

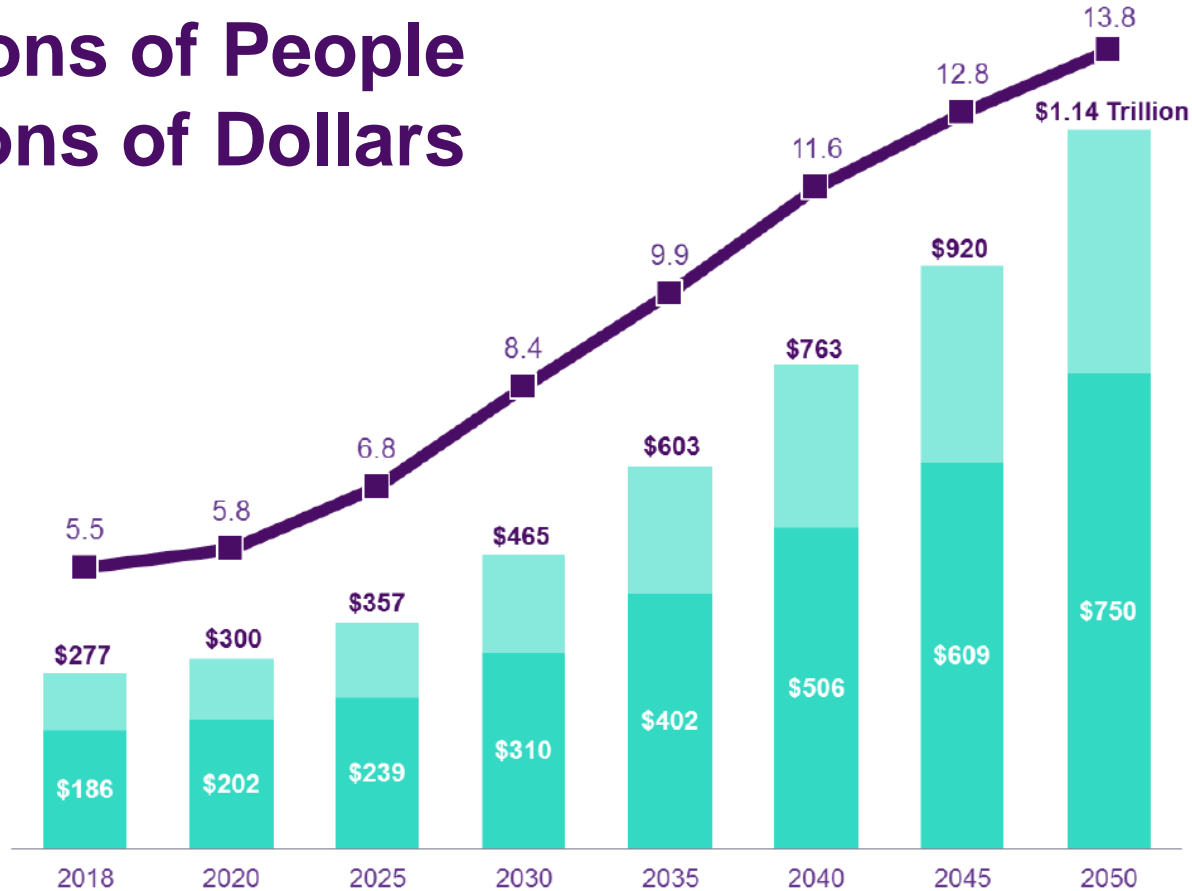
Galvanizing Cross-Sectoral Approaches to Alzheimer's as a Public Health Issue: The Essential Role of Health Strategists

Jennifer Lepard, President/CEO Greater Michigan
Alzheimer's Association

Joanne Pike, DrPH, Chief Program Officer
Alzheimer's Association

Alzheimer's Prevalence and Cost

In Millions of People
In Billions of Dollars



*“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.”

