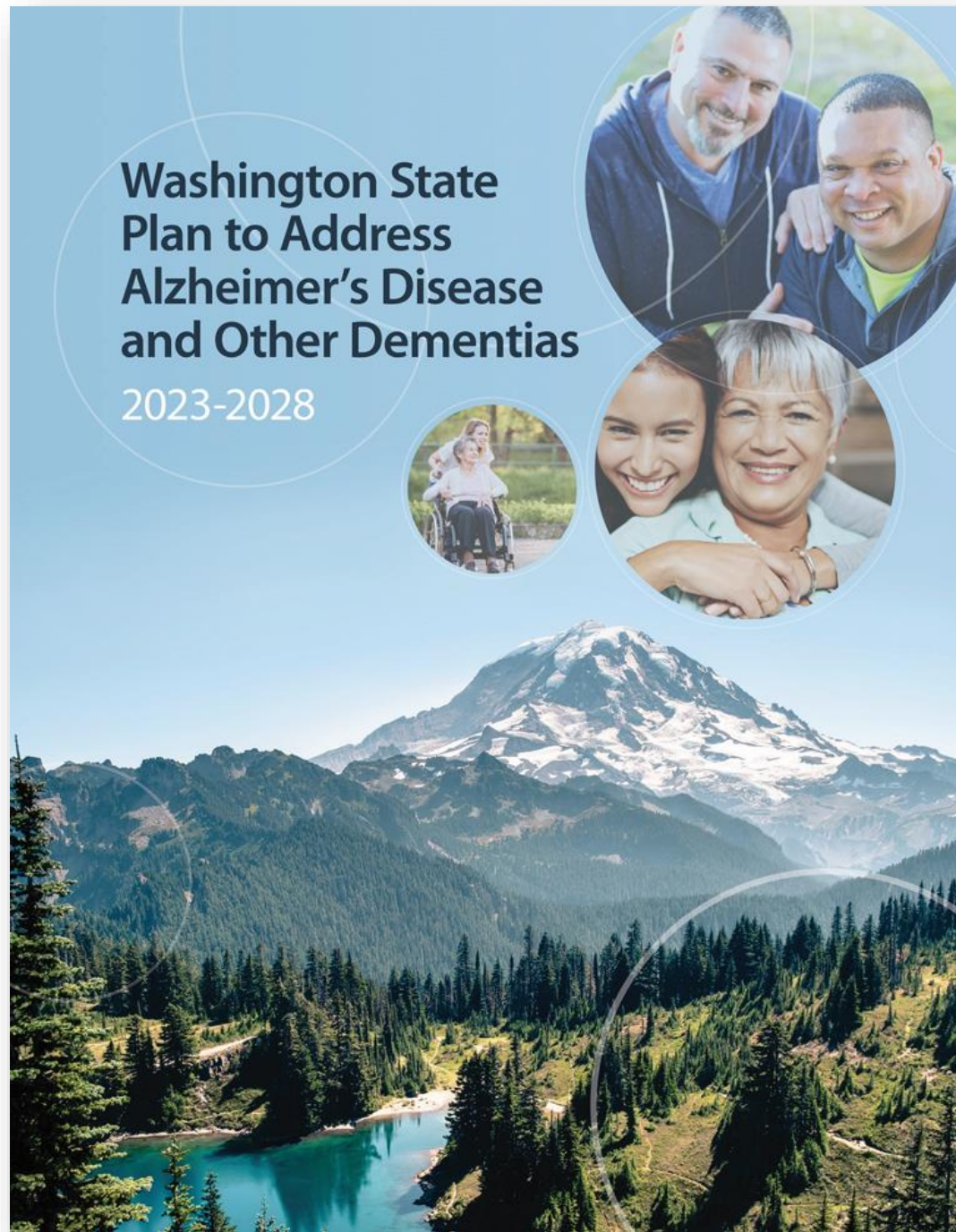




BUILDING PUBLIC HEALTH CAPABILITY TO ADDRESS BRAIN HEALTH AND DEMENTIA

Executive Office of Public Affairs & Equity

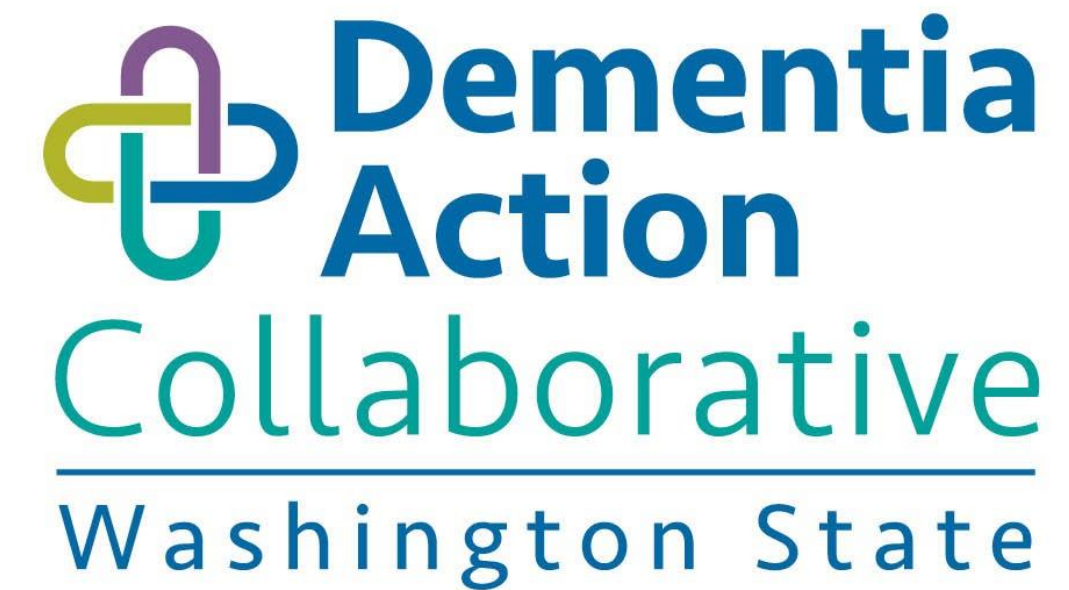
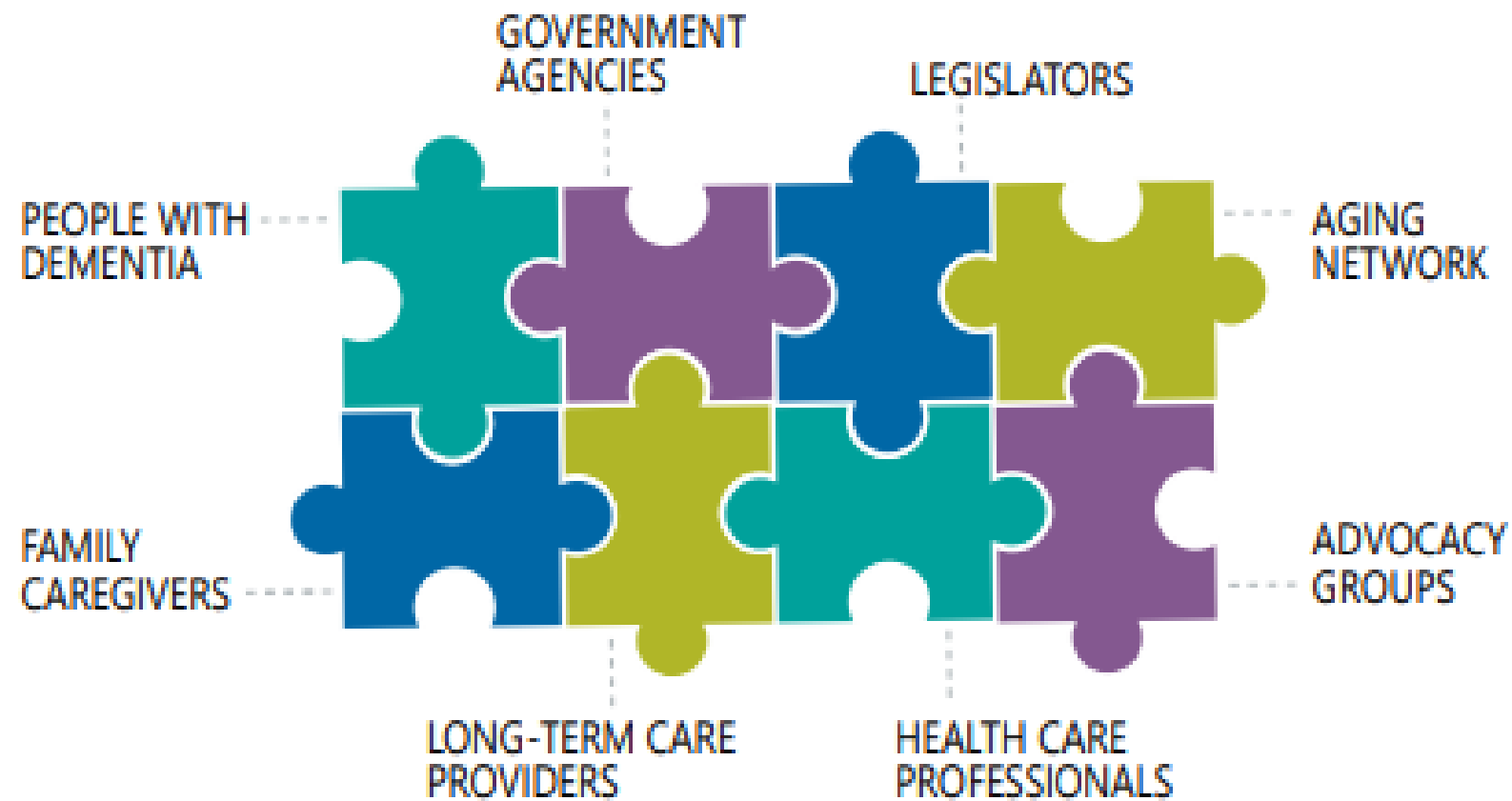
Partnering for Progress: Washington State's Action Plan for Dementia



