



## **Public Health Approaches Addressing Health Disparities in Alzheimer's and Related Dementias**

# AGENDA



## 1 Introduction



## 2 A Caregiver's Voice



## 3 CDC Public Health Strategies to Address ADRD



## 4 UsAgainstAlzheimer's Center for Brain Health Equity



## 5 Addressing Health Disparities thru Public Health: the Mississippi Experience



## 6 Q&A

# AGENDA



1 Introduction



2 **A Caregiver's Voice –**

**Martha Villanigro-Santiago**, caregiver,  
Owner, Aging and Moving Forward LLC



3 **CDC Public Health Strategies to Address ADRD**



4 **UsAgainstAlzheimer's Center for Brain Health Equity**



5 **Addressing Health Disparities thru Public Health: the Mississippi Experience**



6 **Q&A**

Martha &  
her mother  
2017



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3 **CDC Public Health Strategies to Address ADRD –  
Lisa McGuire, PhD**, Lead, Alzheimer's Disease Team, Healthy Aging Branch, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention



4 **UsAgainstAlzheimer's Center for Brain Health Equity**



5 **Addressing Health Disparities thru Public Health: the Mississippi Experience**

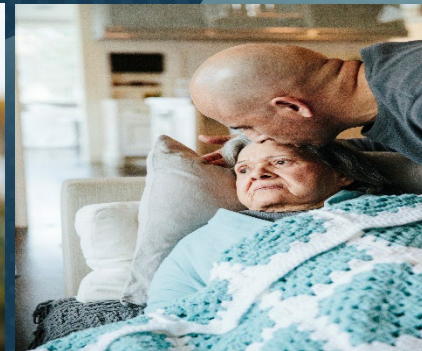


6 Q&A

# HEALTHY BRAIN INITIATIVE

PUBLIC HEALTH APPROACHES TO ADDRESSING HEALTH DISPARITIES IN ALZHEIMER'S DISEASE AND RELATED DEMENTIAS

LISA C. MCGUIRE, PHD



Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

Division of Population Health

Presented at Congressional Briefing on September 15, 2022



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# WHAT IS THE PUBLIC HEALTH APPROACH?



**One at a time**



**Many at a time**







# POINTS OF PUBLIC HEALTH INTERVENTION FOR ADRD

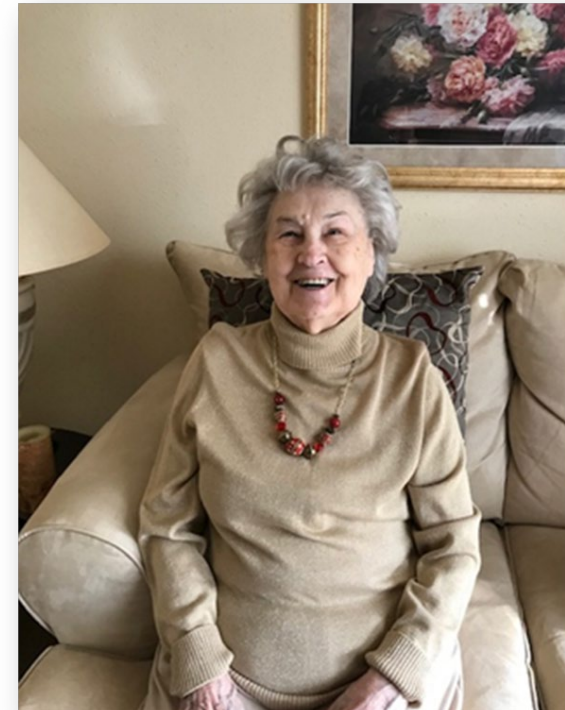
**Primary prevention:** risk reduction of ADRD

**Secondary prevention:** early detection and management of ADRD

**Tertiary prevention:**

- prevention and management of comorbidities leading to preventable hospitalizations and decreased quality of life
- linkages to care, services, and supports
- Caregiving for persons with ADRD

[https://www.cdc.gov/pictureofamerica/pdfs/picture\\_of\\_america\\_prevention.pdf](https://www.cdc.gov/pictureofamerica/pdfs/picture_of_america_prevention.pdf)



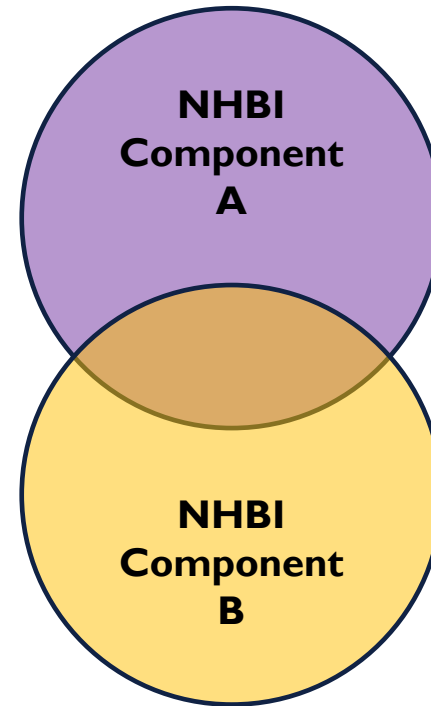


# National Initiatives...





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

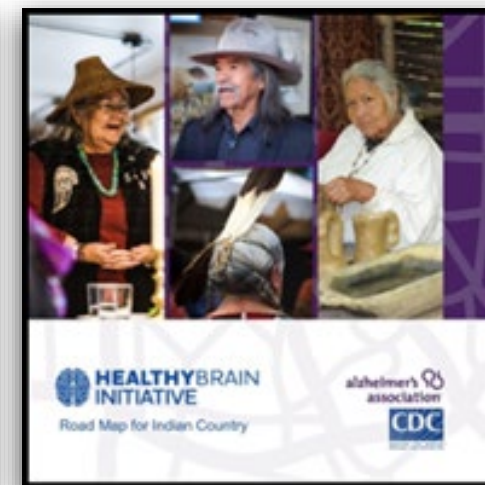
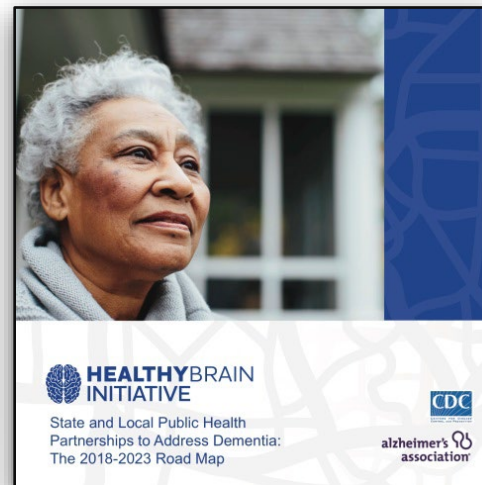
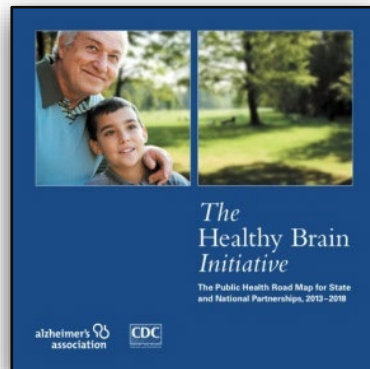
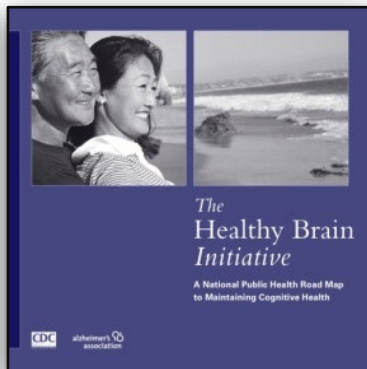




# HEALTHYBRAIN INITIATIVE

## Road Map Series

Public health strategies to promote brain health, address dementia, and help support caregivers



[www.cdc.gov/aging](http://www.cdc.gov/aging)

# National Healthy Brain Initiative

Five-year, multi-component approach for Alzheimer's disease 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 at national-level.