History: Healthy Brain Initiative



**COMING
SOON:**

**Updated
Roadmap for
2018-2023**



**HEALTHYBRAIN
INITIATIVE**

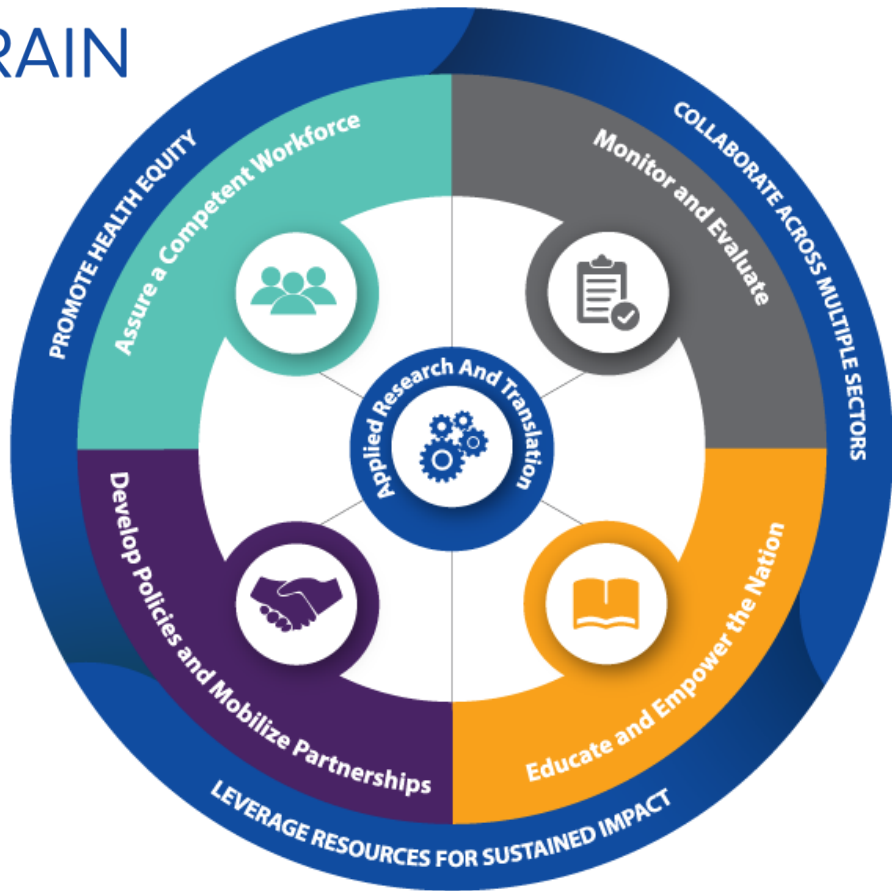
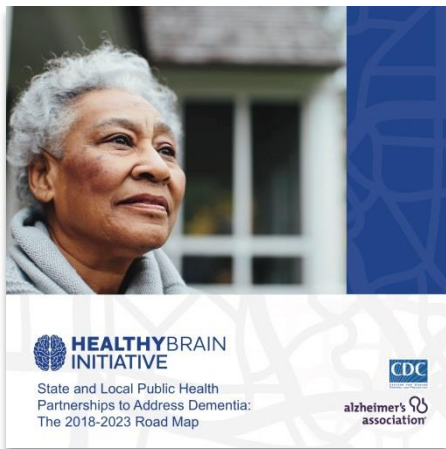
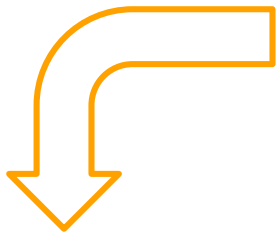
State and Local Public Health
Partnerships to Address Dementia:
The 2018-2023 Road Map



alzheimer's 
association



HEALTHYBRAIN INITIATIVE



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

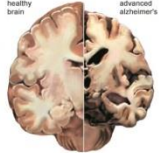
Domain: Assure a Competent Workforce

- 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.


TIPS FOR EMS WORKING WITH PEOPLE WITH ALZHEIMER'S

THERE ARE 67,000 PEOPLE AGE 65 AND OLDER WITH ALZHEIMER'S DISEASE IN COLORADO. THAT NUMBER IS EXPECTED TO GROW TO 76,000 BY 2020.

ALZHEIMER'S DISEASE AND OTHER RELATED DEMENTIAS are progressive impairments of cognitive function that affects a person's thinking, emotions and behavior. Signs include: memory impairment, aphasia (language disturbance), apraxia (impaired motor function), agnosia (failure to recognize otherwise-familiar objects) and disturbance in executive function (failure to plan, organize and think abstractly). These are not mental illnesses.