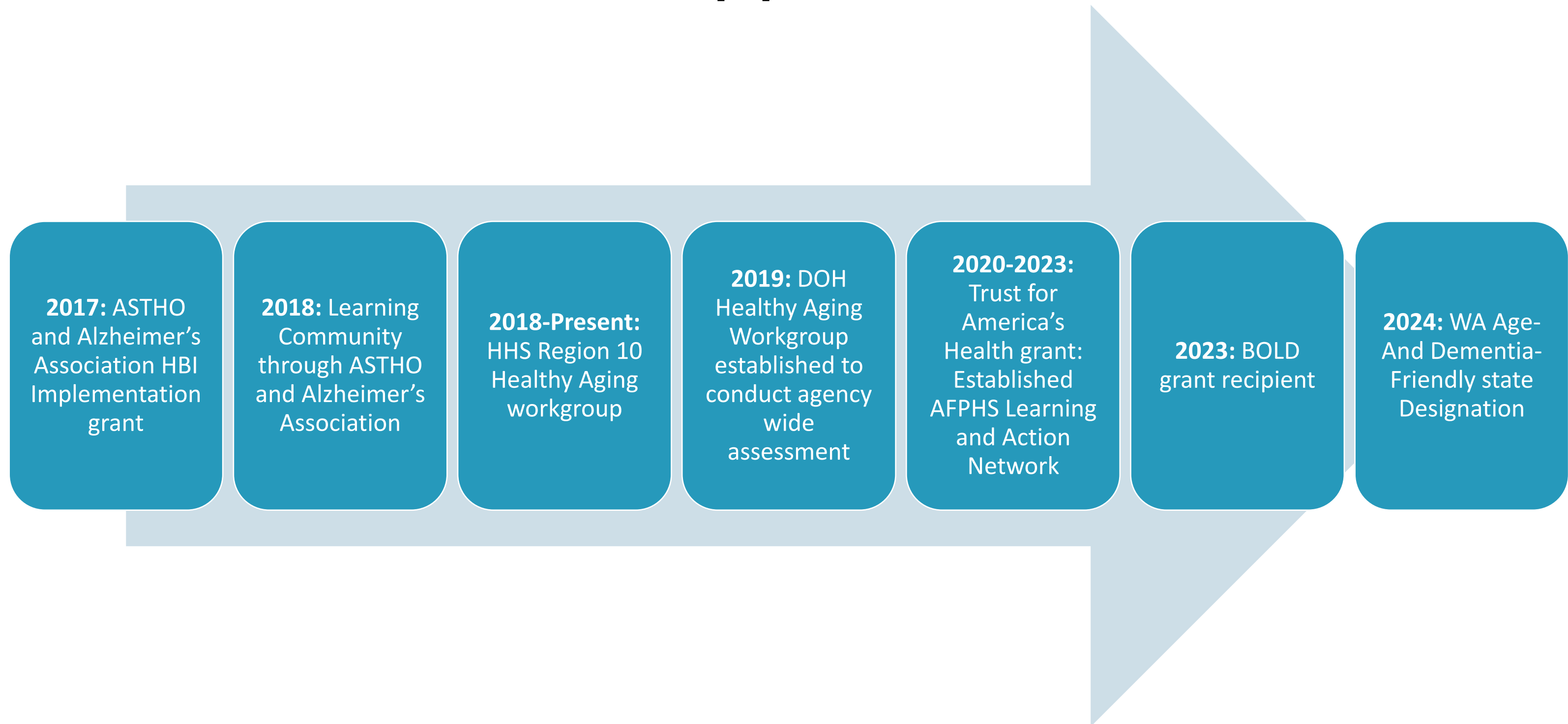
- 2014: The WA State Legislature authorized the development of a state plan to address Alzheimer's disease and other dementias
- 2016: The first *Washington State plan to Address Alzheimer's Disease and Other Dementias* was published and in 2023 it was updated

[Washington State Plan to Address Alzheimer's Disease and Other Dementias 2023-2028](#)

The WA State Dementia Action Collaborative (DAC) Formed in 2016



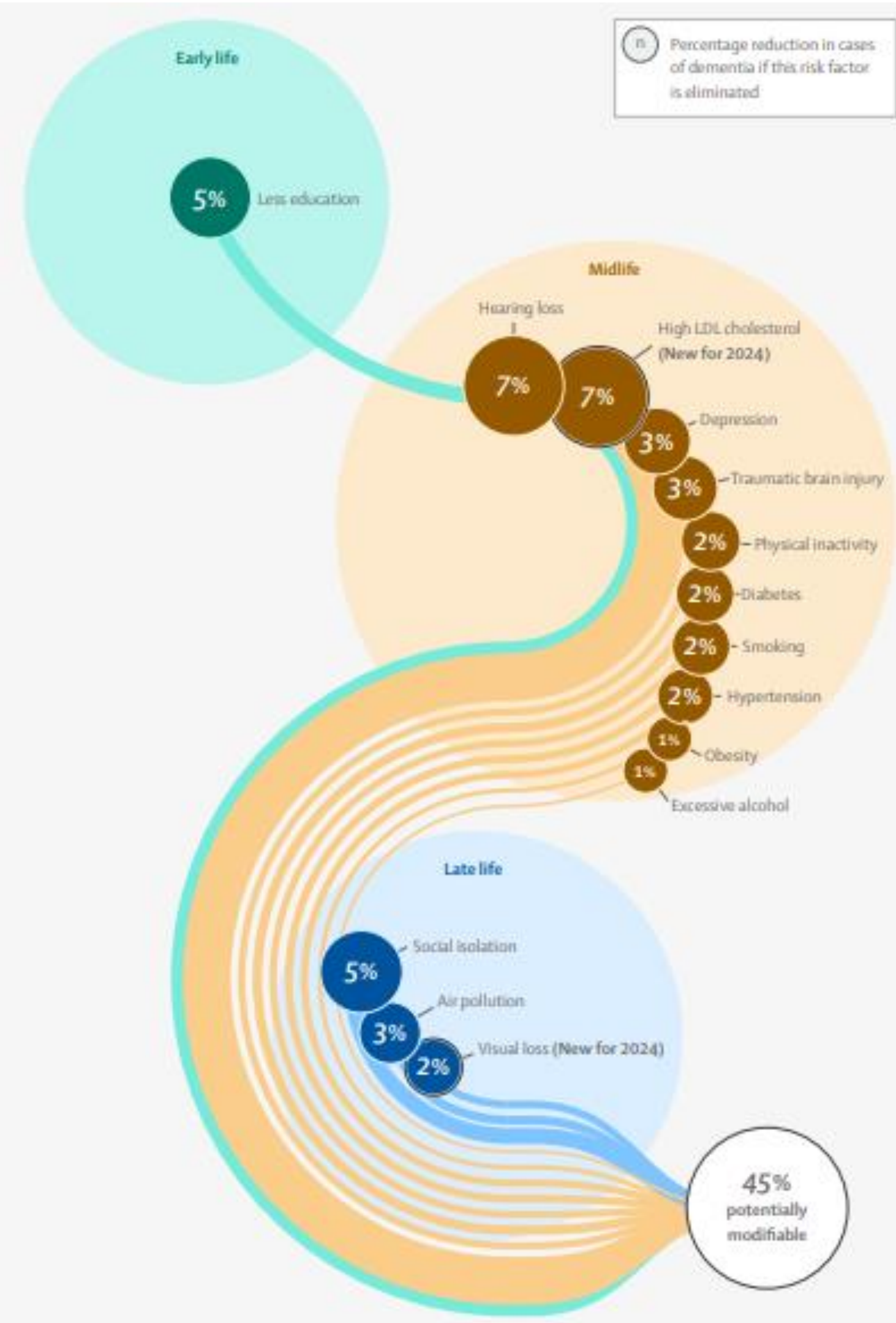
Participation in Learning Collaboratives and Grant Opportunities