**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** (IA<sup>2</sup>) [American Indian/Alaska Native]
- **University of Illinois at Chicago** (UIC) [Intellectual and Developmental Disabilities]
- **UsAgainstAlzheimer's** (UsA2) [Hispanic/Latino & African American]

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



# Building Our Largest Dementia Infrastructure (BOLD)

Designed to create a **strong public health infrastructure** for dementia and dementia caregiving



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



# 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 a total of 23 recipients from states, political subdivisions of states, tribes, and tribal organizations for 3-year awards at the Core or Enhanced level

## Core Level

Arkansas	Mississippi
City of Boston	Nevada
Colorado	North Carolina
Connecticut	Northwest Portland Area Indian Health Board
Hawaii	Oklahoma
Idaho	South Carolina
Iowa	Tennessee
Los Angeles County	Vermont
Louisiana	
Maine	

## Enhanced Level

Georgia  
Minnesota  
Rhode Island  
Virginia  
Wisconsin



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



# **Making A Collaborative Impact...**



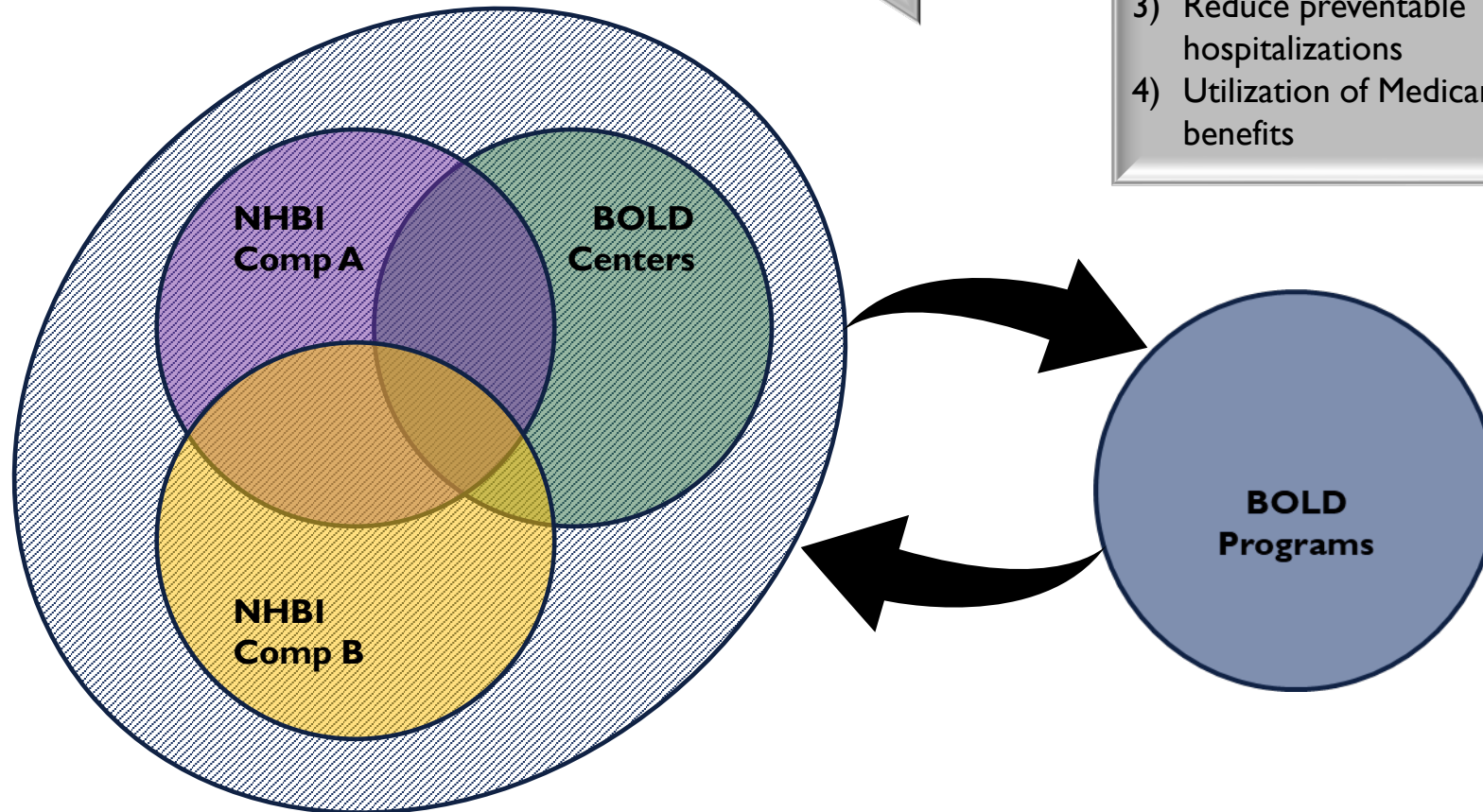


# HEALTHYBRAIN INITIATIVE

*Collaborative*

## 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

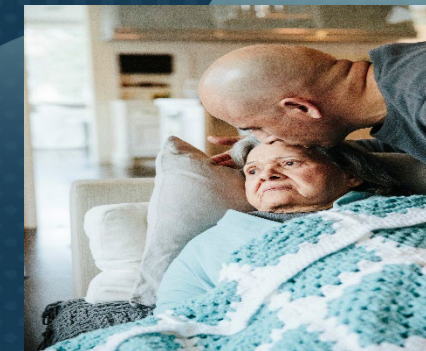


# THANK YOU

FOR MORE INFORMATION,  
CONTACT: [JGREASER@CDC.GOV](mailto:JGREASER@CDC.GOV)



[WWW.CDC.GOV/AGING](http://WWW.CDC.GOV/AGING)



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.



