

# ***Alzheimer's:***

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## ***Our Next Public Health Success Story***

**John Shean, MPH  
Associate Director, Public Health  
Alzheimer's Association**



# **What is Public Health?**

# What is Public Health?

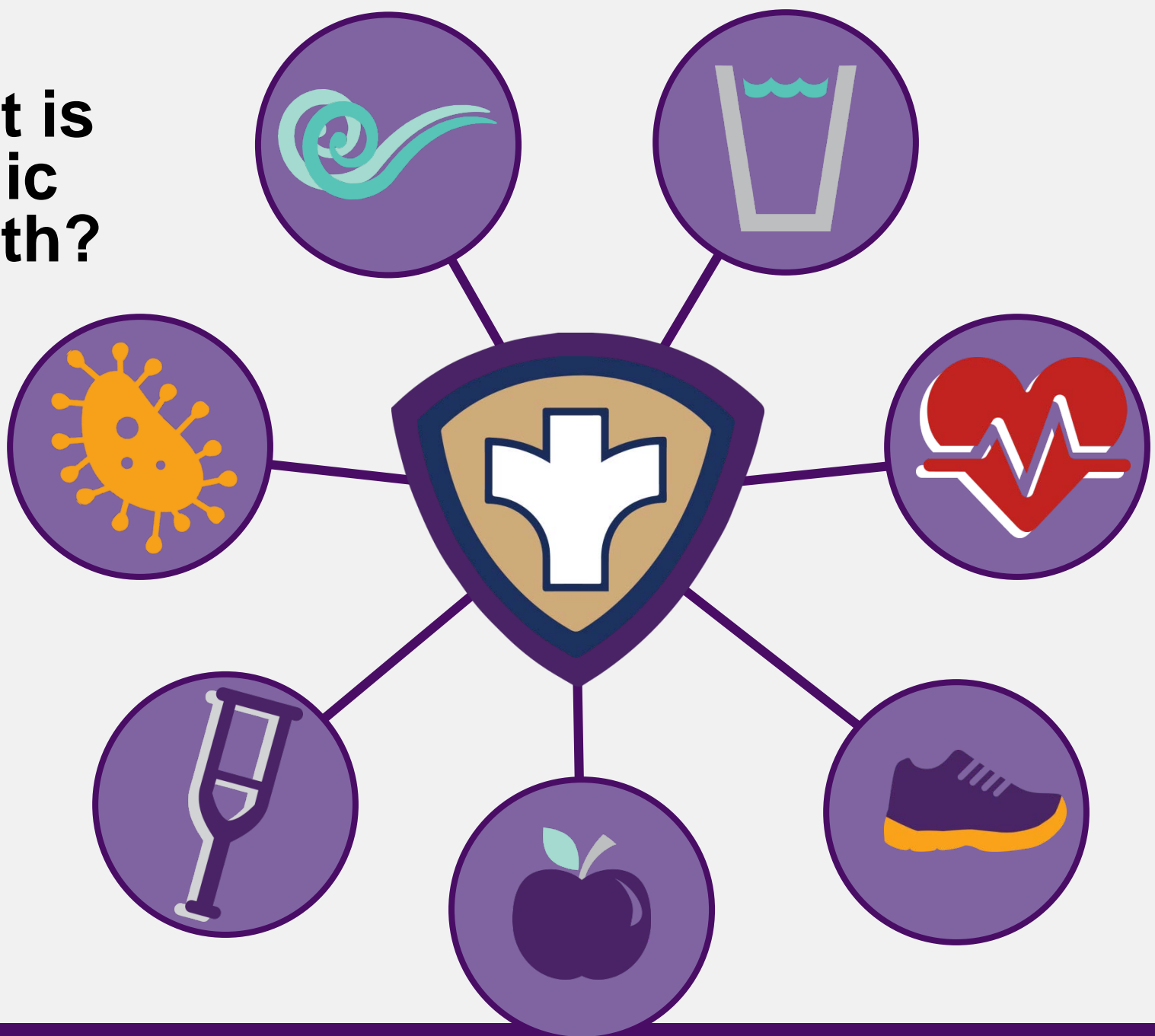


People



Communities

# What is Public Health?



# What is Public Health?



Individual Approach