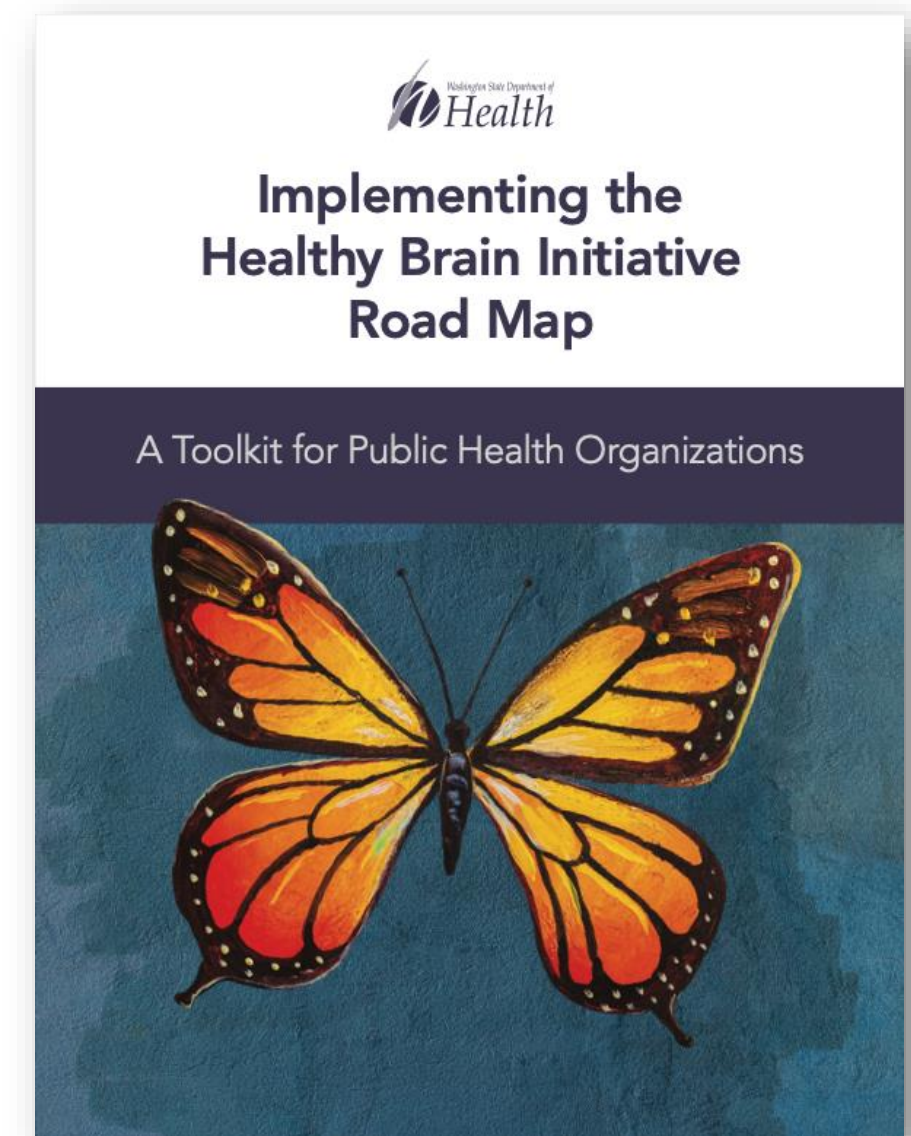
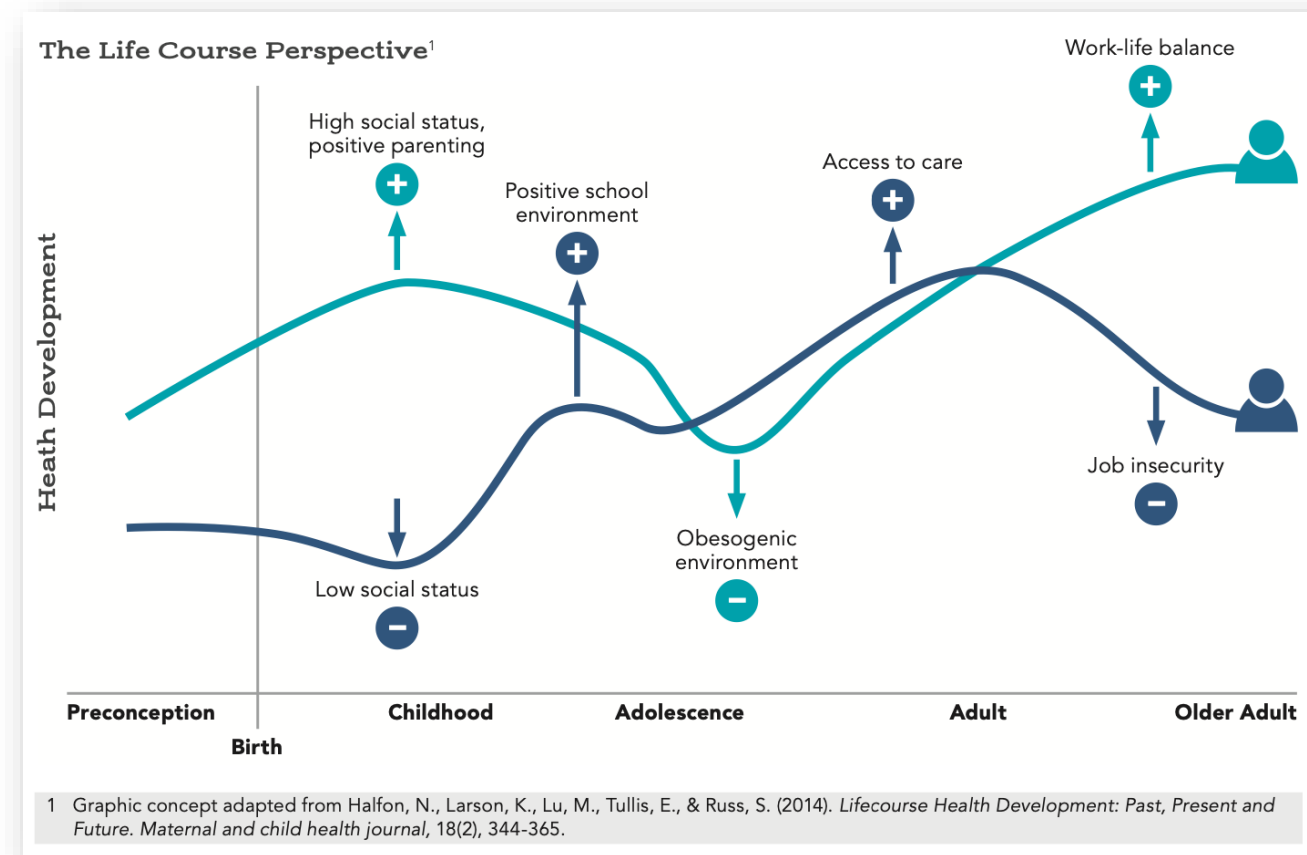
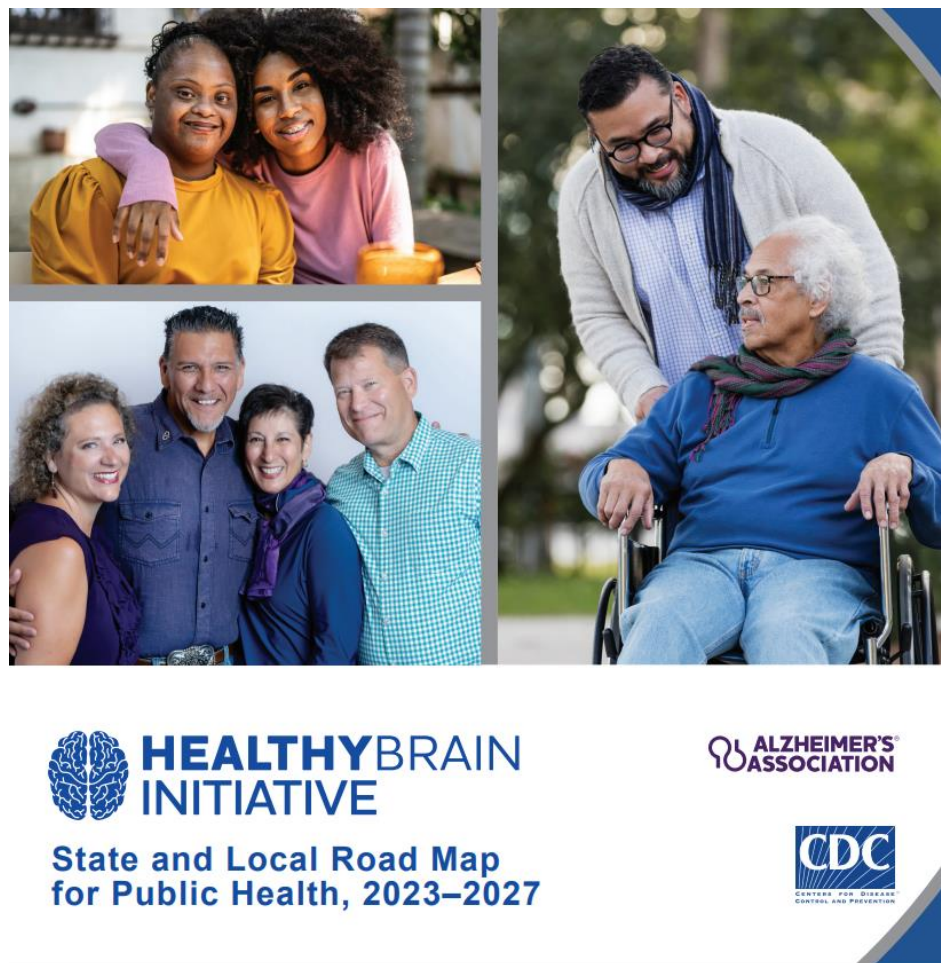
Public Health and Brain Health

- **Early life:**
 - Less education
- **Midlife:**
 - Hearing loss
 - *High LDL cholesterol* (New for 2024)
 - Depression
 - Traumatic brain injury
 - Physical inactivity
 - Diabetes
 - Smoking
 - Hypertension
 - Obesity
 - Excessive alcohol
- **Late Life:**
 - Social isolation
 - Air pollution
 - *Visual loss* (New for 2024)

[Risk factors for dementia
\(thelancet.com\)](https://www.thelancet.com)



Integrating the HBI Road Map Action Agenda into Public Health Work in WA State



[Implementing the Healthy Brain Initiative Road Map](#)

[Lifecourse health development: past, present and future](#)

WA State AFPHS Learning and Action Network

- Demonstrated the value of public health and area agencies on aging working together
- Three WA Local Health Jurisdiction have received the Age-Friendly Public Health Systems (AFPHS) Departmental Advanced Recognition
- 12 WA State Employees are AFPHS Champions
- Engagement in AFPHS work continues:
 - Healthy Aging Community of Practice
 - Participation in the HBI Strategist grant
 - Sharing information with others in public health



Lessons Learned to Build Capacity

- Participate in learning collaboratives
- Apply for funding opportunities and explore ways to advance this work, even without additional funding
- Prioritize the time and resources needed to build relationships with diverse community partners
- Engage and work with partners representing many sectors
- Importance of partnerships between public health and aging networks



Exciting Opportunities

- In 2023 WA State became a CDC BOLD (Building Our Largest Dementia Infrastructure) grant recipient
- WA State recently received our Age- And Dementia-Friendly State Designation
- WA State is currently fostering the development of a Multisector Plan for Aging
- Contracting with Community and Faith-Based organizations to:
 - Share the DAC campaign promoting the importance of a timely diagnosis and planning
 - Education about and actions to address potentially modifiable risk factors related to brain health and dementia

- Link to the DAC Campaign: doh.wa.gov/memory

The screenshot shows the Washington State Department of Health website. The header includes the logo and navigation links: Home, Newsroom, Publications, About Us. Below the header is a search bar and a navigation menu with categories: You and Your Family, Community and Environment, Licenses, Permits and Certificates, Data and Statistical Reports, Emergencies, and For Public Health and Healthcare Providers. A banner below the menu reads: "Visit our COVID-19 page for the latest updates, vaccine information, testing locations and data dashboard." The main content area features a video player titled "Understanding Memory Loss" with a play button and a "Watch on YouTube" button. Below the video is a section titled "Early detection helps make life better" with a list of bullet points: "Access important resources and programs for people with memory loss and their families.", "Identify and treat reversible causes. Memory loss may be caused by factors such as a medication or a health condition that can be treated.", "Make lifestyle changes or get medications that help manage your symptoms.", and "Get support and guidance from organizations that help people and families living with".