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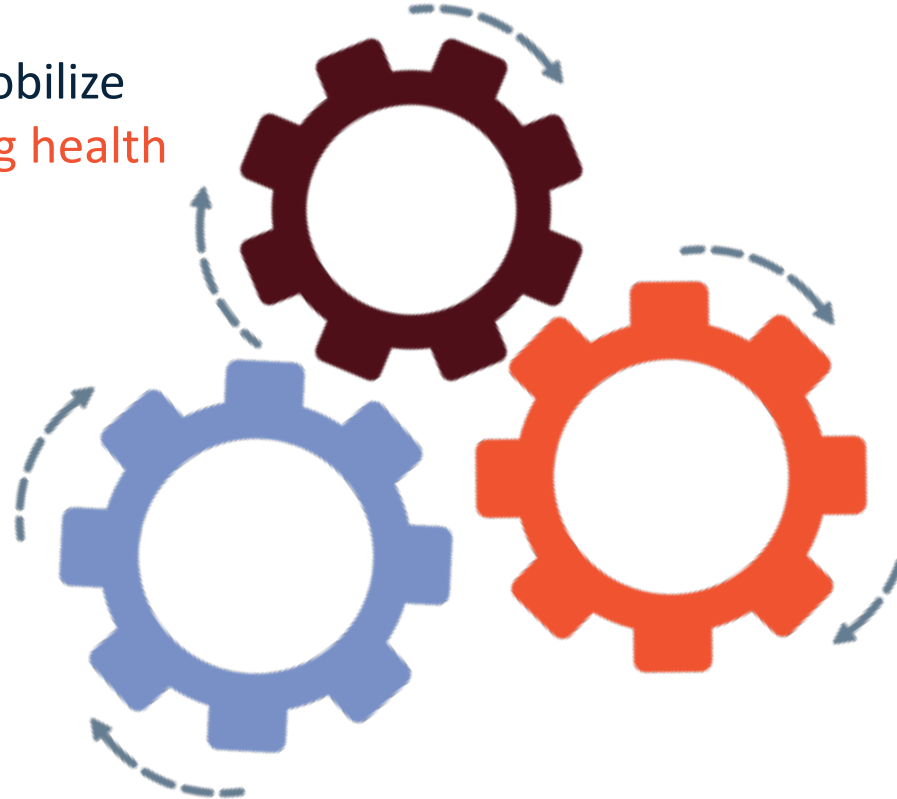
-  1 Introduction
-  2 A Caregiver's Voice
-  3 CDC Public Health Strategies to Address ADRD
-  4 **UsAgainstAlzheimer's Center for Brain Health Equity -  
Stephanie Monroe, JD**, Director, Diversity, Equity, Inclusion and Access; Executive Director, AfricanAmericansAgainstAlzheimer's
-  5 Addressing Health Disparities thru Public Health: the Mississippi Experience
-  6 Q&A

# The UsAgainstAlzheimer's Center for Brain Health Equity drives collaboration to address inequities in brain health impacting communities of color

Educate and mobilize  
minority serving health  
providers

Make culturally tailored brain  
health messaging and resources  
accessible in hard hit  
communities

Empower community partners  
and policymakers with data on  
brain health inequities





# Our Brain Health Equity Challenge

African American people are

**2X AS LIKELY**

to have Alzheimer's

**But...**

Latino people are

**1.5X AS LIKELY**

to have Alzheimer's



**Less likely** than White patients to receive a timely diagnosis;

In a recent study of Medicare beneficiaries, Black Americans (18.2%) and Latinos (15.8%) were less likely to receive a timely diagnosis when compared to Whites (23.3%).



**More likely** to report experiencing racial discrimination along their patient and caregiver journeys;

Half of Black Americans (50%) and one in three Latino Americans (33%) report they have experienced healthcare discrimination.

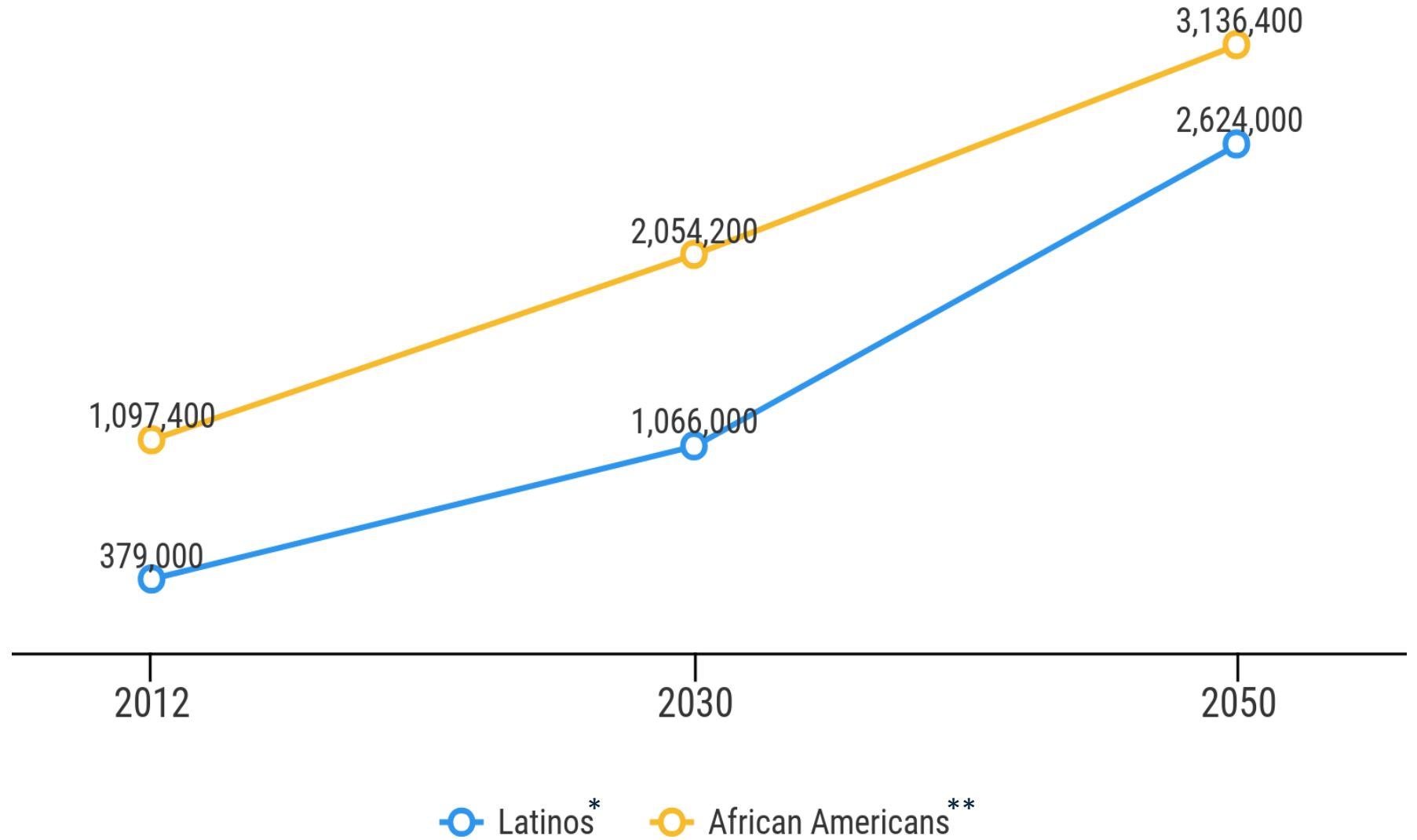


**Less likely** to be enrolled in cutting-edge Alzheimer's and brain health research.

Latino and Black Americans make up less than 10% of all clinical trial participants in active ADRD research.



