

**California Department of Public Health  
Chronic Disease Control Branch  
Alzheimer’s Disease Program  
California Healthy Brain Initiative**

Project Update (Reporting Period: 12/31/2020 – 6/30/2021)

California Healthy Brain Initiative (CA HBI) Objectives include four traditional domains of public health outlined in the [Healthy Brain Initiative State and Local Public Health Partnerships to Address Dementia: The 2018-2023 Road Map \(PDF\)](#), developed by the Alzheimer’s Association and the Centers for Disease Control and Prevention:

**M = Monitor and Evaluate**

**E = Educate and Empower**

**P = Develop Policies and Mobilize Partnerships**

**W = Assure a Competent Workforce**

Local health jurisdictions (LHJs) have demonstrated strategic advancement of each domain during the reporting period 12/31/2020 – 6/30/2021. For a summary of the CA HBI LHJs’ project implementation, please see details below.

**Table Summary of CA HBI Project Implementation and Advancement of Each Traditional Domain of Public Health by LHJ.**

<b>Local Health Jurisdiction</b>	<b>Project Implementation</b>
<a href="#">LOS ANGELES</a> (Brain Health Promotions Model)	<b>M:</b> Formed a Steering Committee comprised of five agencies (Los Angeles County Department of Public Health; City of Los Angeles Department of Aging; Los Angeles County Department of Workforce Development, Aging and Community Services; Alzheimer’s Los Angeles; Rancho Los Amigos/University of Southern California [USC] California Alzheimer’s Disease Center) that have worked together extensively throughout the past decade and has the capacity to leverage existing resources and countywide initiatives.

Local Health Jurisdiction	Project Implementation
<p><a href="#">LOS ANGELES</a> (Brain Health Promotions Model)</p>	<p><b>E:</b> Developed culturally tailored community education curricula designed to help individuals identify activities they can incorporate into their daily lives to improve brain health, be aware of Alzheimer’s disease and related dementias (ADRDs) warning signs and connect with local resources for addressing underlying social needs. These activities aim to help the community feel empowered to reduce their risk of dementia and prioritize brain health.</p>
<p><a href="#">LOS ANGELES</a> (Brain Health Promotions Model)</p>	<p><b>P:</b> 1) Engaged leaders of multi-sectoral agencies and organizations to form partnerships by using outreach strategies. Preliminary work entailed creating an inventory of existing evidence-based resources for partners who do not traditionally prioritize the unique needs of those impacted by dementia. 2) In the process of developing training materials and standards of care for health care providers and allied professionals in a formal and sustaining partnership with <a href="#">Rancho/USC, California Alzheimer’s Disease Center</a> through a Memorandum of Understanding. 3) Currently drafting health care professional education modules that focus on early detection of ADRDs, states of progression, and work is underway to more effectively build the knowledge base which bridges from health care providers to social workers.</p>
<p><a href="#">LOS ANGELES</a> (Brain Health Promotions Model)</p>	<p><b>W:</b> Developed culturally competent healthcare provider and allied professional education curricula that emphasizes dementia risk reduction and the importance of recognizing the early, subtle signs of cognitive decline among high-risk populations and how to incorporate this into routine clinical practice.</p>

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<p><a href="#">PLACER</a> (Community-Driven Model to Address Brain Health)</p>	<p><b>M:</b> Disseminated a Media Utilization Survey aimed to understand where the target demographic receives most of their information across multiple platforms. The survey results were used to develop paid media contracts with an external advertising agency and will be used to formulate print and media interventions for this last year of the grant.</p>
<p><a href="#">PLACER</a> (Community-Driven Model to Address Brain Health)</p>	<p><b>E:</b> Developed two public service announcements for a paid media campaign. The first public service announcement (PSA) depicts commonly overlooked warning signs of ADRDs and encourages community members to seek support. The second PSA highlights known preventative health measures individuals can take to support healthy aging and disease management across the lifespan. These messages have encouraged many caregivers, previously isolated, to sign up for <a href="#">Project Lifesaver</a> and request support. Project Lifesaver serves as the premier search and rescue operation utilized by public safety agencies. It is strategically designed for at-risk individuals who are prone to the life-threatening behavior of wandering and incorporates the use of personalized radio frequency tool that is used in collaboration with law enforcement and caretakers. The use of this technology has reduced the traditional search and rescue time down from eight hours to only 30 minutes. The program is provided free of cost to those living with Alzheimer’s disease and their caregivers.</p>
<p><a href="#">PLACER</a> (Community-Driven Model to Address Brain Health)</p>	<p><b>P:</b> Connected with first responder agencies (Fire and Emergency Medical Response) to expand program reach and community interface. These relationships resulted in increased interest from enforcement partners and first responders to achieve education and offer handout materials that increase awareness of dementia early warning</p>