Acknowledgements

- To the many amazing people, I have had the good fortune to work with and continue learn from
- To the WA State Aging and Long-Term Support Staff who invited DOH to help develop the first *WA State Plan to Address Alzheimer's and Other Dementias* and actively participate in the DAC
- My mother, Ann Getz, who has demonstrated that being diagnosed with vascular dementia at age 85 doesn't stop one from learning (she learned to weave at age 88) and living a full life at age 90!



Contact Me



Marci Getz

Director

Healthy Aging Initiatives

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@WADeptHealth

Policies, Practices, and Programs That Support Brain Health



Carrie Molke, Director
Bureau of Aging and Disability Resources
Wisconsin Department of Health Services
September 26, 2024



WISCONSIN

STATE DEMENTIA PLAN

Wisconsin State Dementia Plan

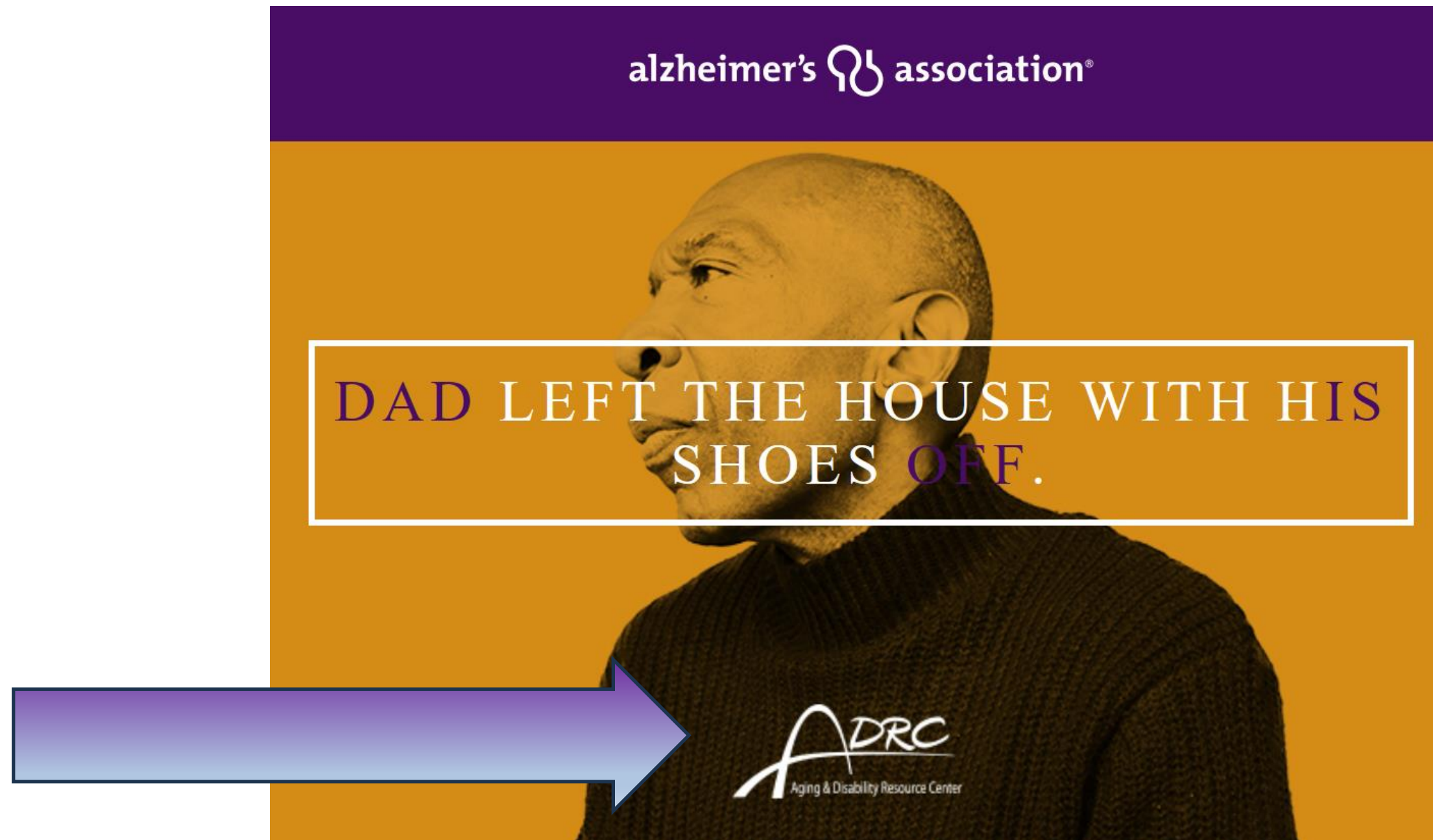
Six priority areas in the 2024–2029 plan:

- Public education and community support
- Professional development and workforce
- Coordinated care
- Data and research
- Policy and advocacy
- BOLD grant goals and strategies

Dementia Plan Coalition Structure



Increase Public Knowledge About Brain Health, Risk Factors, Early Detection



Dementia Care Specialists and Tribal Memory Care Coordinators

- Dedicated staff positions are at Wisconsin aging and disability resource centers (ADRCs) and Tribal nations.
- Program services include dementia-friendly community education, dementia-capable staff training, and local support for caregivers and those impacted by dementia.

Outreach to Historically Marginalized Communities and People at Risk

- Hmong community
- Tribal nations
- Black, African American community
- Hispanic, Latinx community
- LGBTQIA+ community
- Deaf and Hard of Hearing community

Early Detection and Identifying Treatable Causes of Memory Loss

- ADRCs
- Aging units and area agencies on aging (AAAs)
- Medicaid managed care organizations (MCOs)
- Independent living centers
- Office for the Blind and Visually Impaired

MEMORY SCREENING IN THE COMMUNITY

How to Administer Community-Based Memory Screens



 WISCONSIN DEPARTMENT
of HEALTH SERVICES
Division of Public Health | P-01622 (07/2022)

Social Connection

- Statewide “Coalition for Social Connection” formed in 2021
- 37 community grants available in 2024 for local coalitions and new programs or projects

Integration with Other Chronic Disease Efforts



Increase Knowledge and Skills of the Workforce

- The UW Center for Interprofessional Practice and Education course
- The UW School of Nursing “Community Supports for People with Dementia” course
- Wisconsin Technical College System career pathway from CNA to associate degree in gerontology
- Northwood Technical College’s Gerontology—Aging Services Professional Associate of Applied Sciences degree

Increase Knowledge and Skills of the Workforce



A professional workforce advancement program.



Additional Information

- [2014–2015 Dementia Plan accomplishments](#)
- [2016–2017 Dementia Plan accomplishments](#)
- [2019–2023 Dementia Plan accomplishments](#)

Strategies for Addressing Brain Health through Local Health Department – Community Partnerships

2024 National Healthy Aging Symposium:
Innovation Across the Age-Friendly Ecosystem
Maintaining Brain Health Session

Thursday, September 26, 2024

Peter L. Holtgrave, MA, MPH
Senior Director

Acknowledgements: Funder - Partners



The
John A. Hartford
Foundation



About NACCHO

National Association of County and City Health Officials

Mission: Improve the health of communities by strengthening and advocating for local health departments (LHDs)

- ✓ | Advocacy
- ✓ | Partnerships
- ✓ | Funding
- ✓ | Training and education
- ✓ | Networking
- ✓ | Resources, tools, and technical assistance

Why Local Public Health?

Fulfilling Role as Community Health Strategists

- Population health expertise
 - Data
 - Social determinants of health (SDOH)
 - Health Equity
- Neutral community conveners
- Community capacity-builders