# Projected Growth in Alzheimer's Prevalence Among African American/Black & Latino People



\*USC and UsAgainstAlzheimer's, 2016

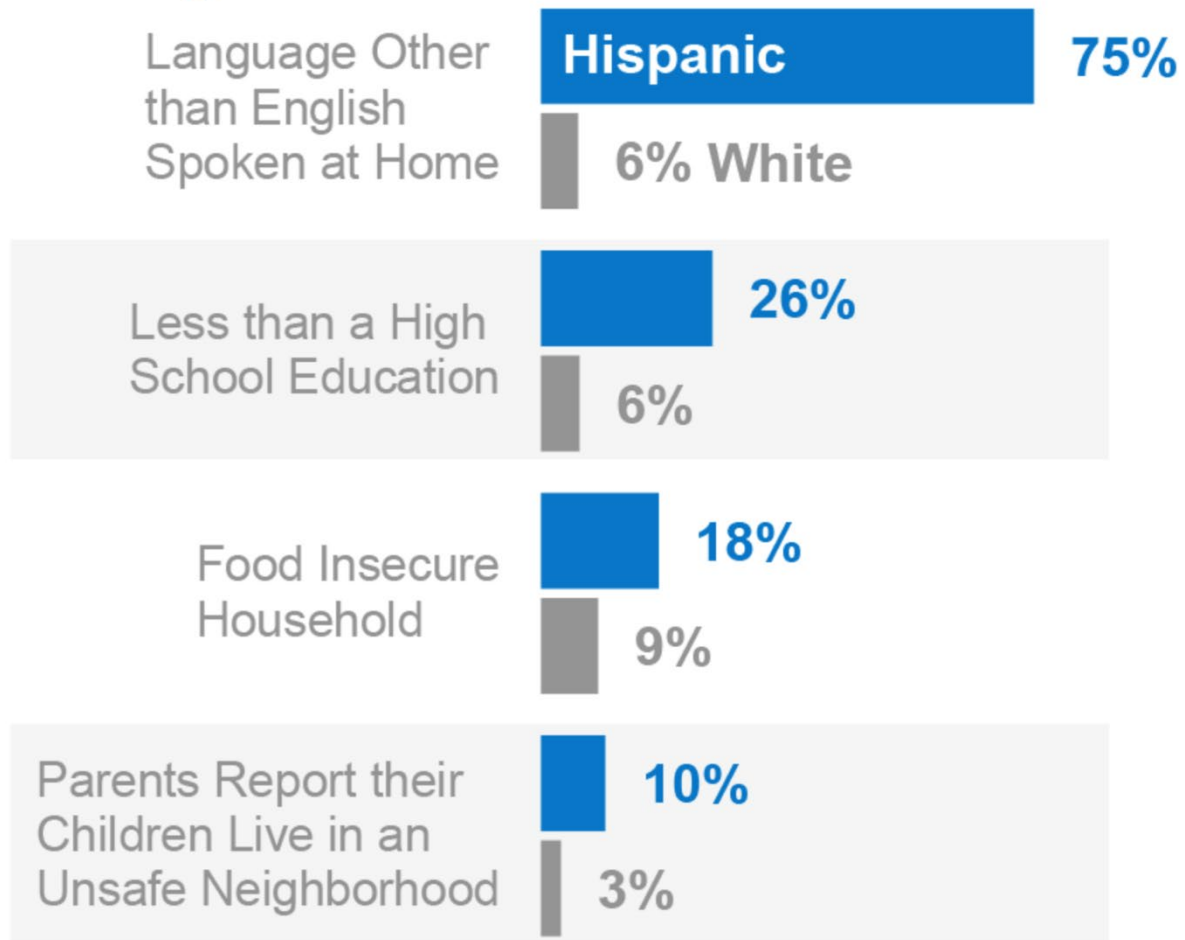
\*\*Johns Hopkins and UsAgainstAlzheimer's, 2013

# The Social Determinants of Health (SDOH) & Brain Health

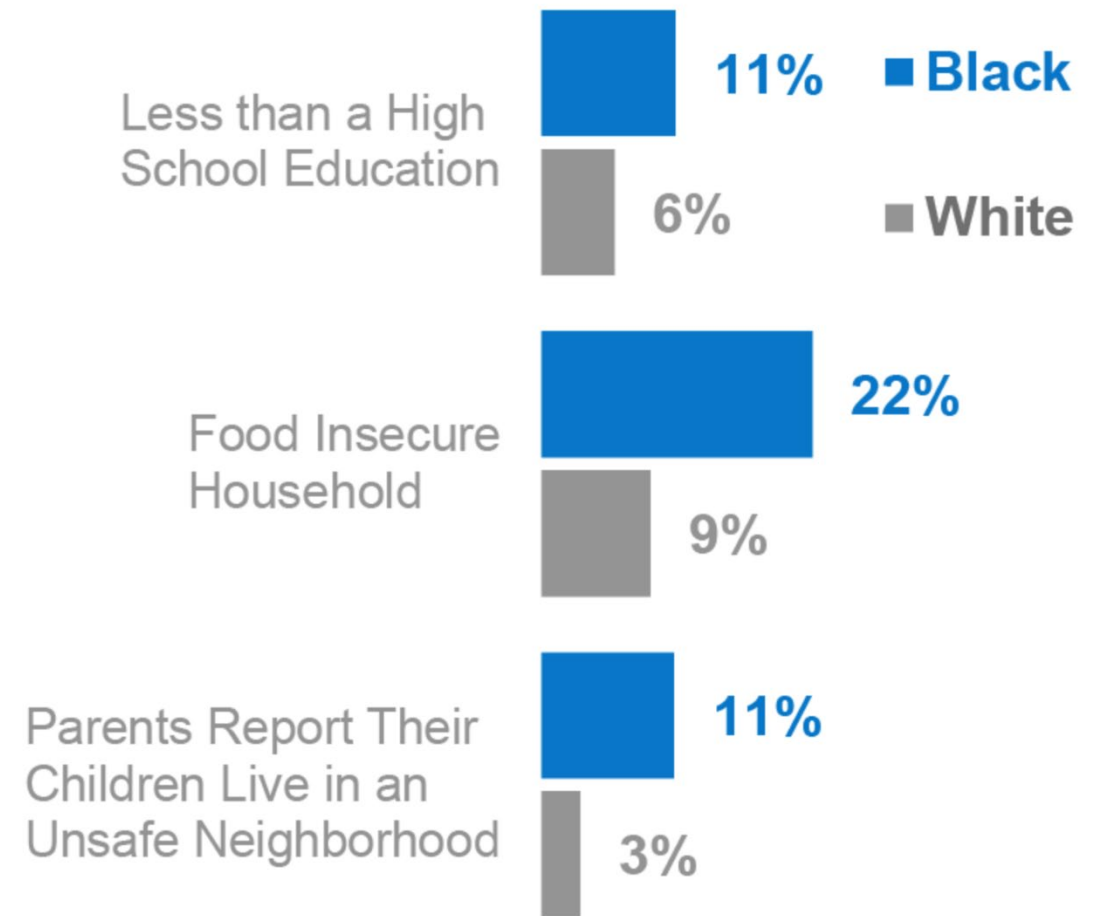
*“The conditions in places where people are born, live, learn, work, and play are known as social determinants of health (SDOH). These conditions can have a profound effect on a person’s health, including their risk for Alzheimer’s disease and related dementias.”*