Local Health Jurisdiction	Project Implementation
	signs, promote community awareness, and information on support programs and services.
<p><a href="#">PLACER</a> (Community-Driven Model to Address Brain Health)</p>	<p><b>W:</b> Currently developing a partnership with Brightstar Care to utilize the <a href="#">Virtual Dementia Training (VDT)</a> to offer training to enforcement partners and first responders on symptoms of dementia and best practices to engage with these individuals. VDT is an evidence-based program that enables caregivers and providers to experience the physical and mental challenges those with dementia face and teaches how to use the experience to increase empathy, better person-centered care, and interactions.</p>
<p><a href="#">SACRAMENTO</a> (Targeted Individual Education to Promote Brain Health)</p>	<p><b>M:</b> Identified resources and gaps within the target populations by gathering information and conducting interviews for the community needs assessment. This field work enabled the team to improve the value of a <a href="#">resource guide</a> for the community and share insights with partners that have energized healthy aging as a priority in the community.</p>
<p><a href="#">SACRAMENTO</a> (Targeted Individual Education to Promote Brain Health)</p>	<p><b>E:</b> Used a train-the-trainers strategy to obtain training on two of the Alzheimer’s Association’s evidence-based curricula, <a href="#">Healthy Living for your Brain and Body</a> and <a href="#">10 Warning Signs of Alzheimer’s</a> and incorporated these into their community outreach work. An <a href="#">ADRDs resource guide</a> was developed which includes a description of stages of the disease and compatible local resources. The resource guide is now available for distribution and is on the <a href="#">Sacramento County Public Health website</a> for public use.</p>
<p><a href="#">SACRAMENTO</a> (Targeted Individual Education to Promote Brain Health)</p>	<p><b>P:</b> Leveraged the expertise of the Alzheimer’s Association media and communications team to implement a media campaign and assist with a community forum. Multiple dissemination channels were utilized, and the target audience was</p>

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	<p>expanded and diversified, to include Spanish-speakers, Asian and Pacific Islanders, as well as lesbian, gay, bisexual, transgender, and queer or questioning (LGBTQ) individuals. The partnership increased the projects capacity to co-facilitate the Asian and Pacific Islander Community Needs Forum and strengthened the ability to effectively reach this group.</p>
<p><a href="#"><u>SACRAMENTO</u></a> (Targeted Individual Education to Promote Brain Health)</p>	<p><b>W:</b> Provided presentations on ADRDs to medical and allied professionals including ambulance companies, the County Oral Health Program, and the Stop Falls coalition. These presentations offer insights on the potential for caregiver and dementia patient education in other fields like dentistry and ambulatory services.</p>
<p><a href="#"><u>SAN DIEGO</u></a> (Broad Public Education on Brain Health)</p>	<p><b>M:</b> Analyzed and compiled results of the Physician Brain Health Barriers survey. The Local Public Health Systems Assessment section of the community health assessment now includes the Physician Brain Health Barriers Profile.</p>

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<p><a href="#">SAN DIEGO</a> (Broad Public Education on Brain Health)</p>	<p><b>E:</b> 1) Bridged the gap between clinical recommendations and social service support with the help of a Clinical Group convening a subcommittee of doctors, social service representatives, the Caregiver Coalition of San Diego, and community-based organizations. This subcommittee is specifically focused on caregiver resources and tools and worked to incorporate various resources and tools into the <a href="#">Physicians Guidelines</a> update and the companion <a href="#">AlzDxRx mobile application</a> to provide physicians with dementia resources, and assessment tools to assess stress among caregivers. 2) Clinicians updated an existing <a href="#">exam room poster</a> that encourages patients to talk about changes in cognitive health and the importance of early diagnosis. 3) Developed a <a href="#">one-page handout</a> on preventive measures such as eating healthy foods, getting enough sleep, knowing your numbers, and staying socially engaged to improve brain outcomes.</p>

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<p><a href="#">SAN DIEGO</a> (Broad Public Education on Brain Health)</p>	<p><b>P:</b> 1) Developed the <a href="#">Dementia Friendly Activities Toolkit</a> through input from key stakeholders, community-based organizations serving those impacted by ADRD, and caregivers. This toolkit provides caregivers with simple ideas for activities they can do with their loved ones living with dementia. Senior service providers and community members provided feedback on the type of content that should be included in this toolkit, including a wide variety of activities (gardening, baking, listening to music, etc.), a resource directory to provide additional support, and careful instruction to allow caregivers flexibility in how to carry out the activities to best suit the abilities of their loved ones. The toolkit was translated into Spanish, Arabic, Tagalog, and Vietnamese and is accessible through the <a href="#">San Diego County website</a>.  2) A previously developed resource, the <a href="#">Dementia Communication Card</a>, designed to help caregivers facilitate positive and compassionate interactions between a person with dementia and community members, was also translated into these four languages.</p>
<p><a href="#">SAN DIEGO</a> (Broad Public Education on Brain Health)</p>	<p><b>W:</b> Pilot tested a PowerPoint presentation and strategically designed with input from epidemiologists, aging specialists, and representatives from the Chronic Disease and Healthy Equity Unit within the Public Health Services to highlight modifiable risk factors associated with dementia including diabetes, obesity, smoking, hypertension, social isolation, and physician inactivity. The presentation is designed to actively engage public health professionals in incorporating brain health messaging into current and future public health campaigns.</p>