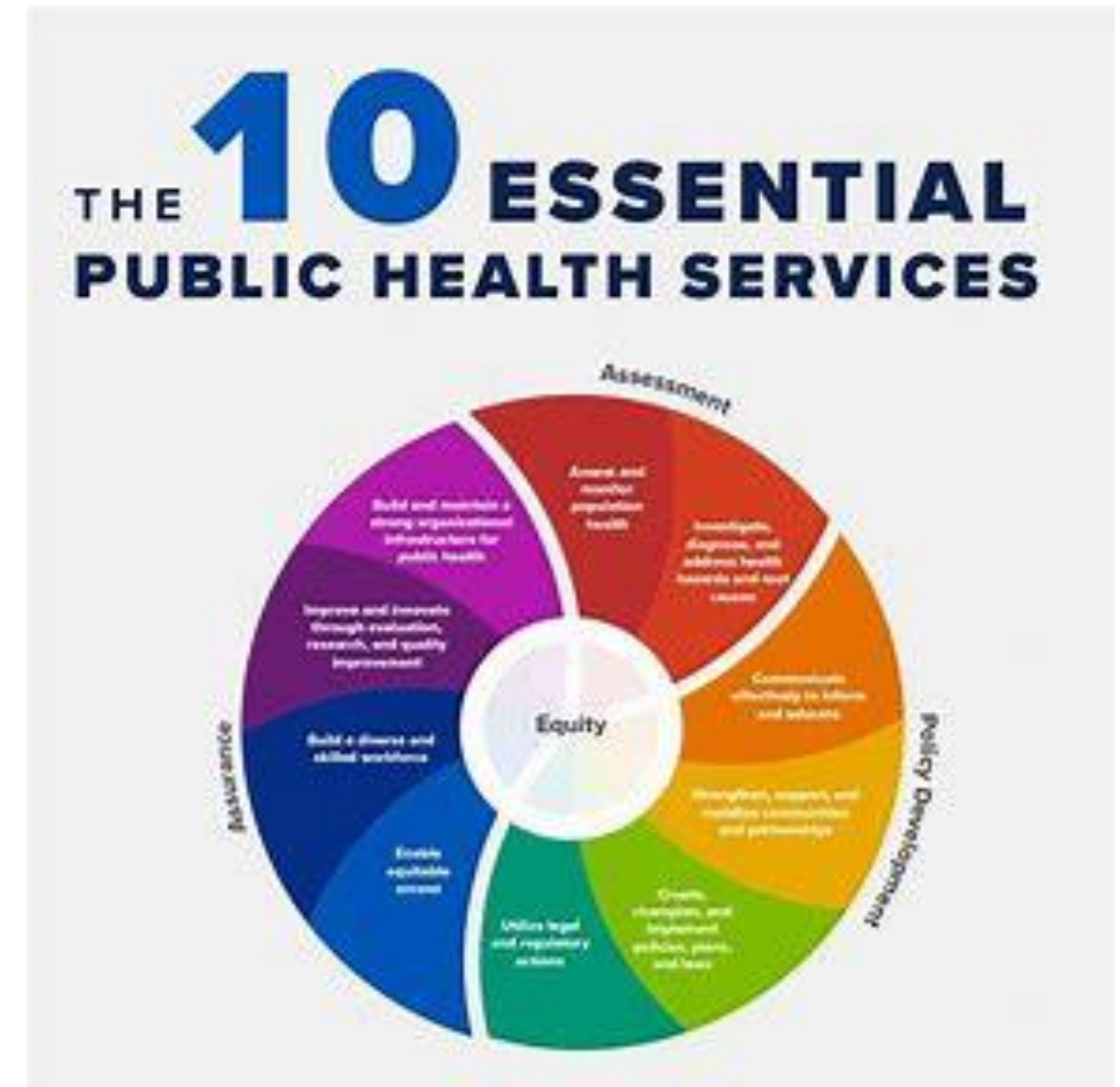
Public Health
Prevent. Promote. Protect.

Learn more at [Public Health 3.0 - NACCHO](#)

Opportunities for LHD-Community Collaboration to Advance Brain Health

“Baking” Brain Health into Local Public Health Practice:

1. Community Health Improvement (CHI)
2. Workforce Development



I. Community Health Improvement (CHI)

- **What is it?**

- A process to identify and address the health needs of communities working across sectors to set priorities and take actions to improve community health.

- **What are the key components?**

- **Community Health (Needs) Assessments (CHA)**

- Identifies key health needs and issues through systematic, comprehensive data collection and analysis

- **Community Health Improvement Plans (CHIP)**

- A long-term (3-5 years), systematic effort to address public health priorities based on CHA results

- **Community engagement and cross-sectoral collaboration**

Advancing Brain Health Through CHI

Foster partnerships with organizations advancing brain health

Meaningful community engagement across the life spectrum

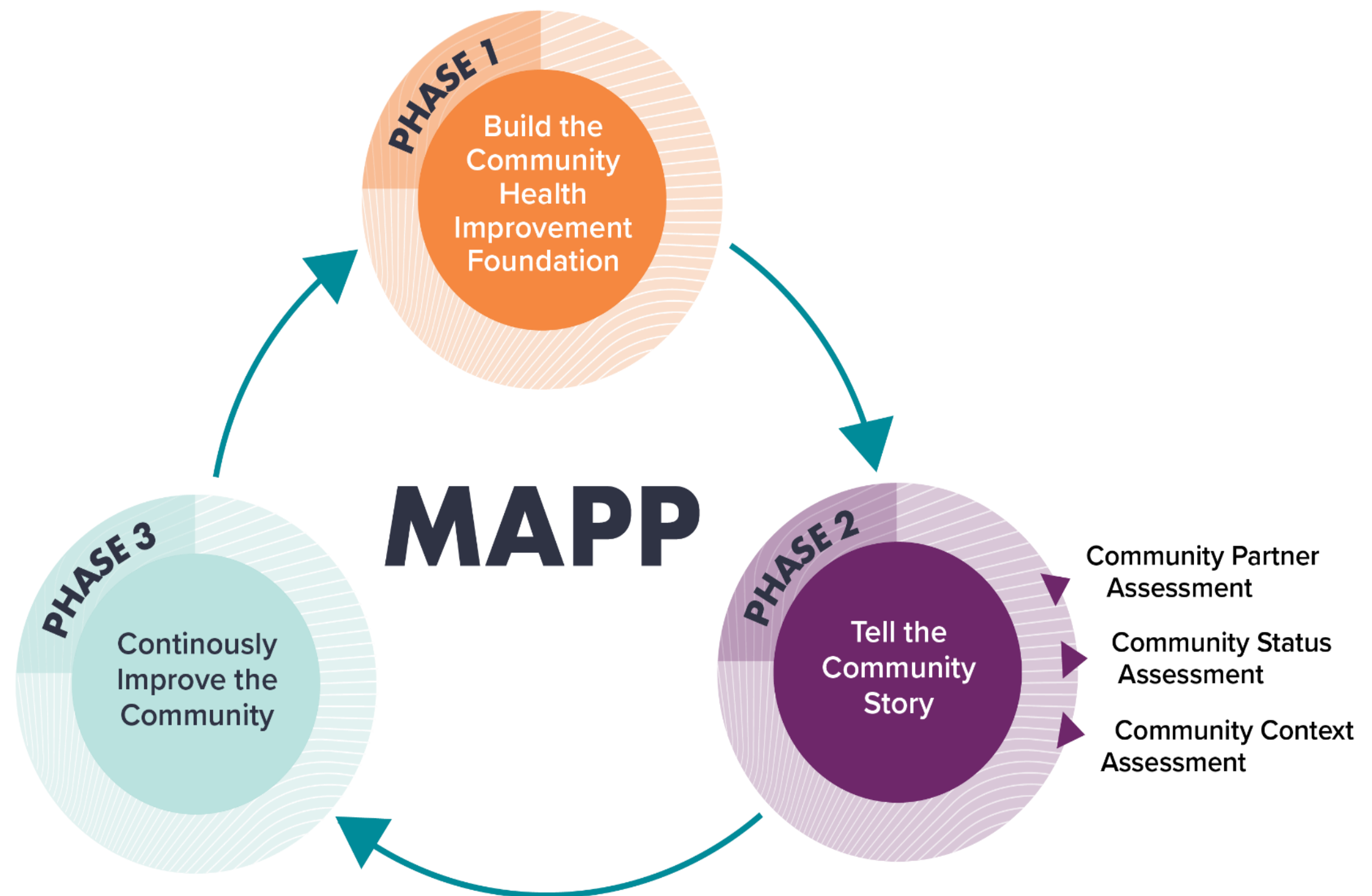
Collect, analyze, and translate relevant and robust data

Communicate data / results

Advance policy, systems, and environmental changes

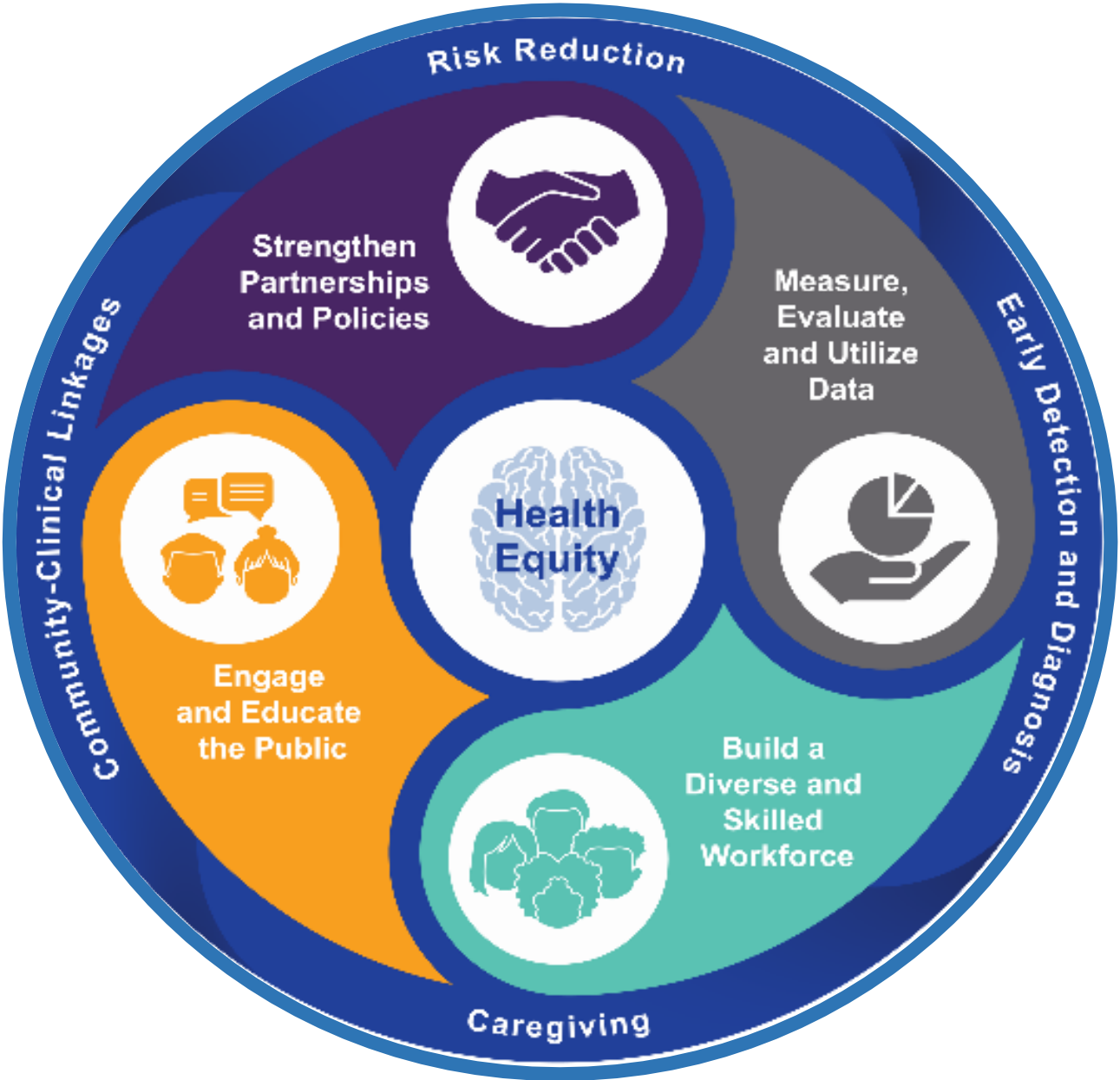
Mobilizing for Action through Planning and Partnerships (MAPP 2.0)

