

# **Alzheimer's Association: Awareness & Resources**

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**Task Force of Border Health Officials  
Wednesday, February 14, 2024**



**Our Vision:** A world without Alzheimer's and all other dementia®.

**Our Mission:** The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

# Statewide Presence

- Capital of Texas
- Greater Dallas & Northeast Texas
- Houston & Southeast Texas
- North Central Texas
- **West Texas**
- **San Antonio & South Texas**



# What is Alzheimer's?



Alzheimer's is a brain disease that causes problems with **memory, thinking and behavior**. Symptoms eventually grow severe enough to interfere with daily tasks.



Alzheimer's is a progressive disease, where symptoms gradually worsen over a number of years.



In the early stages, memory loss is mild. But as the disease progresses, individuals will need around-the-clock care. The disease is ultimately fatal.



More than  
**6 MILLION**

Americans are living  
with Alzheimer's



**11 MILLION**

Americans provide  
unpaid care

In 2023, Alzheimer's  
and dementia cost  
the nation

**\$345**  
billion

it kills more than  
breast cancer and  
prostate cancer

**COMBINED**



More than  
**400,000**  
Texans are living  
with Alzheimer's



**1 MILLION**  
Texans provide  
unpaid care



**\$23.5**  
billion

total value of  
unpaid care

estimated increase  
in cases by 2025

**+22.5%**



## Populations at Higher Risk

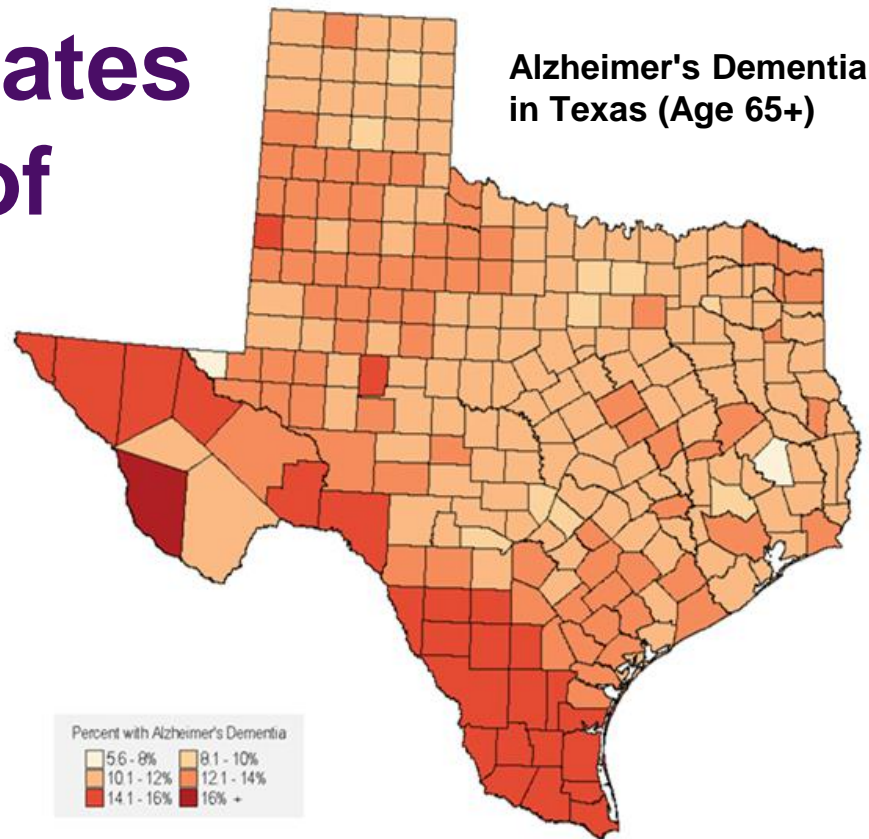
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Black Americans are about twice as likely as White Americans to have Alzheimer's or another dementia.

Hispanic Americans are one and a half times as likely to have the disease as White Americans.

Almost two-thirds of Americans living with Alzheimer's are women.