WHEN ENCOUNTERING A PERSON WITH ALZHEIMER'S





COMMUNICATE

Use the **TALK** tactics:

- T**ake it slow
- A**sk simple questions
- L**imit reality checks
- K**eep eye contact

DO	DON'T
<ul style="list-style-type: none">• Approach slowly and from the front• Introduce yourself and explain you are there to help• Remain calm, smile and use a friendly voice• Speak slowly and allow time for response (15-30 seconds)• Change the subject to something pleasant if the person becomes agitated	<ul style="list-style-type: none">• Take comments personally• Approach from behind without warning• Argue or correct the person• Touch without asking/ explaining• Forget about co-morbidities

24/7 HELPLINE 800.272.3900
ALZ.ORG/CO

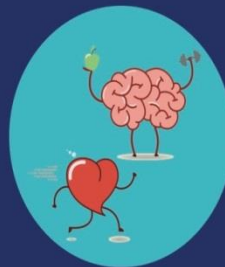
alzheimer's  association®  COLORADO Department of Public Health & Environment

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.

South Carolina

WHAT'S GOOD FOR YOUR HEART IS GOOD FOR YOUR BRAIN!



FUEL UP RIGHT & BREAK A SWEAT!

Exercise and a healthy diet are good for your body AND your brain!

- Get regular physical activity that raises your heart rate and increases blood flow to the brain and body.
- Eat a balanced diet with less fat and more fruits and vegetables to help control weight.
- Exercise your brain AND your body! Pick an activity that makes you think or talk with other people, such as a dance class or walking with friends.



FOLLOW YOUR HEART!

Risk factors for heart disease and stroke negatively impact your brain health.

- Keep your blood pressure under control for a healthier body and brain. Heart disease and high blood pressure can damage your brain's health.
- Diabetes may increase your risk for dementia. Visit your doctor regularly to actively manage your diabetes.
- Maintain a healthy weight. Obesity in middle age may increase your risk of dementia.



BUTT OUT! QUIT SMOKING!

If you smoke, quit smoking for a healthier brain and body.

- Smoking may increase your risk of cognitive decline.
- It's never too late to quit smoking. Quitting at any age seems to benefit the health of your brain and body.

Call 1-800-QUIT-NOW
(1-800-784-8669)

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.



Let's talk about...

Dementia
Dementia describes a range of symptoms associated with a decline in memory or other thinking skills severe enough to reduce your ability to perform everyday activities.

Did you know?

- Diabetes may increase your risk for dementia.
- High blood pressure increases your risk for heart disease and possibly dementia.

Some signs can be...

- Confusion with time or place.
- Difficulty completing familiar tasks at home, work or leisure.
- Misplacing things and losing the ability to retrace steps.

It's never too late to...

- Manage your chronic conditions.
- Stop smoking.
- Start moving and eat healthy.
- Exercise your brain.

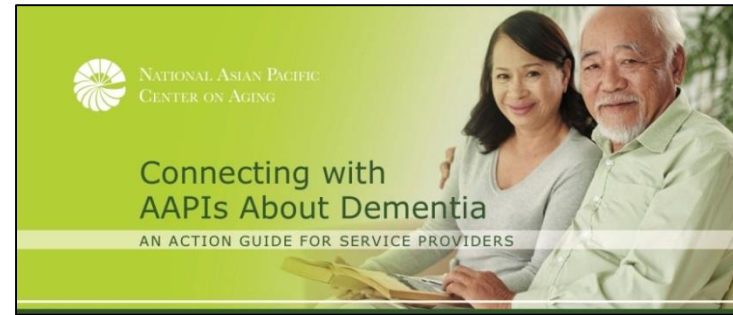
Get checked.
Early detection matters.

For more information:
Center for MultiCultural Health
(206) 461-6910
multi-culturalhealth.org