- The Centers for Disease Control and Prevention

## Hispanics are more likely to have other characteristics that lead to health challenges.



## Blacks are more likely to face other challenges that affect health and access to care.

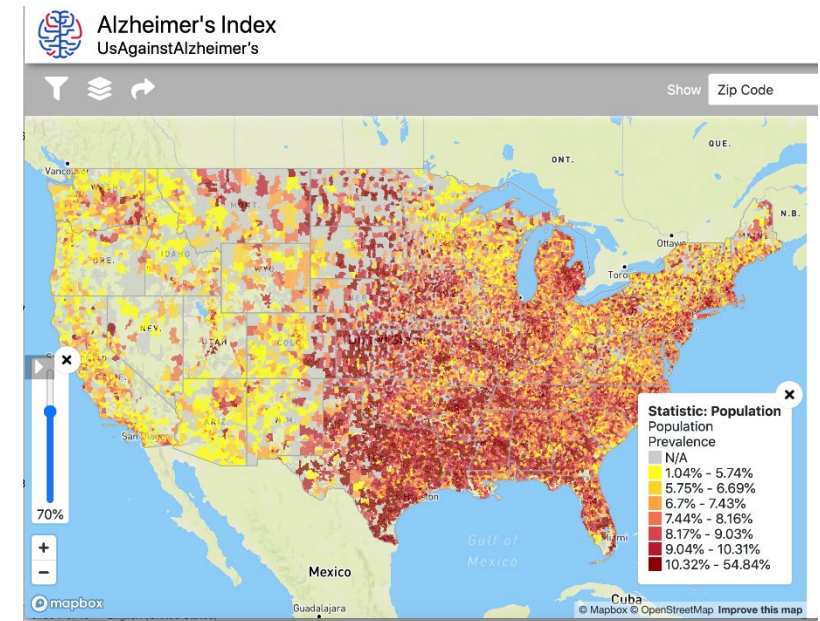


# Using Data to Find Out SDOH Trends in ADRD

**UsAgainstAlzheimer's**, in partnership with the **National Minority Quality Forum (NMQF)**, launched the **National Alzheimer's Disease Index™ (NADEX)** — a public health tool that aggregates Medicare fee-for-service data and enables users to visualize ADRD healthcare data to spot disparities.

We've used the NADEX to:

- 1.) Identify the top 25 counties most impacted by ADRD among African American/Black and Latino Americans in the traditional Medicare program
- 2.) Explore the social determinants of health present in these counties.



# Our Impact 2020-2022

Over 1.7 million

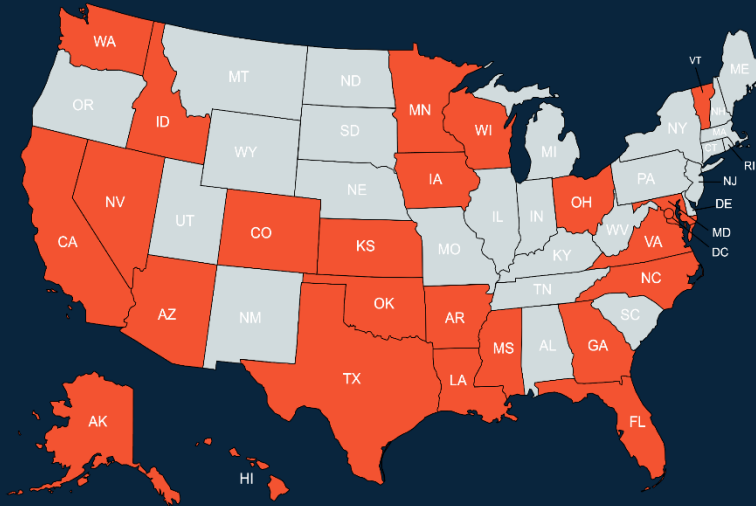
Latino & African American/Black Americans Reached with Tailored Brain Health Messages

27

Public Health Departments Reached with Center Programming in its Inaugural Year

\$9 million

In Brain Health Equity Investments Catalyzed by Center Research



12 fellows

Launched Brain Health Equity Nurse Fellowship in 2022 – in partnership with National Black Nurses Association & National Association of Hispanic Nurses

41

Congressional Districts identified that have the highest prevalence of ADRD among African American/Black and Latino people



“

*For the first time we have the socioeconomic profiles of counties across the nation that are impacted by Alzheimer's disease.*

