

Dissemination Guide



The Healthy Brain Initiative— Interim Progress Report (2013-2018)

In 2013, an estimated 5 million Americans aged 65 years or older had Alzheimer’s disease. By 2050, that number may be three times higher unless better ways to detect and treat the disease are found.

The Healthy Brain Initiative addresses cognitive health with support from national, state, and local partners. Now halfway through its second road map, the Centers for Disease Control and Prevention (CDC) created a progress report to describe what has been accomplished to date.

Help us spread the word

Use the following various resources to promote the Healthy Brain Initiative.

Dissemination Guide Items	Description
Newsletter Template	Use the text and image provided to promote The Healthy Brain Initiative within your organization or community newsletter, e-mails, or blogs.
Social Media Posts	Sample tweets and Facebook posts are ready to use on your organization’s social media platforms.
Podcasts	Select one of the audio resources describing cognitive decline.
Content Syndication	Publish CDC’s web content on your website quickly.
Talking Points	Use the list of recent accomplishments summarized in short bullets.
Call to Action	Take steps to help promote the work of The Healthy Brain Initiative.

Newsletter Template

Consider writing a short article in a newsletter or blog. Use the following background details.

What is The Healthy Brain Initiative?

The CDC Healthy Brain Initiative began in 2005 through a Congressional appropriation that established the Alzheimer's-specific segment of the Healthy Aging Program. The Healthy Brain Initiative addresses cognitive health from a public health perspective to ensure that we inform state and local health departments about the importance of cognitive health.

What is the purpose?

In 2007, CDC partnered with the Alzheimer's Association to create the first road map to integrate cognitive health and functioning into the routine practice of public health.

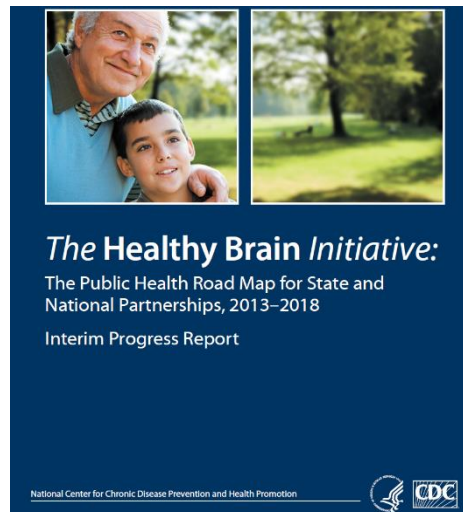
The second in a series of road maps for cognitive health—*The Healthy Brain Initiative: The Public Health Road Map for State and National Partnerships, 2013-2018* was released in 2013. The second roadmap outlines how state and local public health agencies and their partners can promote cognitive functioning, address cognitive impairment for individuals living in the community, and help meet the needs of care partners.

What are some of the report highlights?

- Revised the Behavioral Risk Factor Surveillance System Cognitive Decline and Caregiver Optional Modules for use in 2015 and 2016. State-level data derived from the modules have been used to help states develop and implement awareness and education about cognitive decline and caregiving through webinars, proclamations, and media events.
- Funded the Alzheimer's Association to plan and carry out public health strategies related to Alzheimer's disease, cognitive impairment, and cognitive health. The partnership resulted in increased use of public health strategies and tools by the Alzheimer's Association and their chapters.
- Partnered with the Association of State and Territorial Health Officials (ASTHO) to promote policies and programs related to cognitive health and impairment. ASTHO developed and disseminated a series of public health and aging issue briefs and case studies to highlight relevant topics and successful state efforts that promote healthy aging.
- Established the Healthy Brain Research Network in 2014 to strengthen linkages between Prevention Research Centers and the public health and aging service professionals in states and communities. Its specific mission is to—understand attitudes and perceived changes in cognitive functioning over time through public health surveillance, build a strong evidence base for communication messaging and programmatic interventions to improve or maintain cognitive function, and help translate the evidence base into effective public health programs and practices in states and communities.
- Funded the National Association of Chronic Disease Directors (NACDD) to enable awards for 1-year opportunity grants to states in 2014 and in 2015, supporting state and territorial public health departments and their partners in implementing one or more priority action items from the Road Map.
- Worked with an interagency team to create Recruiting Older Adults into Research (ROAR)—an effort that seeks to raise research awareness and engagement among older adults and connect them with easy and actionable opportunities to participate. A ROAR Toolkit was developed to provide easy and actionable ways for professionals to promote participation in research.

How can you help promote the report findings?

- Learn more about [the report](#) by accessing and sharing it with decision makers in your state and local community.



Social Media Posts

Promote The Healthy Brain Initiative's accomplishments through relevant social media outlets (Facebook, Twitter). Use the shared hashtag to track tweets, likes, and clicks.

Twitter

- CDC releases midpoint progress report on the Healthy Brain Initiative. Read the highlights 1.usa.gov/1NqE5eL #HBI2015.
- States can make a big difference in the care and services for people with memory loss. Read more 1.usa.gov/1NqE5eL #HBI2015.
- The Healthy Brain Research Network and #PRCs are translating science to practice. Read more 1.usa.gov/1NqE5eL #HBI2015.
- ROAR is not just the sound a lion makes! It's @Alzheimer's_NIH toolkit promoting participation in research 1.usa.gov/1AnJLn #HBI2015.
- States can use @BRFSS cognitive decline and caregiver modules to monitor the public's health needs 1.usa.gov/1NqE5eL #HBI2015.

