

# FACTSHEET

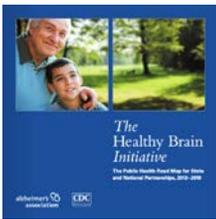
MAY 2017

alz.org®

## Healthy Brain Initiative

Achieving meaningful progress against Alzheimer's requires an urgent public health response. For this reason, in 2005, the Alzheimer's Association and Centers for Disease Control and Prevention (CDC) created the Healthy Brain Initiative. This effort seeks to advance public health awareness of and action on Alzheimer's disease as a public health issue.

### Road Map



In 2013, the Centers for Disease Control and Prevention (CDC) and the Alzheimer's Association released *The Healthy Brain Initiative: The Public Health Road Map for State and National*

*Partnerships, 2013-2018* to advance cognitive health as a vital, integral component of public health. It identifies 35 specific action items that public health agencies can do over the next five years to promote cognitive functioning, address cognitive impairment, and help meet the needs of caregivers.

### Surveillance

States are collecting data on the impact of cognitive decline and Alzheimer's caregiving using the Cognitive and Caregiver Modules of the Behavioral Risk Factor Surveillance System (BRFSS). These modules provide the public health, aging services, and research communities with state-specific data on cognitive decline and Alzheimer's caregivers. They also help identify opportunities for policymakers and public health officials to reduce the impact and burden of our nation's most costly disease.

### Public Health Agenda

The Alzheimer's Association is helping to redefine Alzheimer's disease as a public health crisis. The Association's public health priorities focus on three key elements to be undertaken by policymakers and public health officials: (1) implementation of the *Public Health Road Map*; (2) expanded efforts to increase early detection and diagnosis of Alzheimer's; and (3) promotion of brain health and healthy living practices to reduce the risk of cognitive decline.



[alz.org/publichealth](http://alz.org/publichealth)

Visit the **Public Health Alzheimer's Resource Center** to learn more about Alzheimer's as a public health crisis and what you can do.

### Healthy People 2020

Alzheimer's disease is now recognized in the federal government's *Healthy People* report, which establishes the nation's health prevention and promotion goals 2020. The new topic area – *Dementias, including Alzheimer's* – calls for an increase in diagnosis disclosures and a reduction in preventable hospitalizations. In addition, the *Older Adults* topic area includes goals regarding a reduction in functional limitations, an increase in use of preventive services, and an increase in physical activity among older adults.

*This Fact Sheet is supported by Cooperative Agreement #NU58D9006115 from the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the Alzheimer's Association and do not necessarily represent the official position of the CDC.*