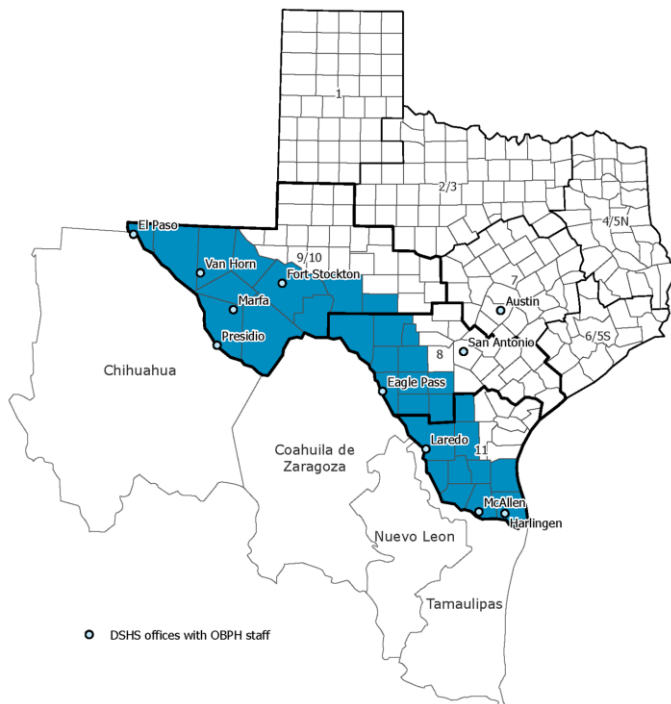
# County-level estimates of the prevalence of Alzheimer's



Based on data from: Dhana et al., Alzheimer's & Dementia, 2023



# DSHS Border Area



Border Counties	AD Prevalence (Age 65+)	Border Counties	AD Prevalence (Age 65+)
Brewster	11.7%	La Salle	14.1%
Brooks	15.5%	Maverick	15.2%
Cameron	14.6%	McMullen	14.8%
Crockett	12.9%	Pecos	13.4%
Culberson	14.9%	Presidio	18.4%
Dimmit	15.6%	Real	10.6%
Duval	16.0%	Reeves	15.1%
Edwards	11.5%	Starr	15.5%
El Paso	15.0%	Sutton	12.2%
Frio	14.4%	Terrell	14.2%
Hidalgo	14.8%	Uvalde	13.9%
Hudspeth	14.3%	Val Verde	15.5%
Jeff Davis	10.4%	Webb	15.0%
Jim Hogg	14.4%	Willacy	14.8%
Kenedy	15.1%	Zapata	14.4%
Kinney	13.8%	Zavala	15.1%

# Importance of Early Detection



Pay attention to any changes in memory, thinking or behavior that you notice in yourself or someone else.



If you see changes that are new or unusual, take action by having a conversation with a doctor, or a trusted family member or friend.



There are a number of benefits to early detection, including the opportunity to:

- Plan for the future
- Explore treatment options
- Participate in clinical studies
- Involve the person with dementia in important discussions about decision-making and future care

# How We Can Help



24/7 Helpline  
**800.272.3900**

## 24/7 Helpline

Our 24/7 Helpline (**800.272.3900**) is available around the clock. Through this free service, specialists and master's-level clinicians offer confidential support and information to people living with dementia, caregivers, families and the public.



## Free Education

Find dementia and aging-related resources that connect individuals facing dementia with local programs and services at **alz.org**.



## Alzheimer's Association & AARP Community Resource Finder

Get easy access to resources, community programs and services in your local community at **communityresourcefinder.org**.

# Resources for Public Health Departments

- Health Brain Initiative (HBI)
- Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act
- DSHS Alzheimer's Disease Program

# THE HBI ROAD MAP IS A PUBLIC HEALTH STRATEGY ►



► Designed for state and local health departments



**HEALTHYBRAIN  
INITIATIVE**

State and Local Road Map  
for Public Health, 2023–2027

 **ALZHEIMER'S  
ASSOCIATION**





# Advancing HBI Road Map Implementation

## HBI Road Map Strategists

*Local health departments and tribal organizations*

- ▶ National effort to build local public health capacity to address brain health
- ▶ Establishes a Road Map Strategist to be a systems change agent
- ▶ Provides peer support, education, technical assistance, direct funding

# HBI Strategist Successes



## **Increased knowledge and skills.**

Strategists experienced a 22.5% gain in dementia knowledge and 23.5% increase in leadership skills.



## **Increased engagement with community and state partners.**

All Strategists developed new or enhanced partnerships with key partners on brain health.



## **Integration of brain health into organizational priorities.**

All health departments worked to integrate brain health into organizational priorities. Approaches included through internal staff onboarding and training, growing support with leadership, as a part of health improvement planning, and through seeking external support and funding. Two health departments had success in securing large state or federal grants to support their work during and after participation.