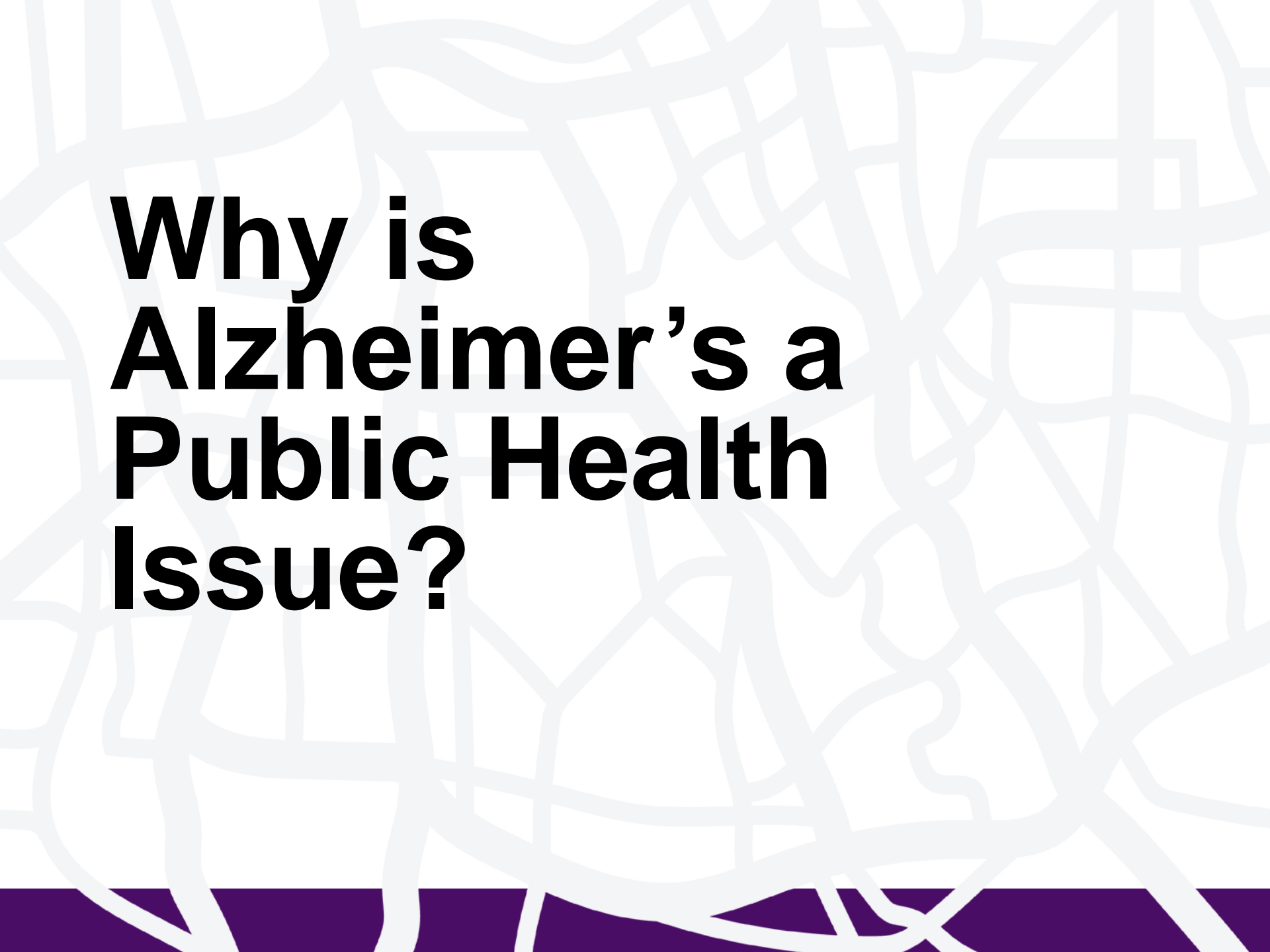


Public Health Approach

# What is Public Health?



Change at the Community Level



# **Why is Alzheimer's a Public Health Issue?**

# Alzheimer's is a Public Health Issue



The impact is  
**MAJOR**



The burden is  
**LARGE**



There are ways to  
**INTERVENE**



# Alzheimer's is a Public Health Issue



Alzheimer's is the  
under-recognized threat  
in the 21<sup>st</sup>  
century.

