Galvanizing Cross-Sectoral Approaches to Alzheimer’s as a Public Health Issue: The Essential Role of Health Strategists

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Alzheimer’s Prevalence and Cost
In Millions of People
In Billions of Dollars

- 2018: $186
- 2020: $202
- 2025: $239
- 2030: $310
- 2035: $402
- 2040: $506
- 2045: $609
- 2050: $750

Projected Prevalence and Cost from 2018 to 2050:
- Prevalence: 5.5 million in 2018, projected to 13.8 million in 2050
- Cost: $277 billion in 2018, projected to $1.14 trillion in 2050
“Alzheimer’s is the most under-recognized threat to public health in the 21st century.”

- Dr. David Satcher, former U.S. Surgeon General and former Centers for Disease Control and Prevention (CDC) Director
HEALTHY BRAIN INITIATIVE

2005: Founding Partners
• Alzheimer’s Association
• Centers for Disease Control and Prevention

Purpose
Advance cognitive health as a central part of public health practice

Alzheimer’s Association Mission
“Reduce the risk of dementia through the promotion of brain health.”
Healthy Brain Initiative

-established with Congressional support

A National Public Health Road Map to Maintaining Cognitive Health

Healthy People 2020

includes “Dementia” objectives

National Alzheimer’s Project Act (NAPA)

Signed into law (Public Law 111-375)

National Plan to Address Alzheimer’s Disease

Published

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

Published

State and Local Public Health Partnerships to Address Dementia, the 2018-2023 Road Map

Published
COMING SOON:
Updated Roadmap for 2018-2023

State and Local Public Health Partnerships to Address Dementia: The 2018-2023 Road Map
Domain: Monitor and Evaluate

- Implement the BRFSS’s cognitive impairment and caregiver modules.
- Use surveillance data to enhance programming, policy, response to caregiving, cognitive health, and impairment.

New York State

Data and Partnerships = State Investment

From $2 million per year to $25 million per year
Domain: Assure a Competent Workforce

• Develop strategies to ensure public health departments have expertise in cognitive health and impairments.

• Support continuing education efforts that improve health care provider’s ability to recognize early signs of dementia, including Alzheimer’s – offer support.
Domain: Develop Policy and Mobilize Partnerships

• Collaborate to develop, implement, and maintain state Alzheimer’s plans.

• Integrate cognitive health into state and local government plans.
Domain: Educate and Empower

• Culturally appropriate strategies to increase public awareness.
• Encourage public health entities to provide links from their local, state websites to leading organizations.
• Coordinate efforts to disseminate evidence-based messages about risk reduction for preserving cognitive health.
Of the four domains, which one resonates with your work:

- Monitor and Evaluate
- Ensure a Competent Workforce
- Develop Policy and Mobilize Partnerships
- Educate and Empower
Growth in Implementation Actions

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<tr>
<th>Year</th>
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<tr>
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What Makes Alzheimer’s a Public Health Concern?

The burden is LARGE

The impact is MAJOR

There are ways to INTERVENE
• 180,000 Persons Living with Dementia – will be 220,000 by 2025

• 500,000 Caregivers

• 582 million hours of unpaid care at a value of $7 billion provided in Michigan annually
Michigan Dementia Coalition

1988: Governor Appointed Task Force
1990 – 1998: Advisory Board for Dementia Program Grants
2001: Established the Primary Care Dementia Network
2002: Formed a State Dementia Plan Steering Committee
2003: First State Dementia Plan
2005: Outreach Program to Primary Care Physicians
Michigan Dementia Coalition

2006: Published “Knowledge and Skills Needed for Dementia Care: A Guide for Direct Care Workers”
2009: Updated Plan
2013: Coalition Disbanded
2016: Coalition Reconstituted
“Reduce the burden of dementia in the state.”

State Dementia Plan
2003

• Increase support for family members who provide care for persons with dementia at home.
• Promote a public health, disease management approach to dementia care in primary care practice that makes full use of best dementia care practices.
• Increase the dementia competency of health care professionals.
• Improve the choices for residence and care of persons with dementia.
• Increase early intervention by increasing public awareness of the caregiver role and early warning signs of dementia.
Maintained previous goals and added:

• Promote best practices in dementia detection, assessment, and care management in primary care.

• Advocate for dementia-friendly policies and promote the highest quality dementia care standards in Michigan long-term care systems reform efforts.

Set new objectives for all goals.