## **Sustained efforts.**

Over half of past participants experienced sustained changes in staffing devoted to brain health after the program

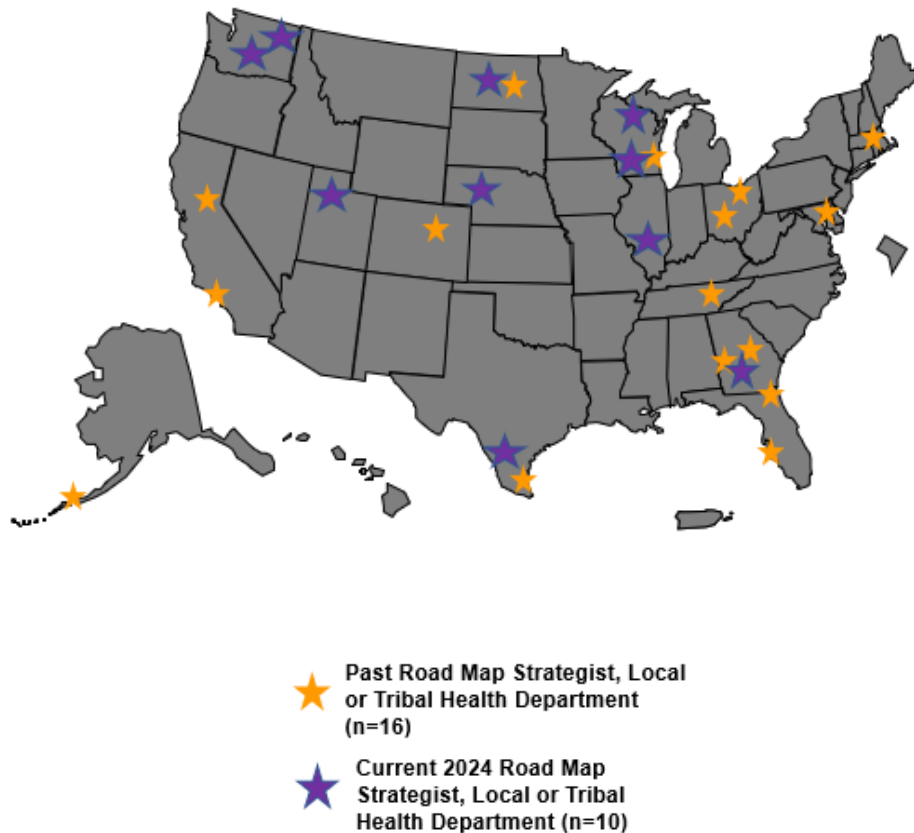
*“Amazing opportunity to learn how to structure your health department systems, processes and services, along with mobilizing community.”*

*-Road Map Strategist*

# HBI Road Map Strategists

## 2024 Cohort

1. Panhandle Public Health District (Nebraska)
2. Lamar County Health Department (Georgia)
3. Oneida County Health Department (Wisconsin)
4. Waukesha County Public Health (Wisconsin)
5. Nelson-Griggs District Health Unit (North Dakota)
6. Northeast Tri County Health District (Washington)
7. Kitsap Public Health District (Washington)
8. Clay County Health Department (Illinois)
9. Davis County Health Department (Utah)
10. **Pharr Department of Health (Texas)**



# Texas HBI Road Map Strategists

*Advancing Brain Health in Local Communities*

- Pharr Department of Health (2024)
- Cameron County Public Health (2023)

# Cameron County: HBI Accomplishments

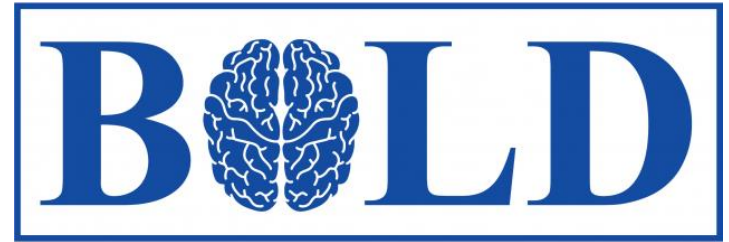
- **Primary Outcome: Deepening our relationship with our community members and strengthening the trust they have in us.**
  - We did not know how they were going to respond to the information we were going to be providing and the topic we were going to be discussing.