Facebook

- The CDC Healthy Brain Initiative helps inform state and local health departments about the importance of cognitive health. A new progress report highlights the accomplishments over the past 2 years. Learn more 1.usa.gov/1NqE5eL #HBI2015.
- Learn how state and local public health agencies and their partners are promoting cognitive functioning, addressing cognitive impairment for individuals living in the community, and helping meet the needs of care partners 1.usa.gov/1NqE5eL #HBI2015.
- CDC and the [Alzheimer's Association](#) partner to increase use of public health strategies and tools by Alzheimer's Association chapters. Read more in the Healthy Brain Initiative progress report 1.usa.gov/1NqE5eL #HBI2015.
- CDC and the [Association of State and Territorial Health Officials](#) developed a series of issue briefs and case studies about successful state efforts promoting healthy aging. Read more in the progress report 1.usa.gov/1NqE5eL #HBI2015.
- CDC and the [National Association of Chronic Disease Directors](#) funded public health departments and their partners to implement action items in the Healthy Brain Initiative. Read the progress report to learn more 1.usa.gov/1NqE5eL #HBI2015.

Podcasts

Select from two audio files to inform yourself and others about memory maintenance and use the third audio file to learn how states and communities can address cognitive health. Share the podcast links on social media, your organization's website, or group e-mails. Transcripts of these podcasts are also available.

[Memory Maintenance: A Minute of Health](#) (0:59 seconds).

[Memory Maintenance: A Cup of Health](#) (5:34 minutes).

[Actions States and Communities Can Take to Address Cognitive Health](#) (3:15 minutes).

Content Syndication

If you would like to host content about The Healthy Brain Initiative on your organization's website, you can sign up for CDC's content syndication service. It's free, quick, and easy. Sign up at 'Request a Page for Syndication' <https://tools.cdc.gov/medialibrary/index.aspx#/requestsyndication>.

Talking Points

We have made progress in key areas over the past 2 years that include

- Action: Revised the Cognitive Decline and Caregiver Optional Modules in the Behavioral Risk Factor Surveillance System for use in 2015.
 - Outcomes
 - 35 states added the Cognitive Decline Module.
 - 24 states used the Caregiver Module.
 - 6 states have used state-level data to create state plans.

- Action: Published new science
 - Outcomes
 - [Self-Reported Increased Confusion or Memory Loss and Associated Functional Difficulties Among Adults Aged ≥60 Years — 21 States, 2011.](#)
 - [Demographic and Health Status Differences Among People Aged 45 or Older With and Without Functional Difficulties Related to Increased Confusion or Memory Loss, 2011 Behavioral Risk Factor Surveillance System.](#)
 - [Increased Confusion and Memory Loss in Households, 2011 Behavioral Risk Factor Surveillance System.](#)
 - [Proxy Reports About Household Members With Increased Confusion or Memory Loss, 2011 Behavioral Risk Factor Surveillance System.](#)
 - Specific findings include
 - Approximately 4 million US households have a member with increased confusion and memory loss who have specific health risks and needs.
 - Use of a multidisciplinary assessment and management can be used to reduce preventable hospitalizations among people with dementia.
 - Communication between health providers and people concerned about increased confusion or memory loss is necessary because a diagnosis for dementia is often missed or delayed.

- Action: Partnerships with national organizations
 - Outcomes
 - Series of webinars highlighting the role of state leaders, emergency preparedness for older adults, considerations to support caregivers, and injury prevention and physical activity as they relate to cognitive health.
 - Case studies describing state efforts to promote healthy aging.
 - Toolkit that can be used to inform and recruit older adults' participation in clinical studies for Alzheimer's disease and other health conditions.
 - A [Brain Health website](#) was created by the Administration for Community Living housing co-created materials such as presentation slides and handouts.

- Action: Established the Healthy Brain Research Network (HBRN)
 - Outcomes
 - Six new Prevention Research Center sites were funded.
 - Each site developed a scholar’s program to train future professionals in the field of aging.

Call to Action

The CDC Healthy Brain Initiative is focused on promoting cognitive health as an important part of health for all adults. Continued funding of CDC’s Healthy Brain Initiative supports needed research, surveillance, education, and program development to advance what we know about dementia and what we can do about it to help people with memory loss and their families.

- Health Officials can
 - Encourage use of the road map by incorporating findings into your state plans.
 - Use the BRFSS cognitive decline and caregiver modules for surveillance.
 - Partner with senior service and other community organizations.
- Health providers can
 - Have conversations with patients about concerns related to memory loss.
 - Learn more about the signs and symptoms of memory loss.
- Communities can
 - Raise awareness about cognitive loss through webinars, proclamations, and media events.
 - Use surveillance data to implement changes in support services.
- People can
 - Talk with your doctor if you are worried about your own or a loved one's memory loss.
 - Choose to participate in clinical studies to learn more about memory loss.
 - Learn a few tips for [new caregivers](#).

More Information

Learn more about the [CDC Healthy Brain Initiative](#).