A teal silhouette of a person in a wheelchair on the left and a teal silhouette of an elderly person with a cane on the right. The text is overlaid on these figures.

-Dr. David Satcher

U.S. Surgeon General, 1998-2002

Director of Centers for Disease Control and Prevention,  
1993-1998

# Alzheimer's is a Public Health Issue



The burden is  
**LARGE**

**15 million**  
**\$215.9 billion**

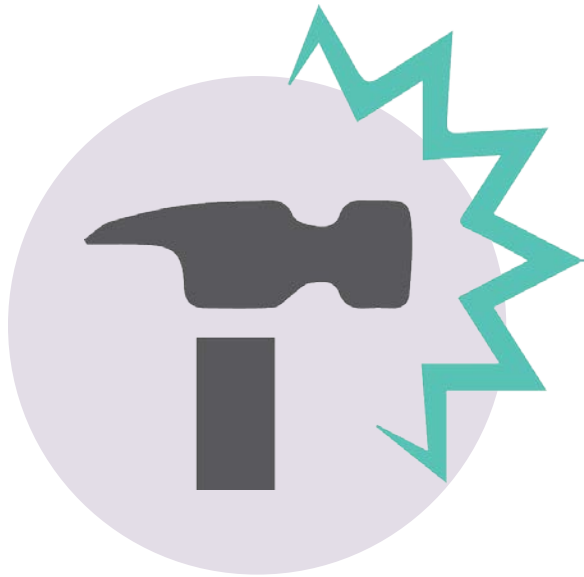


Americans living with Alzheimer's



Annual Cost of Care