A community-driven strategic planning process to improve public health and achieve health equity

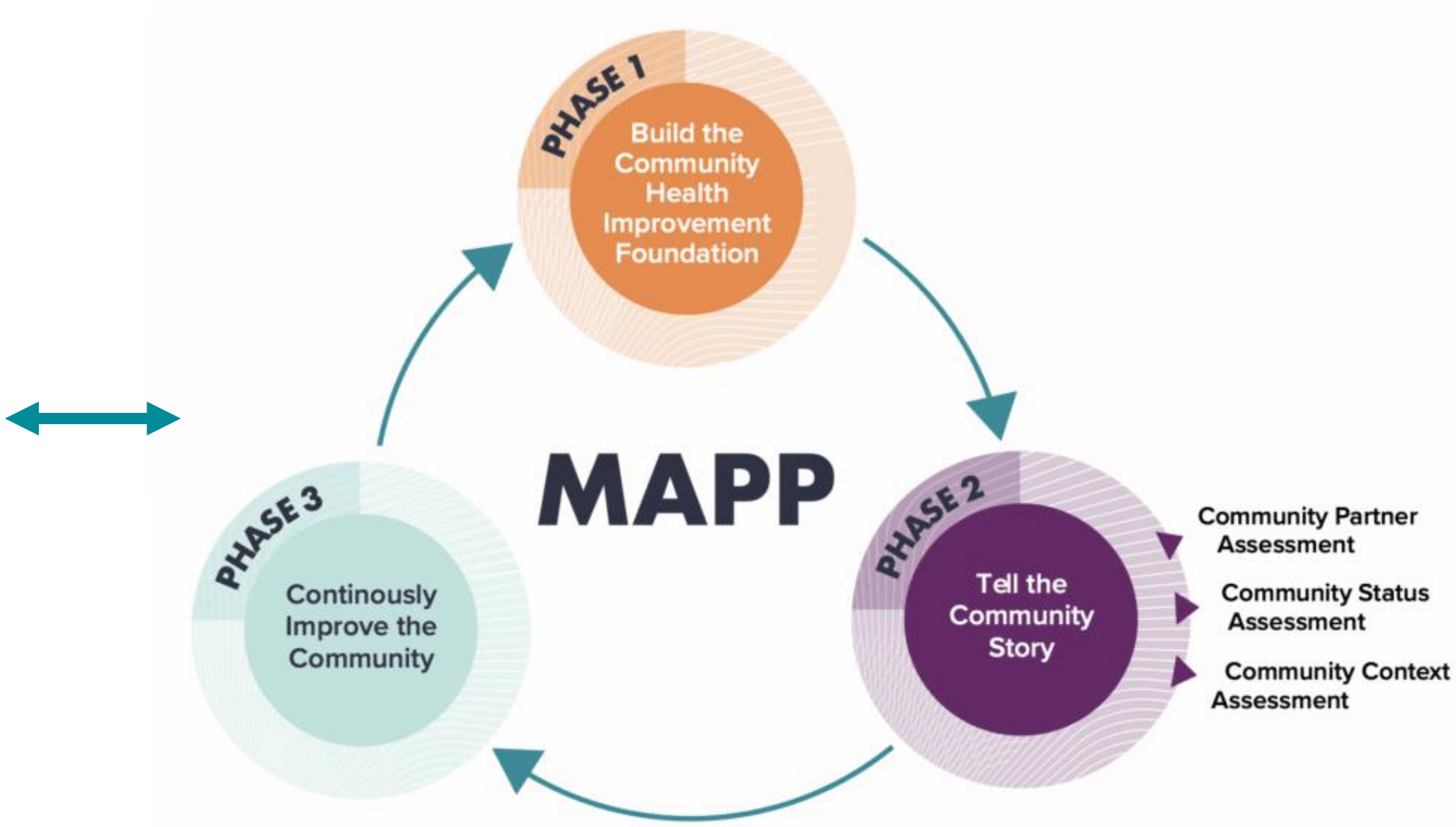


Learn more at naccho.org/mapp

Integrating Brain Health into Improvement Planning: HBI Roadmap + MAPP 2.0



Healthy Brain Initiative (HBI) Roadmap Action Framework





The cover features two photographs: one of two young women hugging and another of a man in a wheelchair being supported by a woman. The text includes the title 'HEALTHY BRAIN INITIATIVE' with a brain icon, the subtitle 'State and Local Road Map for Public Health, 2023–2027', and logos for the Alzheimer's Association and CDC.

HEALTHY BRAIN INITIATIVE
 State and Local Road Map
 for Public Health, 2023–2027

ALZHEIMER'S ASSOCIATION
 CDC
 CENTERS FOR DISEASE CONTROL AND PREVENTION

Download [here](#).



The cover features two circular portraits of individuals. The text includes the title 'INTEGRATING BRAIN HEALTH INTO HEALTH IMPROVEMENT PLANNING: THE HEALTHY BRAIN INITIATIVE ROAD MAP AND MAPP 2.0' and logos for the Alzheimer's Association and NACCHO.

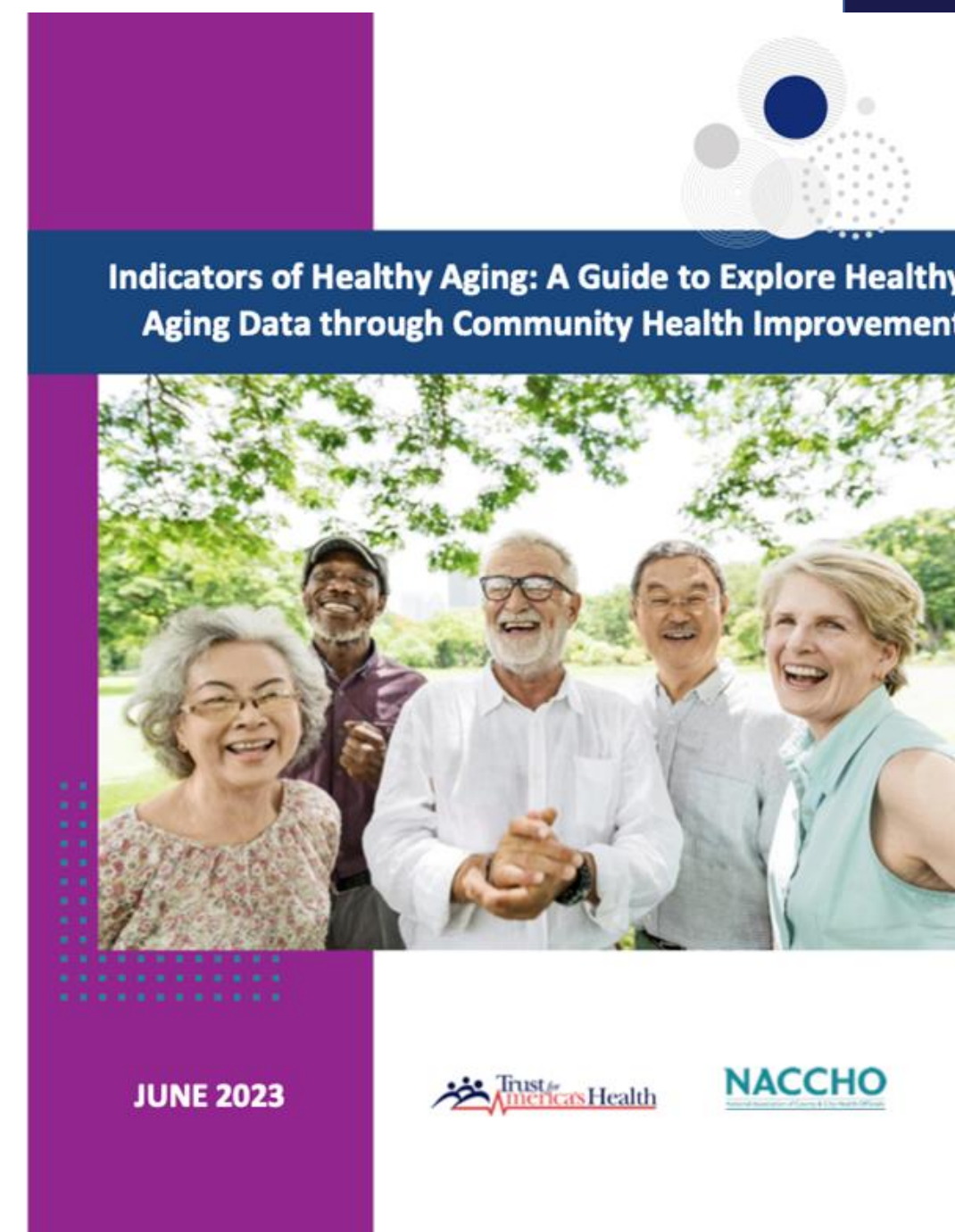
**INTEGRATING BRAIN HEALTH INTO HEALTH IMPROVEMENT PLANNING:
 THE HEALTHY BRAIN INITIATIVE ROAD MAP AND MAPP 2.0**

ALZHEIMER'S ASSOCIATION
 NACCHO
 National Association of County & City Health Officials

Download [here](#).