Alzheimer's Association
Washington State Chapter
(206) 363-5500
alzwa.org

Center for MultiCultural Health

alzheimer's association

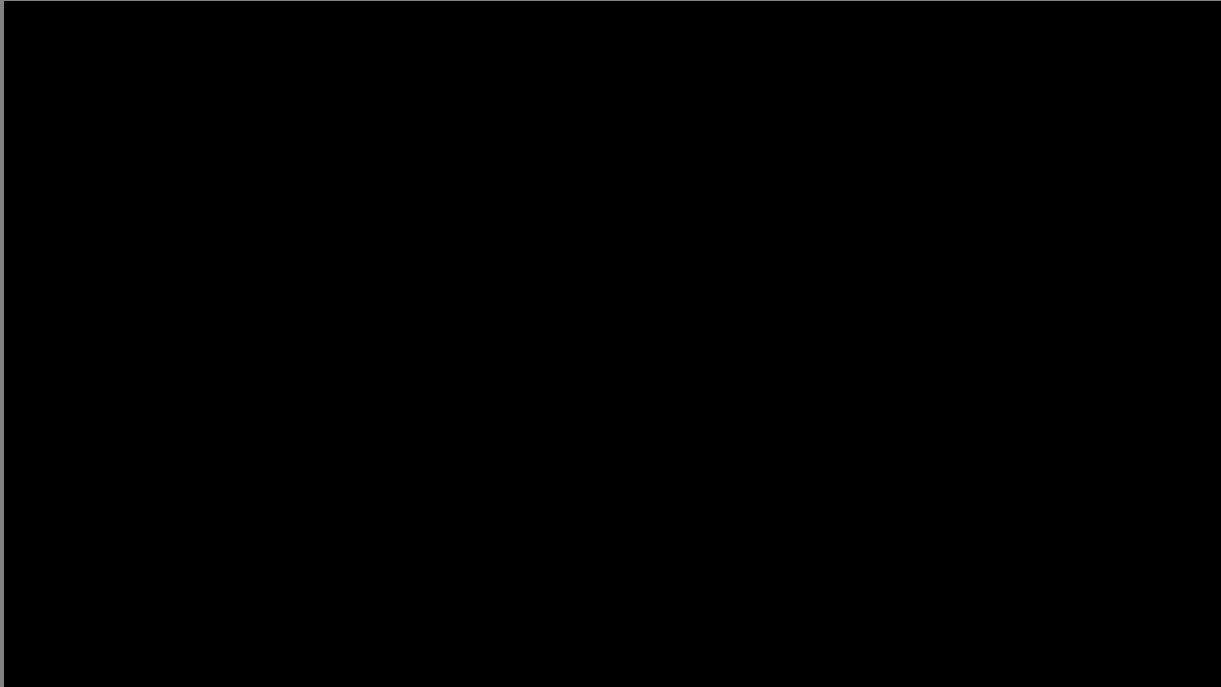


NATIONAL ASIAN PACIFIC
CENTER ON AGING

Connecting with
AAPIs About Dementia

AN ACTION GUIDE FOR SERVICE PROVIDERS

PSA



Audience Poll

Of the four domains, which one resonates with your work:

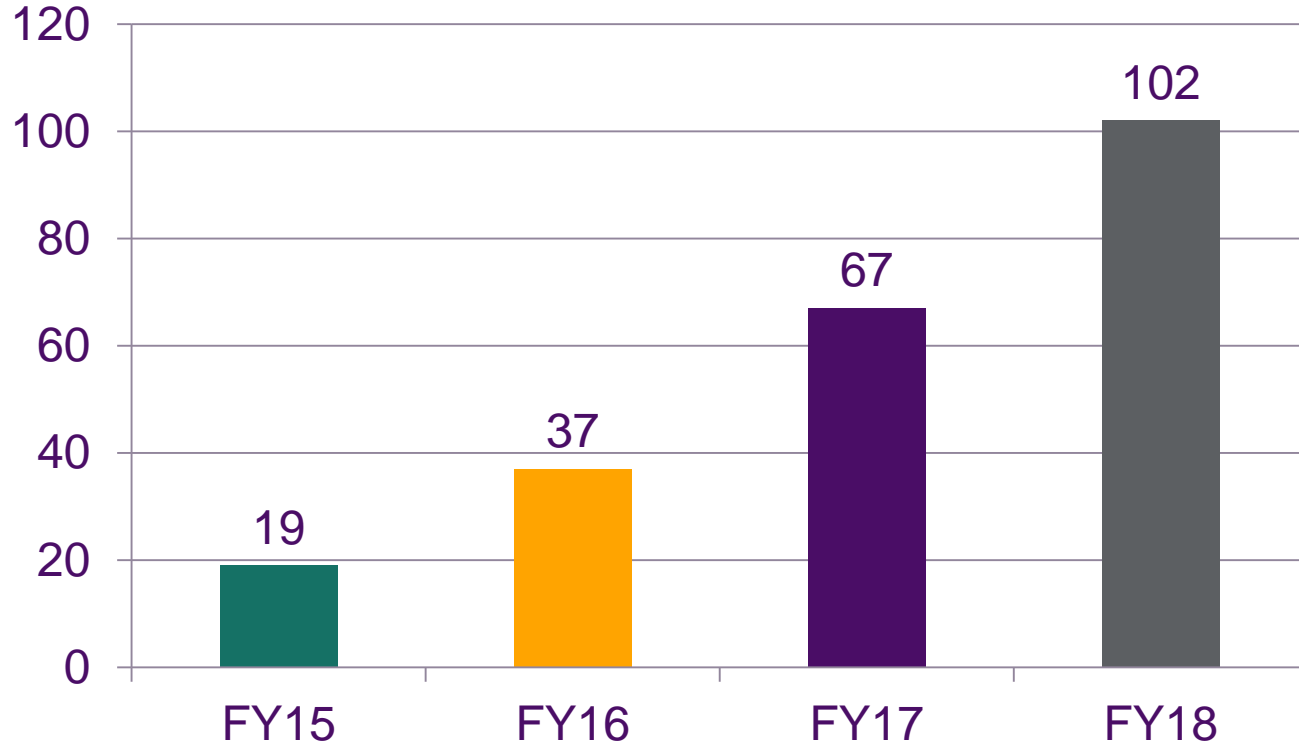
Monitor and Evaluate

Ensure a Competent Workforce

Develop Policy and Mobilize Partnerships

Educate and Empower

Growth in Implementation Actions



What Makes Alzheimer's a Public Health Concern?



The burden is
LARGE

The impact is
MAJOR



There are ways to
INTERVENE

Alzheimer's and Public Health

alz.org/publichealth

CDC Alzheimer's Disease & Healthy Aging Program

<http://www.cdc.gov/aging>

- **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**

Alzheimer's in Michigan

The most expensive disease in America and in Michigan

Michigan Dementia Coalition

1988: Governor Appointed Task Force

1990 – 1998: Advisory Board for Dementia Program Grants

1998: New Purpose Statement – Emphasis on Statewide Dementia Issues and Priorities

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

- **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.**

State Dementia Plan 2003

“Reduce the burden of dementia in the state.”

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.

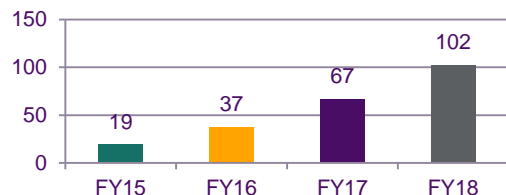
Fully embraced by the State of Michigan.

State Dementia Plan

2009 Update

Introduction by
Janet Olszewski,
Director,
Department of
Community Health

The Achievements Were Many



Obtained Statewide Survey Data on Prevalence

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



Joint Dementia Coalition Offices of Services to the Aging Task Form

WHAT'S GOOD FOR YOUR HEART IS GOOD FOR YOUR BRAIN!

WE'RE IN THIS TOGETHER

FUEL UP RIGHT & BREAK A SWEAT!

- Exercise and a healthy diet are good for your brain AND your heart.
- Get regular physical activity that gets your heart rate up and increases blood flow to the brain and body.
- Get a balanced meal with lots of fruits and vegetables to help.
- Remember to drink plenty of water. This is an extra tip: make sure you drink or eat with other people, such as in a group, when you're eating with friends.

FOLLOW YOUR HEART!

- Risk factors for heart disease and stroke significantly impact your brain health.
- Keep your blood pressure under control and cholesterol levels in check. High blood pressure and high cholesterol can damage your brain's health.
- Diabetes can be managed, but not prevented. Visit your doctor regularly to address manage your diabetes.
- Maintain a healthy weight. Obesity is linked to high blood pressure, high cholesterol, and diabetes.

BUTT OUT! QUIT SMOKING!

- If you smoke, quit smoking for a healthier brain and body.
- Smoking may increase your risk of cognitive decline.
- It's never too late to quit smoking. Quitting at any age greatly benefits the health of your brain and body.