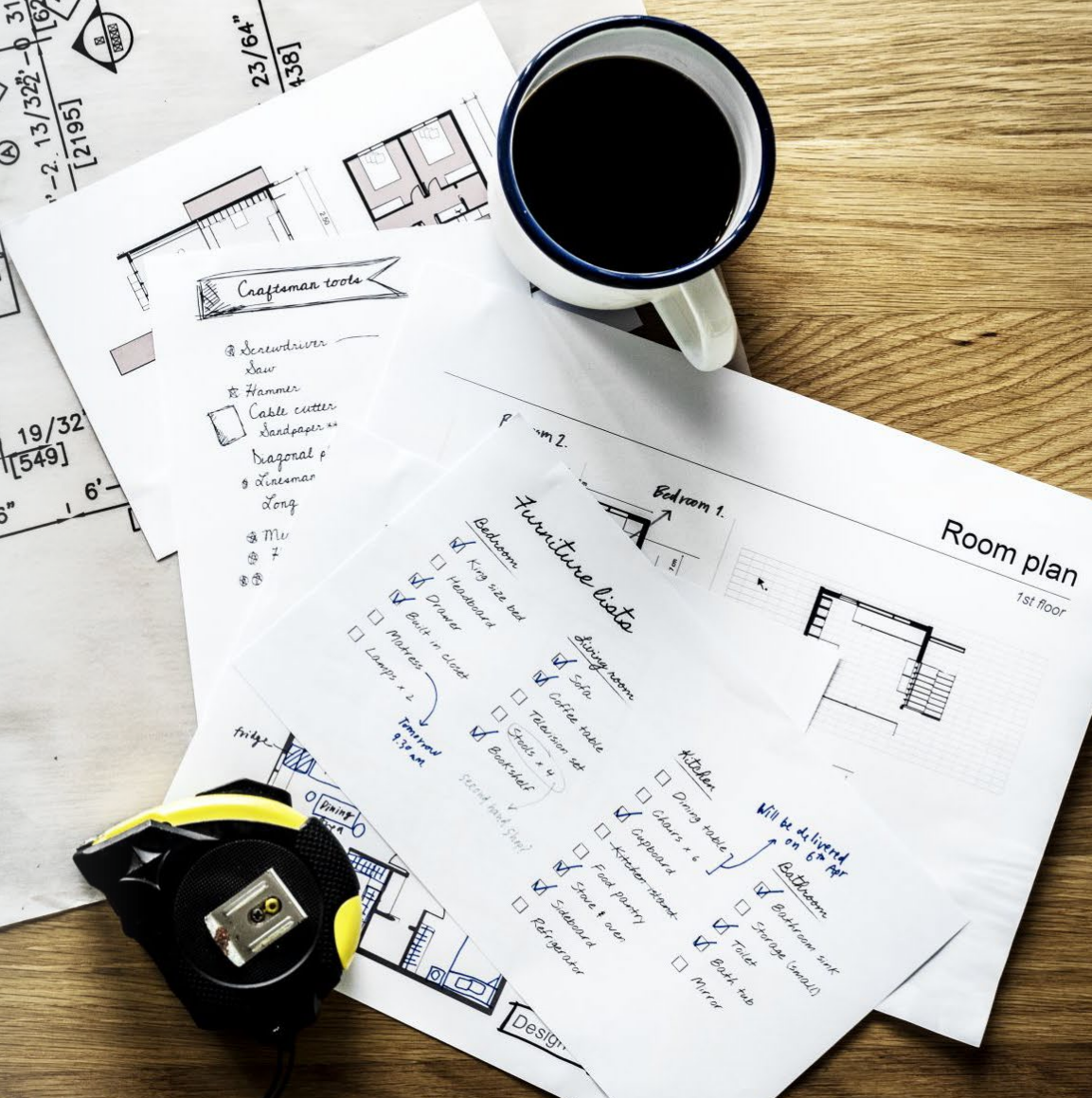
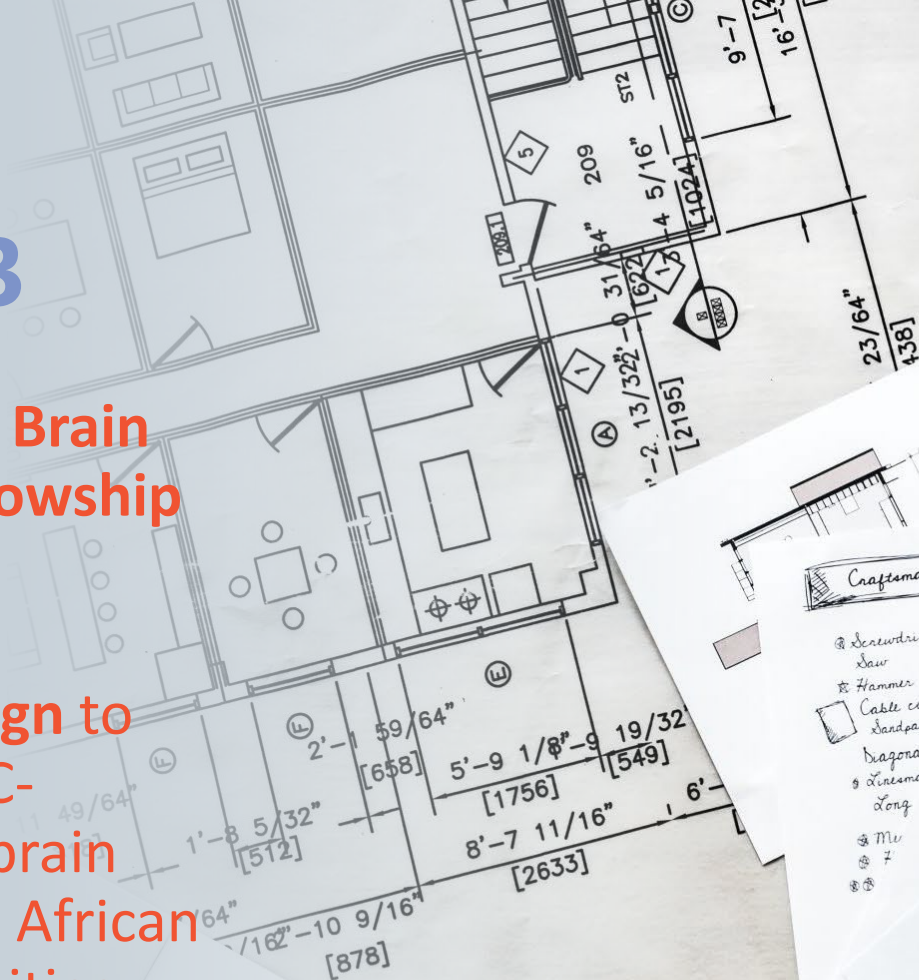
DR. KAREN HACKER

*Director of the CDC's National Center for Chronic Disease Prevention and Health Promotion*



# Plans for 2023

- ✓ Launch 2<sup>nd</sup> cohort of the Brain Health Equity Nurse Fellowship
- ✓ Launch a digital communications campaign to increase exposure to CDC-approved messaging on brain health among Latino and African American/Black communities
- ✓ Nationally disseminate evidence-based, culturally-tailored messages and toolkits



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5 **Addressing Health Disparities thru Public Health -  
Kina White, DrPH, MHSA, FACHE**, Director, Office of  
Community Health Improvement, Mississippi State Department  
of Health



