



California Alzheimer's Disease Program

Sandra Robinson, MBA, Chief of Healthy Aging Programs

Terence Kelley, M.S. HCA, Program Lead

California Alzheimer's Disease Program

California Department of Public Health



Resources and Programs

- California Alzheimer's Disease Program
 - California Alzheimer's Disease Centers
 - Alzheimer's Disease and Related Disorders Research Fund and Research Awards



The Healthy Brain Initiative

Healthy Brain Initiative

- ORIGIN: 2005 Congressional Appropriation – Centers for Disease Control
- PURPOSE: Establish **Alzheimer's-specific** segment of CDC's Healthy Aging Program

Healthy Brain Initiative

- CDC partnered with Alzheimer's Association: How best to bring public health perspective to promoting cognitive health?
- Collaboratively produced the first in a series of road maps "...to advance cognitive health as a vital, integral component of public health."
- **The Healthy Brain Initiative: The Public Health Road Map for State and National Partnerships**
- Road Map I = 2007
Road Map II = 2013-2018 (available on CDPH Website)

Healthy Brain Initiative



SECTIONS

- Background and Description of HBI
- **Action Items**
- Conceptual Framework
- Applied Research and Translation

Healthy Brain Initiative

ACTION ITEMS

- Monitor and Evaluate
- Educate and Empower the Nation
- Develop Policy and Mobilize Partnerships
- **Assure a Competent Workforce** - Focus of CDPH opportunity grant from NACDD

Healthy Brain Initiative

- ASSURE A COMPETENT WORKFORCE: Focus of CDPH opportunity grant from NACDD
- Aim: To develop introductory, basic materials for public health professionals on cognitive health and impairment

Healthy Brain Initiative

- CDPH contracted with UC Davis for development of basic educational materials
 - Convened a 3-day statewide, expert workgroup
 - Analyzed peer-reviewed literature
 - What are the major challenges PCPs face with dementia?
- Major takeaway: Primary Care Physicians need materials in practical and concise form

Healthy Brain Initiative

All Educational Materials can be found at:
www.cdph.ca.gov/programs/alzheimers

For Providers:

- Provider Guide to Understanding Dementia
- Provider Guide to the Detection and Diagnosis of Dementia
- Post-Diagnostic Guide to Communication, Support, and Management of Dementia

For Patients and Caregivers:

- Promoting Brain Health – Physical Activity
- Promoting Brain Health – Nutrition
- Caregiver Support and Resources Roadmap



Healthy Brain Initiative

- Results - Educational materials created and distributed to physicians via workgroup contacts

Success stories:

- PACE physician (Program for All-Inclusive Care for the Elderly) agreed to use Provider Guides to educate over 100 fellow physicians in her network
- Colleagues in San Diego County requested Promoting Brain Health materials for distribution to physicians throughout SD County, via their Alzheimer's Project grant

Questions?

Contact Information

- Julie Hohn, Program Coordinator
Alzheimer's Disease Program
California Department of Public Health
(916) 552-9869
julie.hohn@cdph.ca.gov
- Terence Kelley, Program Lead
Alzheimer's Disease Program
California Department of Public Health
(916) 552-9952
terence.kelley@cdph.ca.gov