# Alzheimer's is a Public Health Issue



The impact is  
**MAJOR**

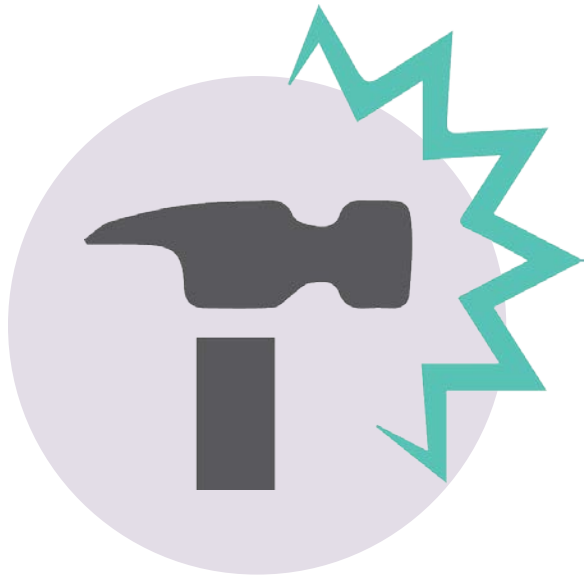


Preventable Hospitalizations Among People  
with Dementia

**\$2.6 billion**

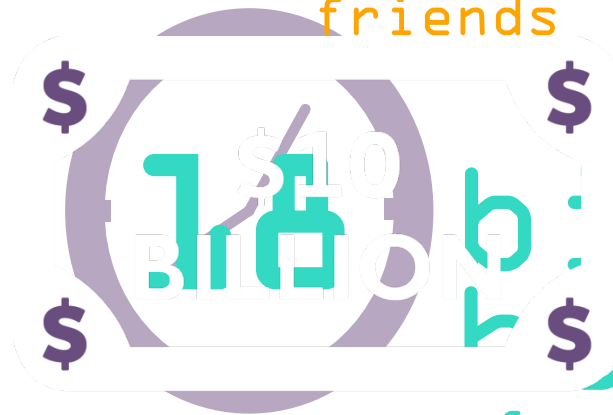
Costs to  
Medicare

# Alzheimer's is a Public Health Issue



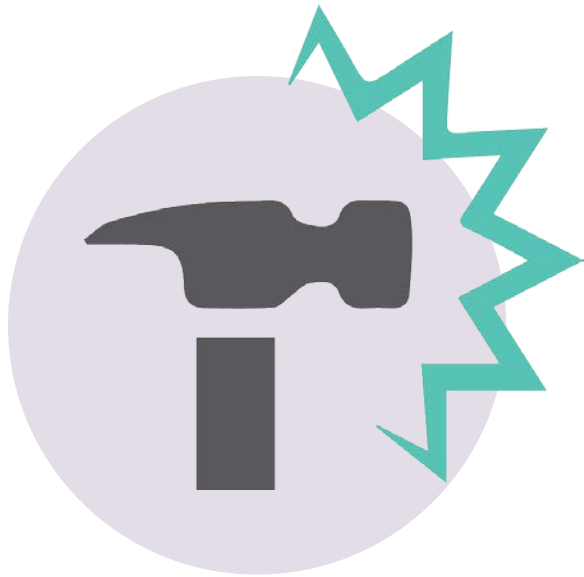
The impact is  
**MAJOR**

**15 million**  
family and  
friends



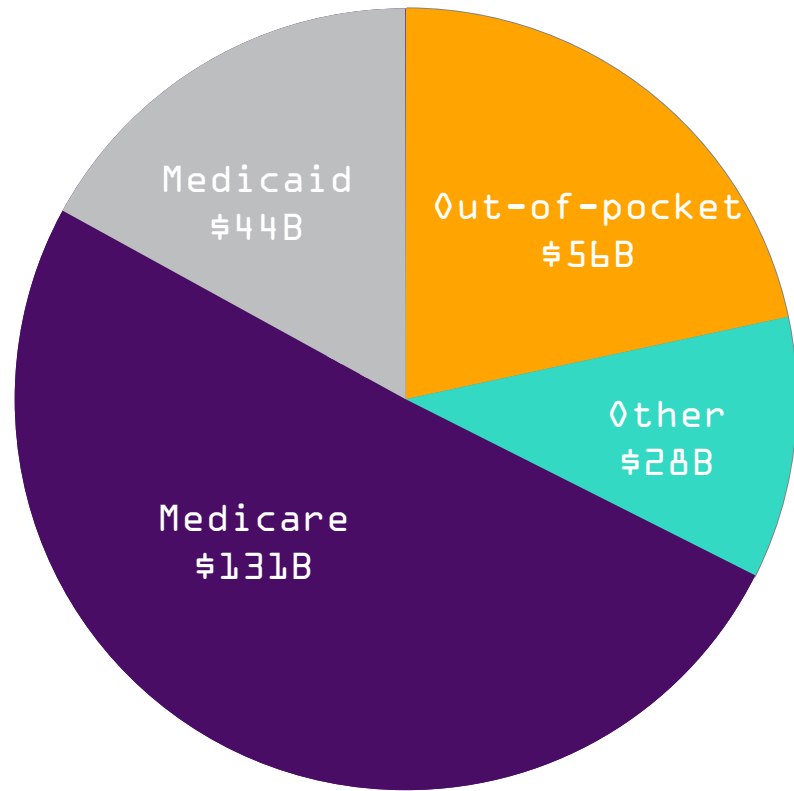
**\$40 billion**  
additional  
health  
care  
costs  
of unmet care