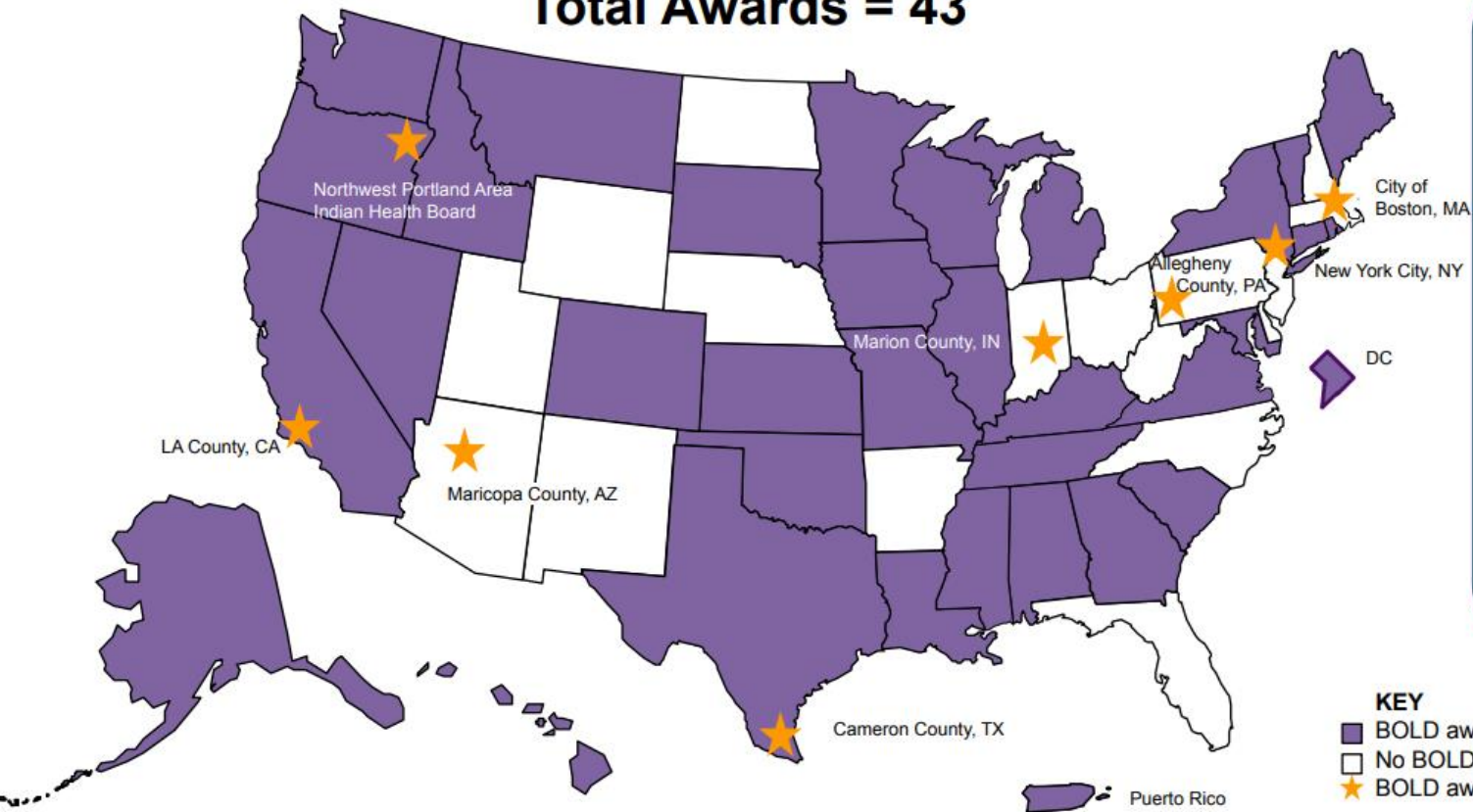
# The BOLD Infrastructure for Alzheimer's Act directs CDC to:

- Establish Alzheimer's and Related Dementias Public Health Centers of Excellence
- Provide Funds to Support Public Health Departments
- Increase Data Analysis and Timely Reporting



# 2023-2028 BOLD Program Awards

Total Awards = 43



## New vs Re-funded

- 22 new awards
- 21 re-funded awards

## Award Type

- 13 component 1
- 30 component 2

## Association Involvement

- 42 letters of support
- 17 proposed sub awards

## KEY

- BOLD award - state health dept
- No BOLD award - state health dept
- ★ BOLD award - County/City/Tribal dept

# Alzheimer's Disease Program (DSHS)

## Awareness Campaign:

- Continuing to promote public awareness [campaign for the general public](#)

## Early Diagnosis & Detection:

- Developing NEW public awareness campaign targeted at primary care physicians (PCPs)
  - Working with state PCPs & NYU BOLD Center of Excellence on Early Detection and Diagnosis to develop dementia training modules (with CMEs) that will be available to PCPs in Texas
- Creating an RFP for a grants program.
  - Rolls out in 2025; *will likely* be open to local and county public health agencies and Area Agencies and Aging that are focused on increasing early detection and diagnosis rates in their areas

# Alzheimer's Disease Program (DSHS)

## Public Health Infrastructure

- Adding 3 employees (1 manager and 2 BOLD-related coordinators)
- Updating the State Plan on Alzheimer's and exploring ways to support its implementation
- Including Alzheimer's disease activities and BOLD in the Department of State Health Services Operational Plan

## Data Collection

- Paying for the inclusion of the Cognitive Decline & Caregiver Modules in the state's Behavioral Risk Factor Surveillance Survey (BRFSS)

# Questions?



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