6 Q&A





MISSISSIPPI STATE DEPARTMENT OF HEALTH

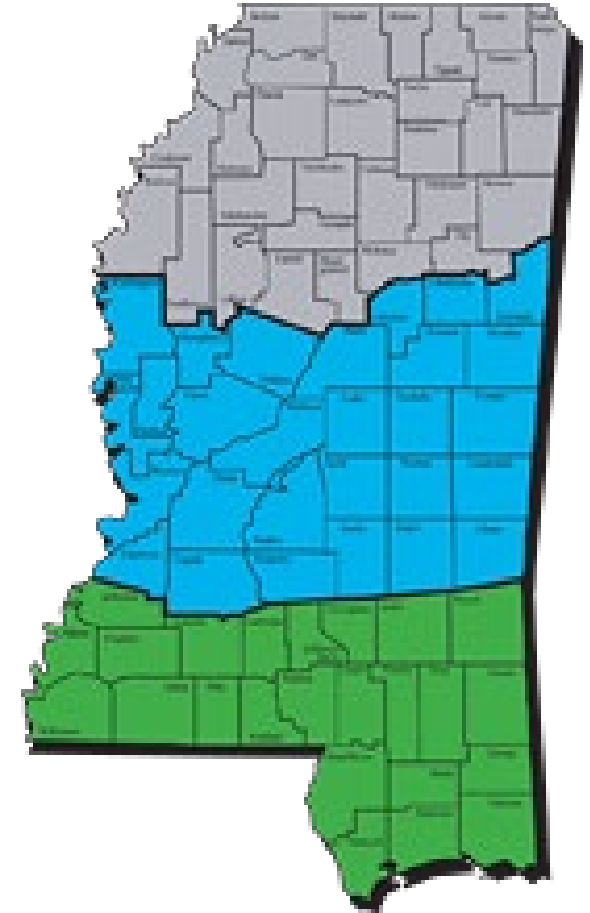


# **Addressing Health Disparities in Alzheimer's and Related Dementias**

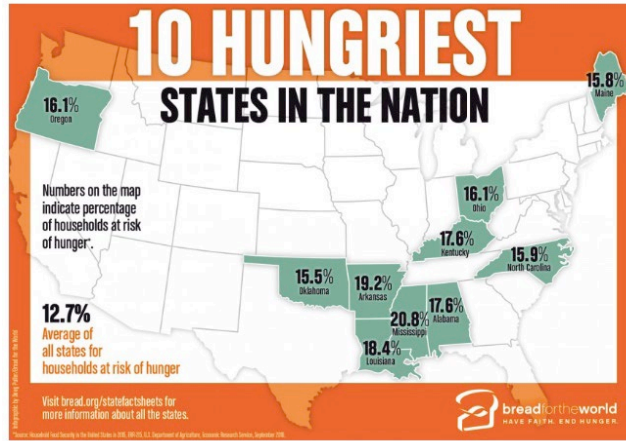
9/15/2022

# Mississippi State Department of Health

- *Mission is to advance to protect and advance the health, well-being and safety of everyone in Mississippi.*
- Centralized governance structure
- Out of all 82 counties, greater than **16%** of the total population is aged 65 and older
- State is predominantly rural, **>50%** of counties
- Need to address social determinants of health as a means of reducing and eliminating health disparities



# Mississippi among worst in racial health disparities, new report finds



## States With the Worst COVID-19 Vaccination Rates

All states have fully vaccinated at least 50% of their population.

By Chris Gilligan, Christopher Wolf, and Adriana Rezal | Sept. 8, 2022, at 2:58 p.m.

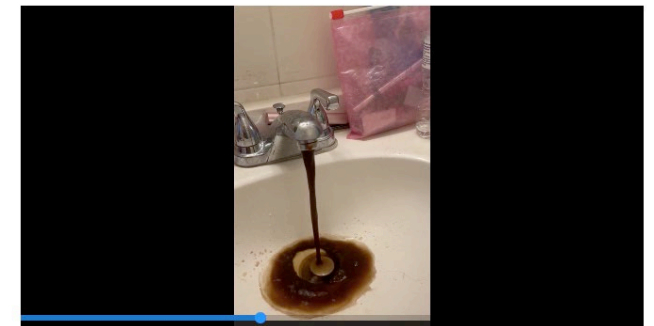


### NATION

## Brown water coming out of faucets in Jackson. What to know about the latest in Mississippi's water crisis.

**Jeanine Santucci**  
USA TODAY

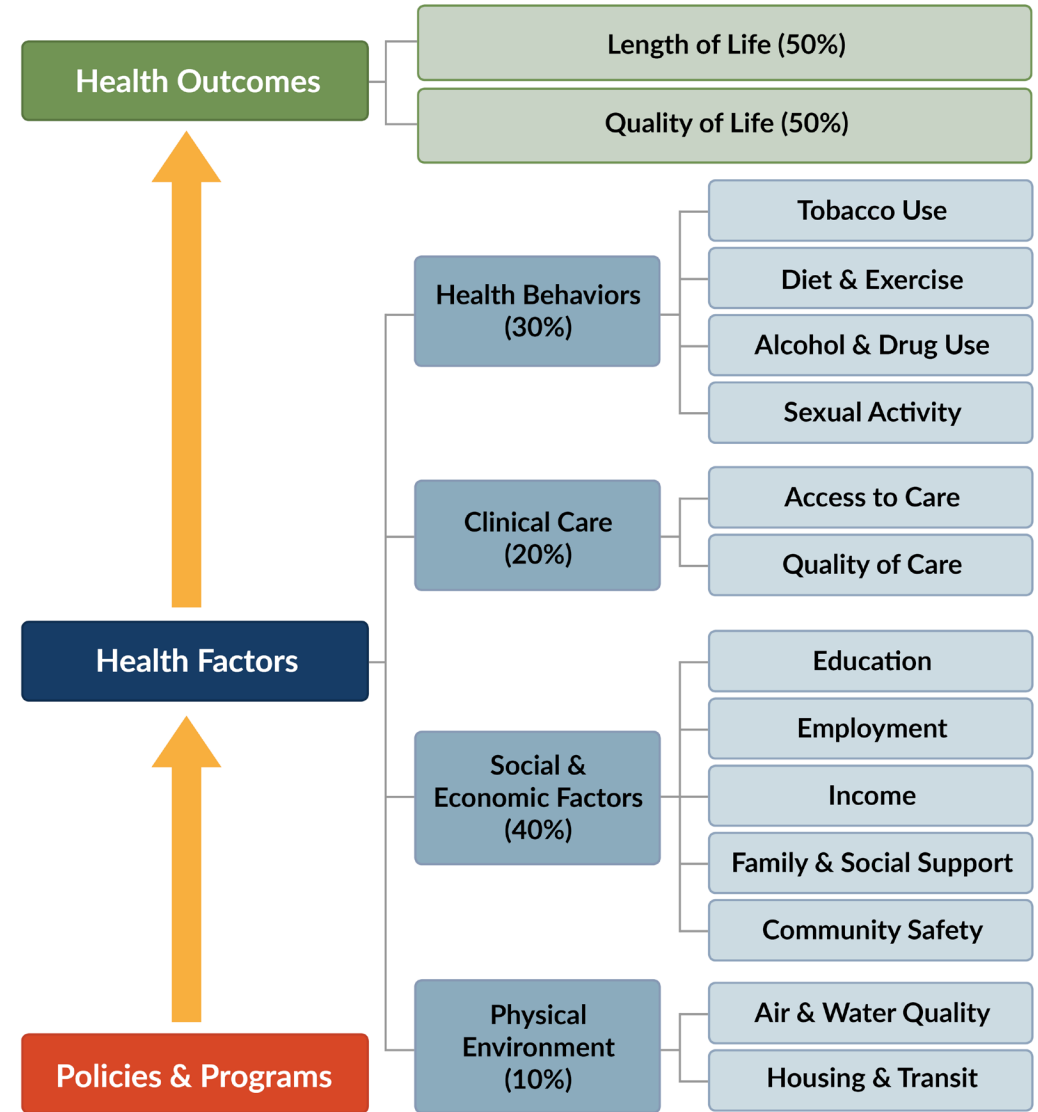
Published 12:30 p.m. ET Sept. 11, 2022



# SOCIAL DETERMINANTS AND SOCIAL NEEDS: MOVING BEYOND MIDSTREAM



Note: Castrucci and Auerbach (2019). Copyright 2019 by the de Beaumont Foundation and Trust for America's Health. Reprinted with permission.