# Alzheimer's is a Public Health Issue



The impact is  
**MAJOR**

## Financial Burden to Government and Families



\$239 Billion = Cost of Alzheimer's Medicaid and Medicare  
Total 2017

# Alzheimer's is a Public Health Issue



Data  
Collection



Health  
Protection



Early  
Detection and  
Diagnosis



There are ways to  
**INTERVENE**



Quality  
of Life



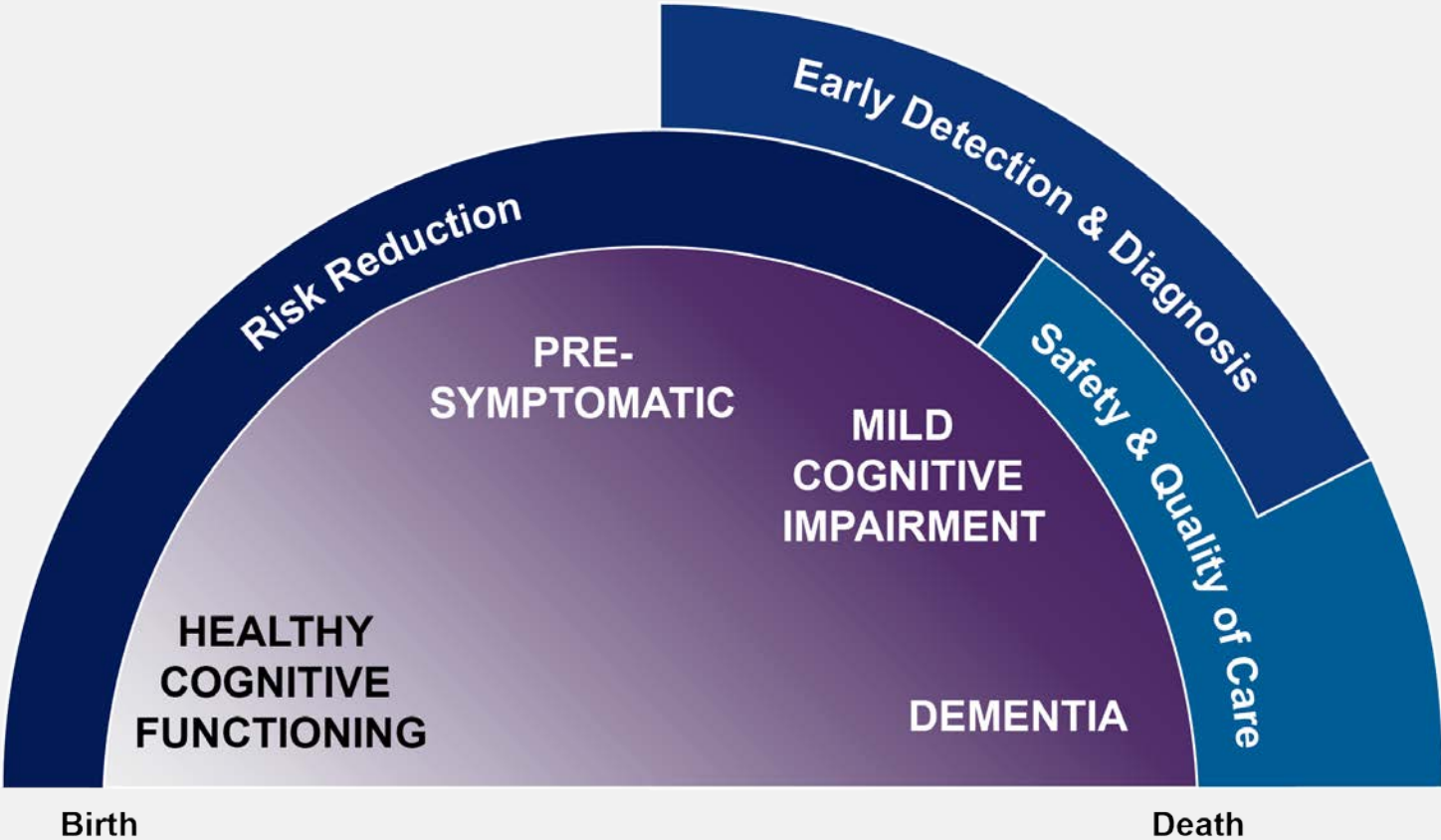
Associate  
d  
Costs





# **Why is Public Health the Right Response?**

# Life-Course Perspective and Public Health Roles





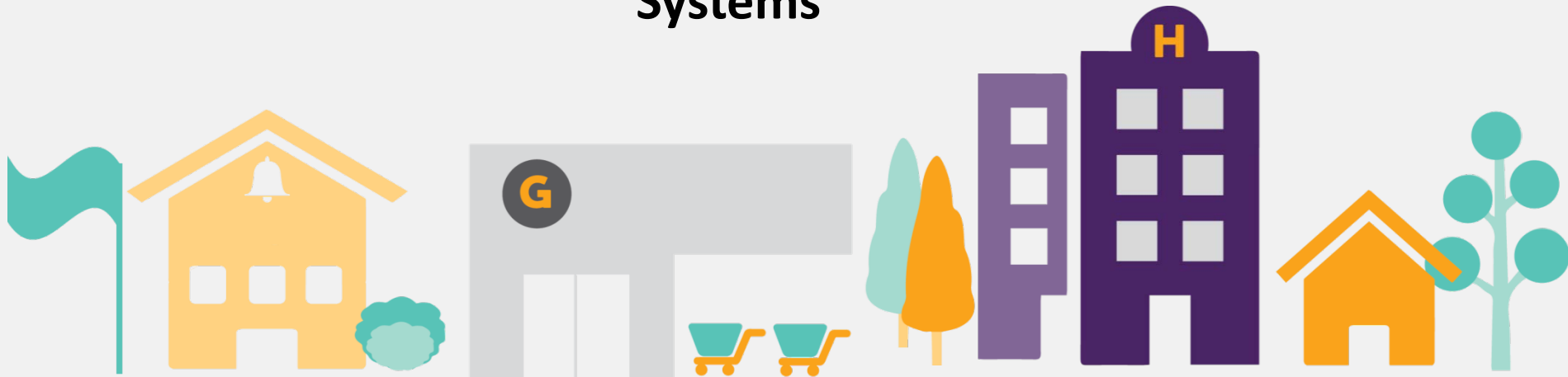
# Public Health is the Right Response



**Policies**



**Systems**



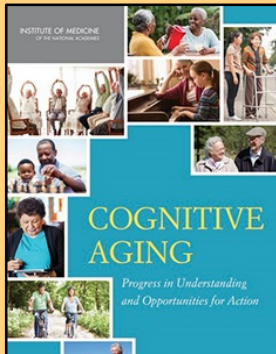
**Environments**

# Public Health is the Right Response



Everyone with a brain is at risk of dementia

## Population-Based Evidence



*Cognitive Aging: Progress in Understanding and Opportunities for Action.*  
Institute of Medicine,  
April 2015

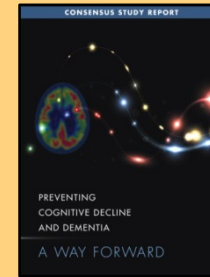


“Summary of the evidence on modifiable risk factors for cognitive decline and dementia: a population-based perspective.”  
*Alzheimer's & Dementia,*  
June 2015.

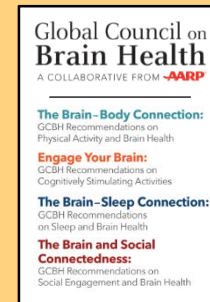


“Dementia prevention, intervention, and care.”  
*The Lancet,*  
July 2017

## Supporting Evidence



*Preventing Cognitive Decline and Dementia: A Way Forward.*  
National Academies of Science, Engineering & Medicine, June 2017



Recommendations on Brain Health.  
Global Council on Brain Health, 2016

# Public Health is the Right Response

## Early Detection and Diagnosis Works

### Support Services

- Care consultation
- Adult day services
- Support groups
- Respite care

### Co-Occurring Conditions

- Diabetes
- Hypertension
- Kidney disease
- Heart disease

### Build Care Team

- Neurologist
- Pharmacist
- Home health care aides
- Family health care provider

