Advance brain health as a central part of public health practice (nationally)

BOLD is designed to create a strong public health infrastructure for dementia and dementia caregiving

https://www.cdc.gov/aging/funding/hbi/index.html
https://www.cdc.gov/aging/funding/php/index.html
https://www.cdc.gov/aging/funding/phc/index.html
Five year, multi-component approach for Alzheimer’s and related dementias (ADRD) public health activities. Activities are expected to promote brain health, address cognitive impairment including ADRD, and support the needs of caregivers.

**Component A:** Fund an organization with national scope and reach within states, to develop and implement public health strategies guided by the Healthy Brain Initiative (HBI) Road Map Series

- The Alzheimer’s Association

**Component B:** Fund organizations to support populations with a high burden of ADRD

- International Association for Indigenous Aging (AI/AN).
- University of Illinois at Chicago (IDD)
- UsAgainstAlzheimer’s (Hispanic/Latino & African American)

[https://www.cdc.gov/aging/funding/hbi/index.html](https://www.cdc.gov/aging/funding/hbi/index.html)

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**Advance brain health** as a central part of public health practice (nationally)

- Implementation and evaluation of HBI Road Map Series
- Development of future road maps
BOLD Public Health Programs

Building Our Largest Dementia Infrastructure (BOLD)—Public Health Programs to Address Alzheimer’s Disease and Related Dementias (CDC-RFA-DP20-2004)

Funded 16 public health programs from states, political subdivisions of states, tribes and tribal organizations for 3-year awards at the Enhanced or Core level.

**Enhanced Level**
- Georgia
- Minnesota
- Rhode Island
- Virginia
- Wisconsin

**Core Level**
- Colorado
- Hawaii
- Iowa
- Los Angeles County
- Maine
- Mississippi
- Nevada
- North Carolina
- Northwest Portland Area Indian Health Board
- Oklahoma
- Vermont

https://www.cdc.gov/aging/funding/php/index.html

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**BOLD Public Health Centers of Excellence**

Building Our Largest Dementia Infrastructure (BOLD)—Public Health Centers of Excellence to Address Alzheimer’s Disease and Related Dementias (CDC-RFA-DP20-2005)

Funded 5-year awards to 3 Public Health Centers of Excellence*:

- **Dementia Caregiving** - University of Minnesota
- **Dementia Risk Reduction** - Alzheimer’s Association
- **Early Detection of Dementia** - NYU School of Medicine

*Based on HBI Issue Maps
- Dementia Caregiving
- Dementia Risk Reduction
- Early Detection of Dementia

https://www.cdc.gov/aging/funding/phc/index.html
3 COMPONENTS OF BOLD

- Establishes Alzheimer’s Centers of Excellence
- Provides funding for public health departments across the country
- Increases data analysis and timely reporting

https://www.cdc.gov/aging/bold/index.html

PRIORITY AREAS IN BOLD

Address Alzheimer’s as an urgent public health issue to create population-level change

- Early detection and diagnosis
- Preventable hospitalizations
- Care planning and management
- Support for caregivers

Attention to:
- Health disparities
- Rural areas
- High burden populations
BOLD is designed to create a strong public health infrastructure for dementia and dementia caregiving.

Long-term Outcomes:
1) Diagnosis and awareness of ADRD
2) Talk to provider about changes in memory
3) Reduce preventable hospitalizations
4) Utilization of Medicare benefits