Indicators of Healthy Aging: Developed in partnership between NACCHO and TFAH

- Advance healthy aging through community health improvement (CHI) efforts
- Comprehensive set of healthy aging indicators and measures
- Can inform strategic and action planning towards building and strengthening age-friendly public health systems



Download [here](#).

Indicators and Measures

- Comprehensive and widely available
 - Reflect priority population-level indicators and benchmarks associated with domains of healthy aging.
 - Reflect local-level data and meet the select criteria
 - Includes Health People 2030 indicators
- Organized into 3 Domains
 1. Health Behaviors and Health Outcomes
 2. Social Determinants of Health
 3. Systems of Power, Privilege, and Oppression



2. Workforce Development

**HEALTHY BRAIN
INITIATIVE (HBI)**



**ROAD MAP
STRATEGISTS**

Local health departments and tribal health organizations develop organization capacity through...

Training, technical assistance, peer support

Direct funding

Integration of cognitive health and caregiving into department activities

National recognition and networking to inspire the broader community

Roadmap Strategist Awardees

First Cohort (2022)

California – Placer County Public Health Division

Colorado – Tri-County Health Department

Florida – Florida Department of Health in Nassau County

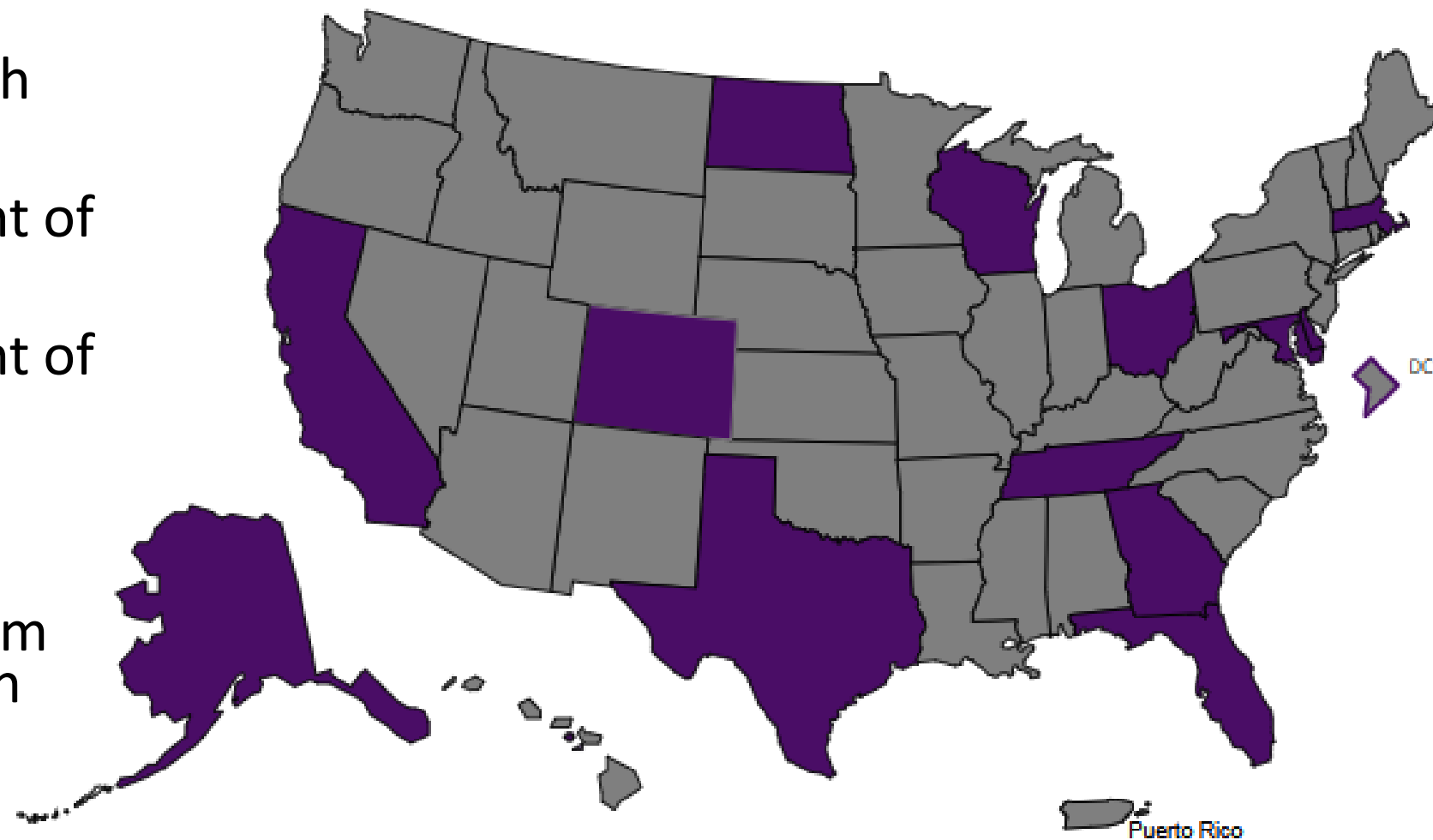
Florida – Florida Department of Health in Sarasota County

Georgia – Emanuel County Health Department

Massachusetts – Framingham Department of Public Health

Maryland – Baltimore City Health Department

Ohio – Summit County Public Health



Second Cohort (2023)

Alaska - Aleutian Pribilof Islands Association

California - Los Angeles County Department of Public Health

Georgia - West Central Health District

North Dakota - Barnes City-County Health District

Ohio - Franklin County Public Health

Tennessee - Knox County Health Department

Texas - Cameron County Public Health

Wisconsin - Village of Greendale Health Department

HBI Strategist Goals



Examples of Strategist Actions

- Collaborated with health systems to improve early detection among providers
- Developed a data dashboard with key dementia and healthy aging indicators
- Integrated brain health training into health department onboarding
- Worked to include brain health into Community Health Improvement Planning

Road Map Strategists Successes (2022 cohort)

Increased knowledge and skills:

- Average of 22.5% gain in 14 dimensions related to Alzheimer's Disease and Other Dementias (ADOD) knowledge
- Average of 23.5% increase in 5 leadership skills

Increased engagement with community and partners:

- All 8 Strategists develop new or enhanced partnerships with key partners on brain health
- One organization secured \$3 million increase in statewide dementia funding
- Two health departments secured large state and federal grants

Integration of brain health into organizational priorities:

- All 8 Strategists collectively advanced 15 Road Map actions
- Internal staff onboarding and training, leadership support and external partnerships and funding

Sustained efforts:

- Over 50% experienced sustained changes in staffing devoted to brain health after the program
- 4 out of 7 survey respondents reported increased capacity of non-clinical FTE dedicated to brain health after the grant

Key Takeaways

- **For Health Departments**

- Incorporate brain health in public health practice
 - Become familiar with brain health resources
 - Learn from peer LHDs engaged in this work
 - Broaden partnerships
 - Connect plans and services (local, state, regional)
 - Share your story/lessons learned

- **For Community Partners**

- Connect with your LHD
- Participate in CHI and other opportunities to share insights, data, and partner together to advance brain health



Peter L. Holtgrave, MA, MPH
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pholtgrave@naccho.org

THANK YOU!



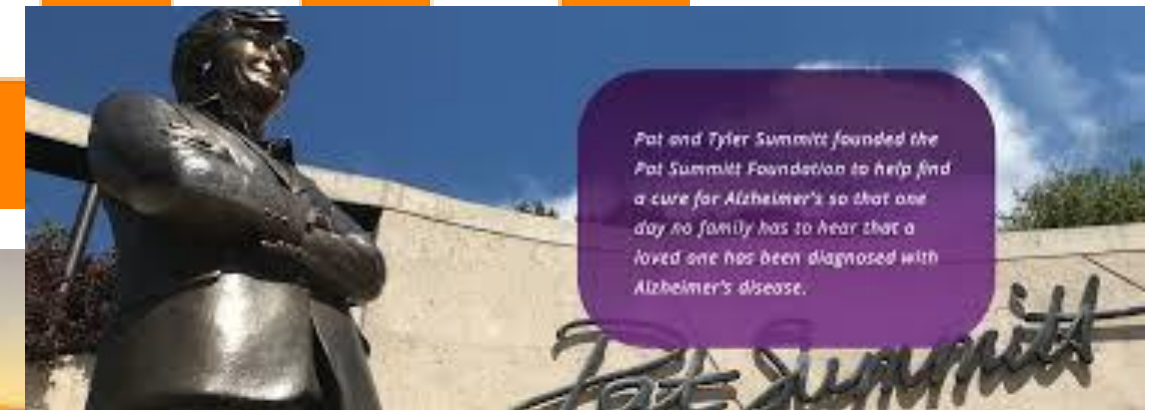
Building Capacity to Address Brain Health at Knox County Health Department

Michelle Moyers, MPH

Deputy Senior Director, Knox County Health Department

Knox County, Tennessee

- State's 3rd most populous county
- Median Individual Income:
\$40,969
- **14%** of all residents live below the poverty level
- **16%** are 65 years+
- **10%** of older adults have Alzheimer's Disease
- **6th** leading cause of death in Knox County



How our work in brain health began...