Fully embraced by the State of Michigan.
The Achievements Were Many

Launched a Public Awareness Campaign “Worried About Memory Loss.com”

Obtained Statewide Survey Data on Prevalence

Joint Dementia Coalition Offices of Services to the Aging Task Form
OUR MISSION

Develop and publicize a new Michigan Dementia Plan that:

- **Describes** the current and projected future impact of dementia on individuals, families, state government and local communities in Michigan.
- **Helps** individuals with dementia and their families connect with resources that can help them.
- **Recommends** specific action steps that policy makers can take in Michigan to ensure that Michigan residents are better served, and to promote efficiency and cost effectiveness in the delivery of services.
- **Calls attention** to important research and progress being made in Michigan in the field of brain health.
- **Facilitates** the sharing of successful models and best practices among practitioners and across communities.
- **Improves** quality of life for Michigan residents of all ages who are living with dementia at all stages of the disease.
2017 Survey Results – Most Pressing Needs

- Help in Applying for Benefits
- In Home Personal Care Services
- Housing Options
- In Home Nursing
- Adult Day
- Respite
- Specialized Nursing Home
- Family Counseling
- Legal
Supportive Services Work Group

Work towards the provision of accessible and affordable supportive services

- Collaborate with medical profession to strengthen care for people with dementia.
- Increase access to community resources for individuals affected by dementia.
- Increase affordability of services for those affected by dementia.
- Recognize and disseminate best-care practices among supportive service providers around the state.
• Create a one stop shop for information and resources.
• Hold an annual dementia summit to bring together stakeholders.
• Amplify key dementia messages.
• Increase multicultural awareness.
• Provide dementia friendly community models of success.
• Include Coalition recommendations in the State Aging Plan.
• Disseminate plan information and goals widely.

Public Awareness Work Group

Disseminate information about the plan and develop an outreach plan for key messages
Education, Training, and Health Care Service Delivery

- Dementia training for clinical/licensed social workers.
- Dementia training for non-clinical professionals in long term care settings and in home caregivers.
- Dementia training for lay/family/unpaid/informal caregivers.
- Improvement in health care service delivery.

Increase the capacity of professional and lay/family caregivers in order to improve early detection, diagnosis, and ongoing care for people with dementia.
Safety, Legal, and Financial Issues

Identify available services and resources available to persons with dementia and their caregivers in regards to safety, legal, and financial issues, and to develop a list of recommended actions to enhance protections and services available.

- Driving.
- Falls.
- Firearms.
- Wandering.
- Medication Reconciliation.
- Elder Abuse and Neglect.
- Paying for Long-Term Care/Funding for Diminished Capacity and Asset Protection.
- Financial Exploitation.
- Training for Professionals in Financial Professions.
- Legal Guardianship / Capacity/ Power of Attorney.
Early Recommendation #1

Collaboration between non-medical providers and the medical profession to strengthen care for people with dementia.

- Embed clinical professionals (social workers, psychologists) in hospital systems, emergency departments and primary care offices.
- Obtain and distribute screening tools and resource/referral information to physicians for services such as end of life care, driving, and behavioral issues.
- Establish routine screenings for memory, depression, and anxiety for people with dementia and caregivers in physician appointments.
• Create service-specific communication networks (forum, message boards) for providers.
• Recognize quality and innovative programming (day programs, assisted living facilities, transportation companies).
• Explore state certification or licensing options for respite programming.

Early Recommendation #2

Recognize and disseminate best-care practices among supportive service providers around the state.
Dementia is not a natural part of aging.
Dementia is caused by diseases of the brain.
Dementia is not just about memory loss.
It’s possible to live well with dementia.
There is more to the person than dementia.

Messaging to include that early detection can make a difference in terms of planning, treatment options, and quality of life.

Seek to amplify the 5 key Dementia Friends messages.
Where are we now?

- Draft a Plan
- Engage the Larger Group to Review and Provide Input to the Plan
- Take the Plan on the Road – Engage a broader spectrum of persons across the State in having input into and buying into the plan
- Finalize a Document
- Begin Work to Implement the Plan (Work Groups)
“In my administration the MDHHS will update the Michigan’s Alzheimer’s and dementia plan and will partner with state leaders to fully implement the recommendations included in the plan. This comprehensive plan will identify critical issues, recommend solutions and create a roadmap to guide the state’s development into the best place for person-centered care planning with a dementia capable workforce.”
Thank you to MDHSS for making cognitive health a priority in the Michigan Healthy Aging Plan.
Thank you!