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<p><a href="#"><u>SANTA CLARA</u></a> (Dementia Prevision and Cognitive Health Promotion Through Community Education and Partnerships)</p>	<p><b>M:</b> Assessed older adults’ health and wellness factors, including cognitive health within the LGBTQ community by distributing a LGBTQ Older Adult Study undertaken by the project’s Advisory Committee.</p>
<p><a href="#"><u>SANTA CLARA</u></a> (Dementia Prevision and Cognitive Health Promotion Through Community Education and Partnerships)</p>	<p><b>E:</b> Produced <a href="#"><u>educational materials</u></a> designed to raise awareness on brain health, healthy aging, and cognitive decline risks. These materials were packaged as a factsheet and infographic that were released in English, Spanish, Chinese, and Vietnamese.</p>
<p><a href="#"><u>SANTA CLARA</u></a> (Dementia Prevision and Cognitive Health Promotion Through Community Education and Partnerships)</p>	<p><b>P:</b> 1) Presented to the County Board of Supervisors and Commissions to educate on the need of critical services for older adults in underserved areas who lack resources, tools, or know how to access the internet, and pushed strategies for outreach and information dissemination into other channels to more effectively reach high risk, vulnerable populations. 2) Partnered with Alzheimer’s Association for the multi-media campaign <a href="#"><u>Know Where Alzheimer’s Hides</u></a> in multiple languages (Chinese, Vietnamese, Spanish, English) and accumulated up to four million “impressions,” or exposures to the advertisement. The campaign consisted of Facebook/Instagram and Google display advertisements; billboards placed strategically throughout the county; radio; <a href="#"><u>YouTube videos</u></a>; and print.</p>

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<p><a href="#">SANTA CLARA</a> (Dementia Prevision and Cognitive Health Promotion Through Community Education and Partnerships)</p>	<p><b>W:</b> Disseminated the <a href="#">Assessment of Cognitive Complaints Toolkit</a> for Alzheimer’s Disease Provider Wellness Visit/ Screening Tool Pocket Guides and Flowsheets, designed for health care providers to provide guidance on screening and assessment of cognitive health, to primary care and geriatrics units within the hospital and healthcare system, including the Santa Clara County Medical Association.</p>
<p><a href="#">SHASTA</a> (Public Education on Brain Health)</p>	<p><b>M:</b> Designed structured key informant interviews successfully.</p>
<p><a href="#">SHASTA</a> (Public Education on Brain Health)</p>	<p><b>E:</b> Hosted a mixed platform symposium that allowed participants to join webinars remotely or attend in person. This allowed a broader reach to participants and opened the opportunity to invite experts as guest speakers who could deliver their presentations to the audience from their own offices (e.g., Stanford and the University of California, Davis).</p>
<p><a href="#">SHASTA</a> (Public Education on Brain Health)</p>	<p><b>P:</b> Partnered with United Way Northern California to provide print copies of their <a href="#">Disaster Ready Guide</a> for preparing the public in case of emergencies. These printed guides will be distributed along with a pamphlet providing information on Alzheimer’s and dementia. Collaborating with <a href="#">Dignity Health’s</a> nutrition services to distribute materials on their existing routes to the more rural areas of the county.</p>

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<p><a href="#">SHASTA</a> (Public Education on Brain Health)</p>	<p><b>W:</b> 1) Implemented Virtual Grand Rounds Colloquia which provides continuing medical education focused on cognitive testing issues, resources, diagnostic challenges, etc. to improve knowledge and competency in caring for patients with dementia. 2) Identified a need for training of first responders along with increased outreach and expansion of services to more rural areas. Preventative education for first responders led to trainings for mandated disaster works, including Health and Human Services Agency Public Health personnel, Public Health Nurses and Shelter Workers on how to provide for the special needs of people with dementia and caregivers during emergency operations. Part of this outreach involves the preparation of “Go Bags” or portable kits for emergencies and handout of Frequently Asked Questions sheets on how to prepare for emergency evacuation in case of a pending disaster when caring for a person with Alzheimer’s.</p>