- Community Health outreach on hold during COVID response
- Actively transitioning from COVID response (2022)
- The Power of a Conversation— Launching Point for Brain Health Outreach

Our Goal:

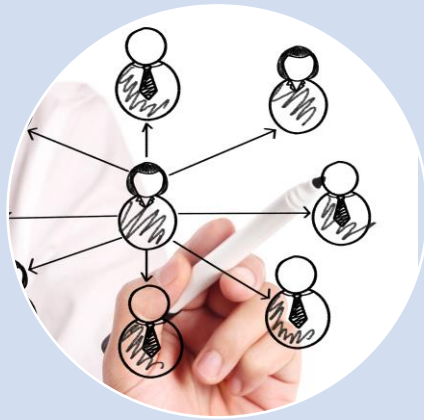
To enhance capacity to address cognitive health and dementia in Knox County.

Our Focus:

To equip the workforce for improvements in early detection and diagnosis of Alzheimer's and Related Dementias.

Our Approach for HBI Road Map

Conducted
Community
Assessment



Conducted
Focus Groups



Convened
Workgroup

Surveyed
Healthcare
Professionals

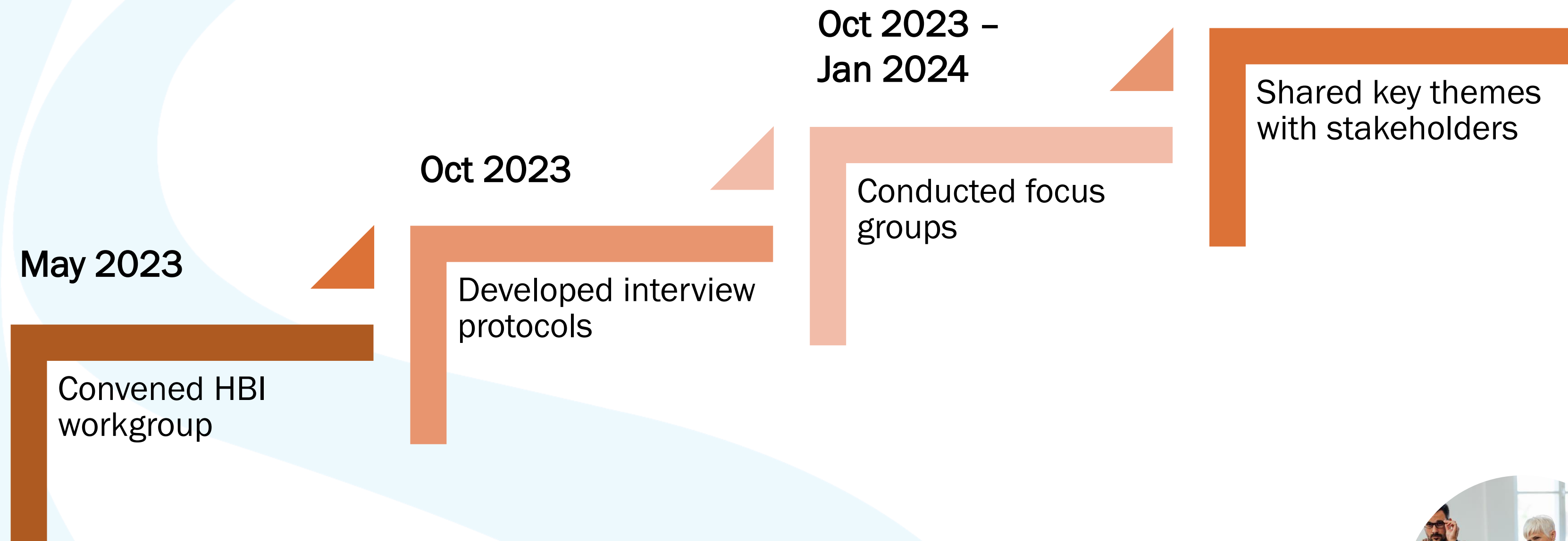


HBI Workgroup

- Invited key partners to join monthly meetings
- Included:
 - Clinical professionals
 - Non-profit and government agency staff
 - Assisted living facility staff
 - Person living with Mild Cognitive Impairment



HBI Project Timeline



We'll get to that...





Key Themes from Focus Groups

1. Early Observations and Response

Some reported that their brain health concerns were dismissed or denied.

“Early on in my experience I was just chatting with a friend, another Social Worker, and she was furious that anyone would suggest that I have a disease...and you know what that means, that there’s anxiety about it, that they are anxious about it themselves.” – **Someone with Mild Cognitive Impairment**

2. Practitioner Comfort in Early Detection and Diagnosis

Some practitioners were hesitant to discuss cognitive screenings.

Participants expressed frustration and confusion about information received.

“Her original diagnosis came from a psychiatrist where we lived. The first diagnosis was amnesia, which is my favorite. He said she has Lewy Body. I asked what that was. He said look it up and close the door. After that, she experienced fear, anger, remorse, hurt.”
– **Caregiver**

3. Acceptance and Open Discussion

The dynamics of acceptance, grief or shame will likely impact early detection.

“You have a lot of people who are very sensitive about it. My best friend’s dad won’t go to the doctor. We found out late. When my wife found out, our starting point had passed by years.”

– **Caregiver**

Healthcare Provider Feedback

- Challenging to secure healthcare provider feedback
- Changed data gathering strategy
- Providers reported wanting to see patients sooner and a need for referral options after a diagnosis
- Recommendations that are given to patients:
 - Moderate exercise
 - Manage vascular risk factors
 - Mind diet
 - Grow your team of support





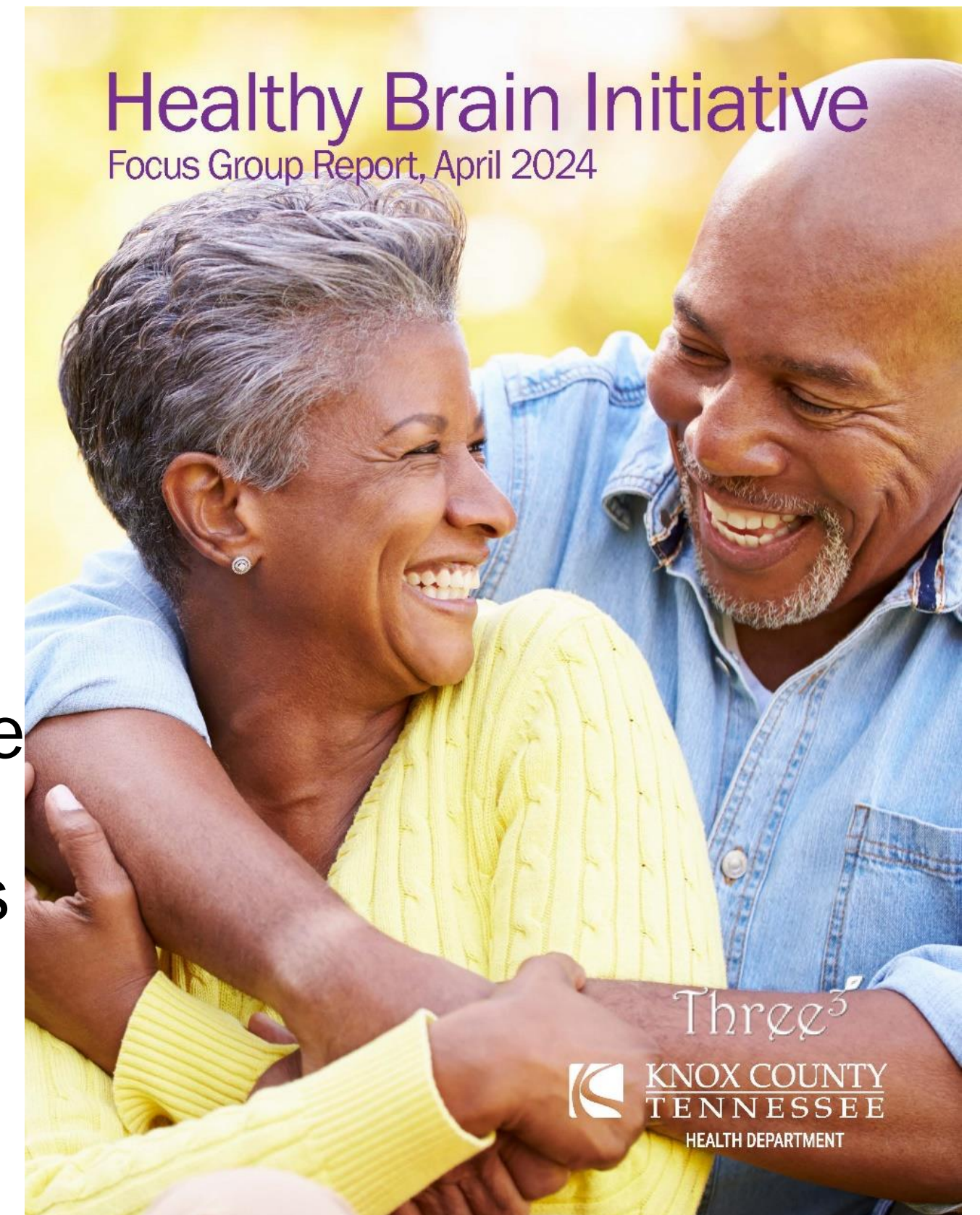
Summary & Lessons Learned

Summary

- There is a disconnect between existing resources and knowledge that they are available
- Resources are needed during long appointment wait times
- There may be a need for further support at the time of a diagnosis
- Additional training may help practitioners feel more comfortable initiating screenings

What's Next?

- Final [HBI](#) report released in August 2024
- Weave efforts of local workgroup into Tennessee Dementia Action Collaborative
- Sponsor certifications for healthcare professionals
- Support development of a statewide resource hub
- Address brain health in existing HD programs
- Get on the same page with different neuroscience clinics:
 - Identify different testing needs prior to referral
 - Create guidance for general practitioners





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www.knoxcounty.org/health

Moderated Question and Answer



Office of
Disease Prevention
and Health Promotion



Next Up at 3:15 pm ET:

**Transforming Transportation for Older Adults and
Ensuring a Skilled Workforce to Improve the Lives of
Older Adults**

Go to your Whova platform to join!



Office of
Disease Prevention
and Health Promotion



Thank You!

OASH

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