County Health Rankings model © 2014 UWPHI



# Mississippi BOLD Program

## Priority Areas

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

# ALZ (MS) Facts and Figures




## Prevalence

NUMBER OF PEOPLE AGED 65 AND OLDER WITH ALZHEIMER'S

Year	TOTAL
2020	57,000
2025	65,000

ESTIMATED % CHANGE


# 14%



## Caregiving (2021)

9<sup>th</sup> highest average number of hours per caregiver

<b>130,000</b> Number of Caregivers	<b>\$2,904,000,000</b> Total Value of Unpaid Care	<b>14.9%</b> % of caregivers with depression
<b>226,000,000</b> Total Hours of Unpaid Care	<b>60.2%</b> % of caregivers with chronic health conditions	<b>11.0%</b> % of caregivers in poor physical health




## Mortality

# OF DEATHS FROM ALZHEIMER'S DISEASE (2019)

# 1,662

275.2% increase in Alzheimer's deaths since 2000

2<sup>nd</sup> highest death rate in America



## Workforce

**23**  
# of geriatricians

**439.1%**  
% increase needed to meet the demand in 2050

**12,600**  
# of home health and personal care aides

**9.7%**  
% increase needed to meet demand in 2028

2022 Alzheimer's Disease Facts and Figures report at [alz.org/facts](https://www.alz.org/facts).

# Key State Partnerships

- **MSDH Bureau of Healthy Aging**
- **The Memory Impairment and Neurodegenerative Dementia (MIND) Center at UMMC**
  - State Plan Goal Group Leaders & Members
- **Alzheimer's Association, MS Chapter**
- **MS Department of Mental Health**
- **MS Department of Human Services – Division of Aging and Adult Services (State Unit on Aging)**





# Collaborative Impact in MS

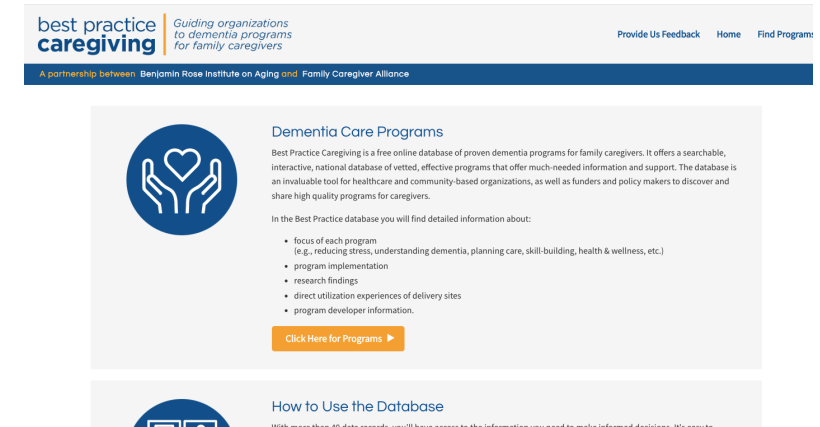
- **BOLD Public Health Centers of Excellence**

- Integrated model of public health
- Evidence-based strategies
- Sustainability – shift from individual to system-level approaches

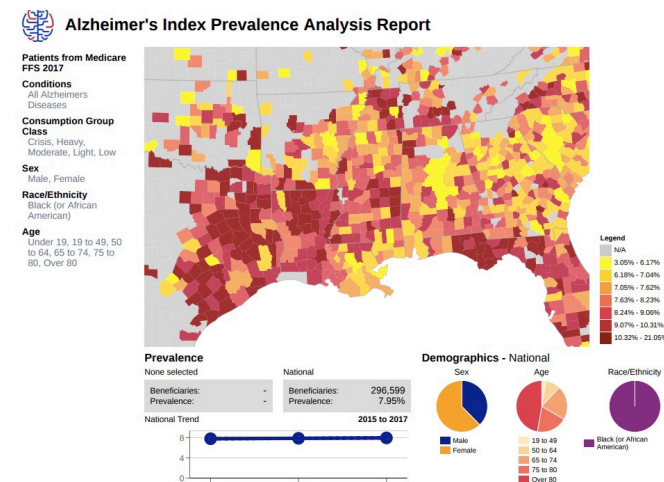
- **UsAgainstAlzheimer's**

- NADEX Data Maps
- Brain Health Academy
- Brain Health Messages

- **Alzheimer's Association**



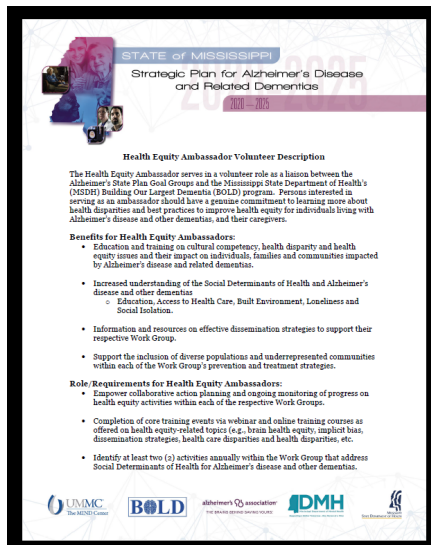
The screenshot shows the 'best practice caregiving' website. The header includes the logo and tagline 'Guiding organizations to dementia programs for family caregivers'. Below the header, there is a navigation bar with links for 'Provide Us Feedback', 'Home', and 'Find Programs'. The main content area features a circular icon of hands holding a heart, followed by the title 'Dementia Care Programs'. A descriptive paragraph explains that the database is a free online resource of vetted dementia programs. A list of program details is provided, including focus areas, implementation, research findings, delivery site experiences, and developer information. A 'Click Here for Programs' button is located at the bottom of this section. Below this, a 'How to Use the Database' section is partially visible.



# PSE Approaches and Health Equity

- **Health Equity Ambassadors**
  - One (1) Volunteer – State Plan Goal Groups
  - Cultural Competency Training & Action Planning

- **Social Determinants of Health Analysis Project**



- **Purple Sundays**  
for faith-based communities



# PSE Strategies and Priorities

- **Brain Health Inequities Symposium**
- **Interactive Caregiver Map**
  - Access to Care, Referrals, Directories
- **Data Analysis/Dissemination**
  - BRFSS Trend Analysis
- **Continuing Medical Education**
  - Risk Reduction and Early Diagnosis
  - Cognitive Care Planning and Billing Considerations
  - Training for Additional Specialty Practices (i.e., EPIC templates)
- **Promotion of Caregiver University**
  - Caregiver training
- **Integration of Brain Health into Chronic Disease Programs**
- **Age and Dementia-Friendly Communities**

# Next Steps

- **Educational Awareness Campaigns**
- **PSE for Sustainability Approaches (Collaborative Impact)**
- **Increased Engagement of Diverse ADRD Stakeholders**
- **“The goal is to always be complimentary and never competitive.”**



Kina L. White, DrPH, MHSA, FACHE  
Principal Investigator, BOLD Program  
Director, Office of Community Health Improvement  
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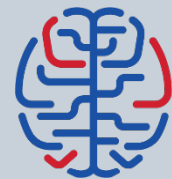




# THANK YOU!

**Contact:**

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[DDelgado@UsAgainstAlzheimers.org](mailto:DDelgado@UsAgainstAlzheimers.org)



USAGAINSTALZHEIMER'S CENTER *for*  
BRAIN HEALTH EQUITY