CALL 1-800-QUIT-NOW (1-800-784-8669)

New Dementia Coalition

Area Agencies on Aging
Association of Michigan
+ AAAs across the State

Persons with Dementia and Caregivers

Michigan Assisted Living
Association

Senior Health Partners

Lakeshore Region Entity

Alzheimer's Association

AARP Michigan

Michigan State University

Rethinking Dementia:
Accelerating Change

Michigan DHHS Aging
and Adult Services

Private Practice Professionals

University of Michigan

Wayne State University
Institute of Gerontology

Luella Hannan Memorial
Foundation

CareWell Services
Southwest

Capital Area Transportation Association

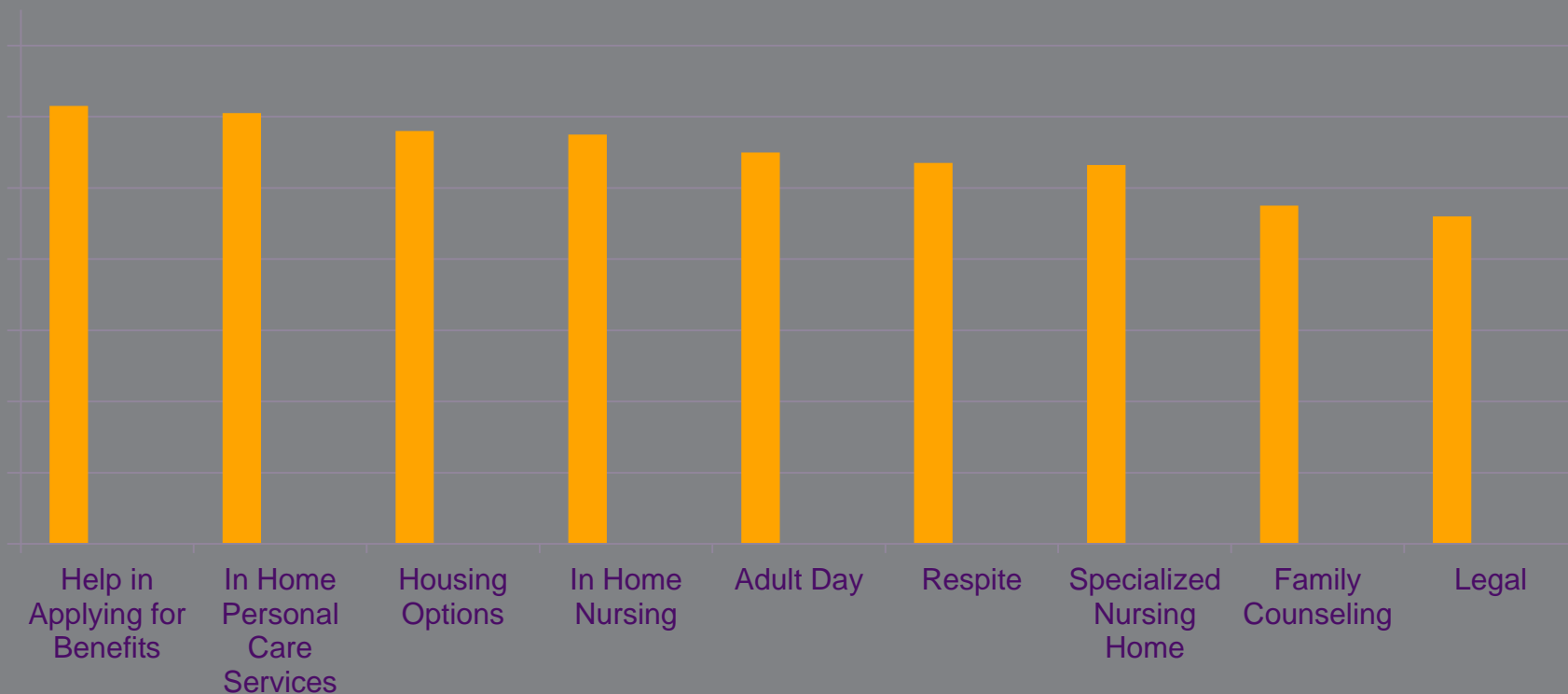
Holland Home

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



- 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.

Supportive Services Work Group

**Work towards the provision of
accessible and affordable
supportive services**

- 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**

- 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.

Education, Training, and 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

- 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.

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.

- 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.

Early Recommendation #1

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

- 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.

Early Recommendation #3

**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.”

Get It Done: Healthy Michigan, Healthy Economy

GRETCHEN WHITMER’S PLAN TO
INCREASE ACCESS TO QUALITY,
AFFORDABLE HEALTH CARE



Thank you to MDHSS for making cognitive health a priority in the Michigan Healthy Aging Plan.

Thank you!