

HEALTHY BRAIN INITIATIVE

UPDATES: THE HEALTHY BRAIN INITIATIVE AND BOLD

LISA C. MCGUIRE, PHD



Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

Division of Population Health



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>

NATIONAL HEALTHY BRAIN INITIATIVE

Five year, multi-component approach for Alzheimer's and related dementias (ARD) public health activities. Activities are expected to promote brain health, address cognitive impairment including ARD, 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 ARD

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

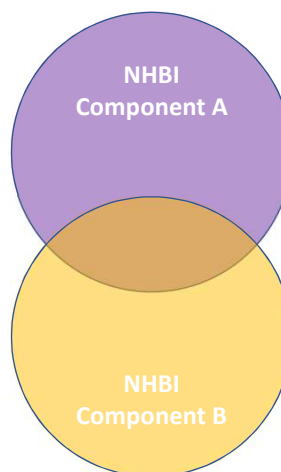


<https://www.cdc.gov/aging/funding/hbi/index.html>



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



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

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>

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



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

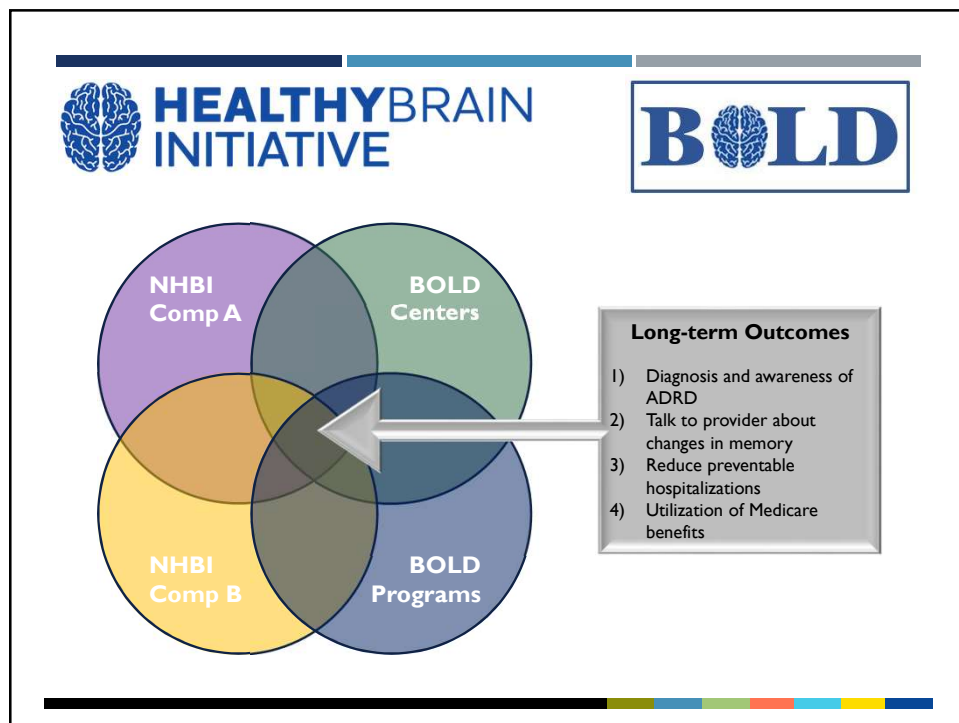
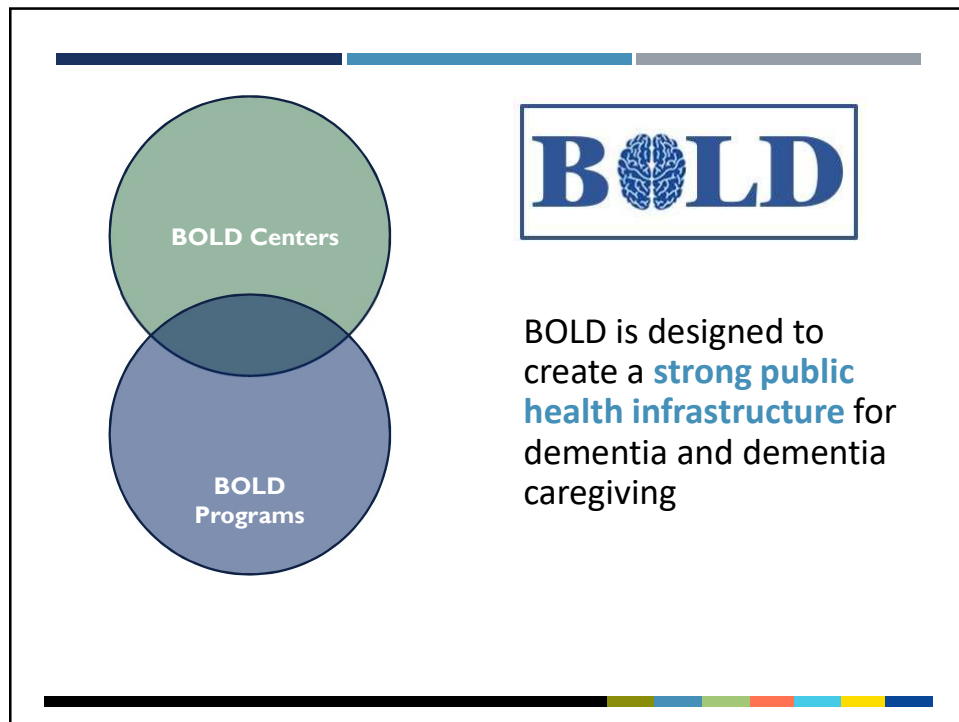
PRIORITY AREAS IN BOLD

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



THANK YOU

LISA MCGUIRE, PHD
LMCGUIRE@CDC.GOV



Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion



Division of Population Health
The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.