### Advance Planning

- Financial planning
- Medical directives
- Power of attorney



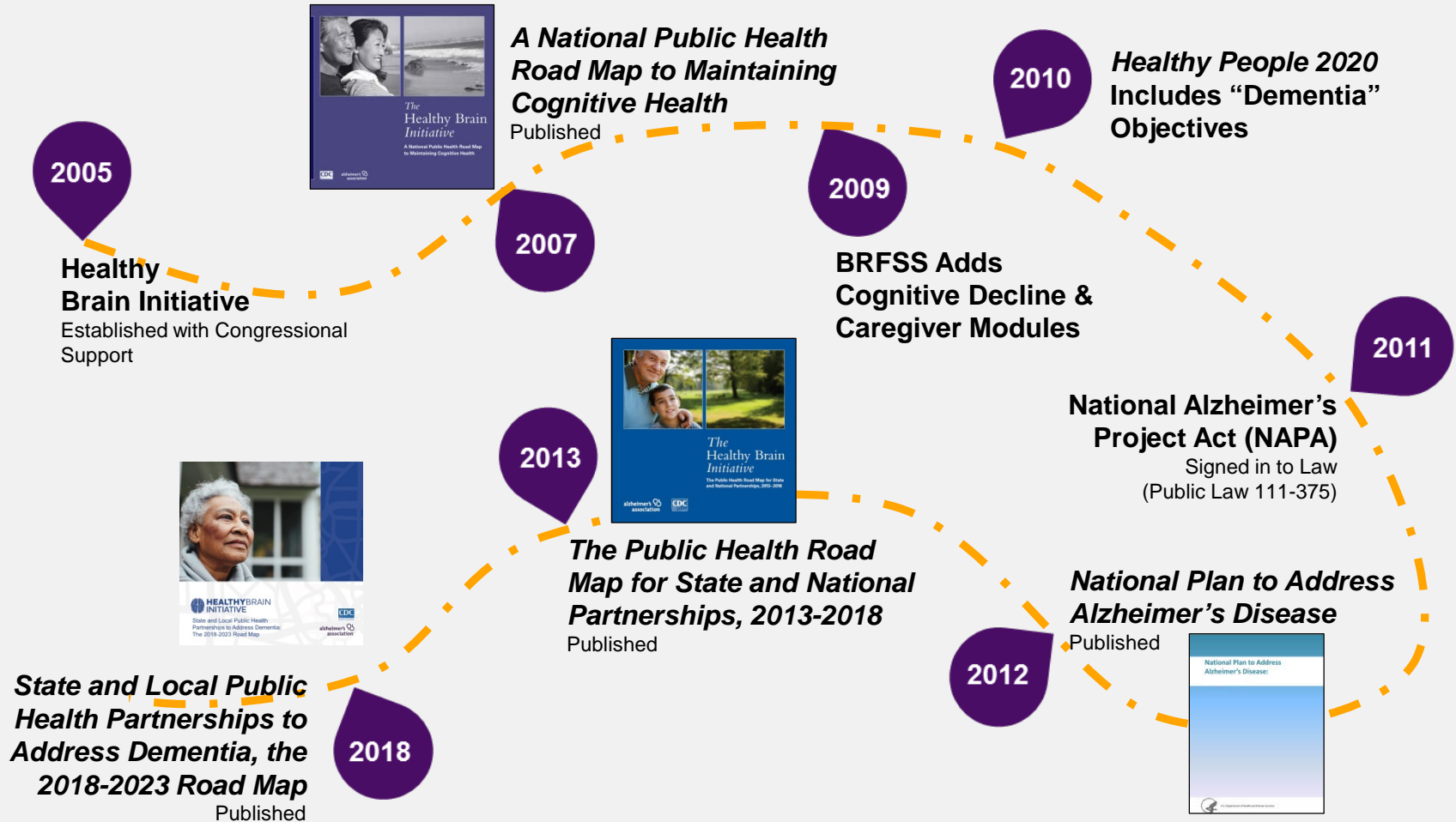
# **What is the Public Health Response to Alzheimer's?**



# HEALTHY BRAIN INITIATIVE

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

# History: Healthy Brain Initiative





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



# Core Issues

- Risk identification and risk reduction
- Early detection and diagnosis, and quality of care
- Dementia caregiving
- Education and training for professionals
- Data and evidence for action

# Essential Focus

- Keep focus on state and local public health agencies
- Use a life-course perspective
- Leverage governmental public health agencies' unique powers to alter policies, systems, and environments
- Add more actions on dementia caregiving and evidence for action
- Heighten attention to health disparities



# Framework: Essential Services of Public Health



# Public Health Response



EDUCATE &  
EMPOWER

- Educate the public about talking to health professionals about memory problems. (E-1)
- Build public knowledge about brain health across the life span. (E-2)
- Increase public awareness about the role of caregivers and their health needs. (E-3)
- Expand people's use of interventions that enhance health, wellbeing, and independence. (E-7)

# Public Health Response



## DEVELOP POLICIES & MOBILIZE PARTNERSHIPS

- Integrate effective interventions and best practices into policies and practices. (P-1)
- Educate policy makers about cognitive health and impairment and the role of public health. (P-3)

# Public Health Response



- Prepare public health and healthcare professionals to inform people about brain health. (W-1)
- Inform public health professionals about their role in addressing dementia. (W-3)
- Educate healthcare professionals about their role in addressing dementia. (W-4)

# Public Health Response



- Implement the Behavioral Risk Factor Surveillance System (BRFSS) modules for Cognitive Decline and Caregiving. (M-1)
- Use data to inform public health programs and policies. (M-3)

# Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act (S.2076 / H.R. 4256)



Establishes Alzheimer's Centers of Excellence



Provides funding for public health departments across the country



Increases data collection, analysis and timely reporting

# Questions?

**John Shean**

jshean@alz.org

202.638.8664