

HEALTHY BRAIN TOOLKIT FOR PUBLIC HEALTH



Tennessee Department of Health

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PUBLIC HEALTH OUTREACH AND ENGAGEMENT RESOURCES

Section 1: Brain Health, Cognitive Impairment, and Alzheimer's Disease

- Tennessee Department of Health: 2019 Healthy Aging Brain Brief and Strategies for Action
- *CDC Healthy Brain Initiative Road Map, State and Local Public Health Partnerships to Address Dementia: The 2018—2023 Road Map*
 - *Issue Maps*
 - *Accelerating Risk Reduction and Promoting Brain Health*
 - *Advancing Early Detection*
 - *Supporting Caregivers*
 - *Caregiving Among African American Adults*
 - *Caregiving Among Hispanic Adults*
- *Fact Sheet: Data Collection and the Behavioral Risk Factor Surveillance System*
- *2016 Behavioral Risk Factor Surveillance System Cognitive Module (Tennessee)*
- *2015 Behavioral Risk Factor Surveillance System Cognitive Module Among African Americans*

Section 2: Controlling Risk Factors: Ready-made Brain Health Messages

- Diabetes Prevention
- Smoking Cessation Campaign
- Tobacco and Dementia
- Heart Health and Brain Health
- *Healthy Living for Your Brain and Body, Know the 10 Signs*
- *10 Ways to Love Your Brain*
- *Strokes and Your Brain Health*
- High Blood Pressure Is Even Riskier
- Physical Activity Prevents Chronic Disease
- Moderate to Severe Traumatic Brain Injury is a Lifelong Condition
- Alcohol Use and Your Health (English)
- Alcohol Use and Your Health (Spanish)

Section 3: Alzheimer's Disease

- Alzheimer's Association: *Why is Alzheimer's a Public Health Issue?*
- 2019 Tennessee Alzheimer's Statistics
- 2019 Alzheimer's Disease Facts and Figures (English)
- 2018 Alzheimer's Disease Facts and Figures (Spanish)
- 2018 Fact Sheet: Race, Ethnicity, and Alzheimer's
- Alzheimer's Association: Alzheimer's An Emerging Public Health Issue
- Alzheimer's Association Services

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Section 3: Alzheimer's Disease

- Alzheimer's Association Public Health Resource Page
- The Lancet Commission on Dementia Prevention, Intervention and Care

Section 4: Healthcare Provider's Resources

- *Medicare Annual Wellness Visit*
- Resources for Healthcare Providers
- *Early Diagnosis: The Value of Knowing*

Section 5: The Importance of Early Detection and Diagnosis

- Issue Brief on Early Detection and Diagnosis of Alzheimer's
- Public Health Spotlight: Early Detection and Diagnosis of Alzheimer's
- *Early Diagnosis: The Value of Knowing*

Section 6: Caregivers

- Tennessee Fact Sheet on Caregiver Data from the 2016 BRFSS
- *What to Expect*
- *Take Care Of Yourself: How to Recognize and Manage Caregiver Stress*
- Why Should Employers Care
- Alzheimer's Disease Caregivers
- Alzheimer's and Dementia Caregiver Center
- Social Security Compassionate Allowance Benefit for Early-Onset Individuals
- Medicare Home Health Benefit for Caregiver Training
- Tennessee Alzheimer's Association ® Support Groups
- Alzheimer's Tennessee ® Support Groups

Section 7: Living with Dementia

- Living Alone with Alzheimer's
- Ten Tips for Living with Alzheimer's
- *I Have Younger-Onset Alzheimer's Disease: What You Need To Know to Prepare and Live Well*
- *Principles for a Dignified Diagnosis*
- *Publications (Ex: Dementia and Related Conditions, Caregiving, Safety, Financial/Legal)*

Section 8: State and Local Partnerships to Address Dementia

- *Healthy Aging: Promoting Cognitive Health Across the Lifespan (PowerPoint)*
- *Alzheimer's and Healthy Aging: State and Local Public Health Partnerships to Address Dementia, The 2018- 2023 Road Map (No Hand-out)*
- Road Map Action Items: Resources and Examples for Public Health Officials

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Section 8: State and Local Partnerships to Address Dementia

- Public Health Case Study: South Carolina
- Public Health Case Study: Utah
- Public Health Case Study: Colorado
- Tennessee Alzheimer’s Association ® Services
- Tennessee Alzheimer’s Association ® Regional Contacts

PUBLIC HEALTH OUTREACH AND ENGAGEMENT RESOURCES

SECTION 1: BRAIN HEALTH, COGNITIVE IMPAIRMENT, AND ALZHEIMER'S DISEASE

Tennessee Department of Health: 2019 Healthy Aging Brain Brief and Strategies for Action	https://www.tn.gov/content/dam/tn/health/program-areas/alzheimer/2019%20Healthy%20Aging%20Brain%20Brief%20%20Strategies%20for%20Action.pdf
<i>CDC Healthy Brain Initiative Road Map, State and Local Public Health Partnerships to Address Dementia: The 2018—2023 Road Map</i>	https://www.cdc.gov/aging/pdf/2018-2023-Road-Map-508.pdf
Issue Map: <i>Accelerating Risk Reduction and Promoting Brain Health</i>	https://www.cdc.gov/aging/healthybrain/pdf/Issue-Map-Risk-Reduction-508.pdf
Issue Map: <i>Advancing Early Detection</i>	https://www.cdc.gov/aging/healthybrain/issue-maps/early-detection.html
Issue Map: <i>Supporting Caregivers</i>	https://www.cdc.gov/aging/healthybrain/pdf/Issue-Map-Supporting-Caregivers-508.pdf
<i>Caregiving Among African American Adults</i>	https://www.cdc.gov/aging/data/pdf/2017-brfss-african-american-adults-caregiving-h.pdf
<i>Caregiving Among Hispanic Adults</i>	https://www.cdc.gov/aging/data/pdf/2017-brfss-hispanic-adults-caregiving-h.pdf
<i>Fact Sheet: Data Collection and the Behavioral Risk Factor Surveillance System</i>	https://www.alz.org/media/documents/factsheet-2016-surveillance-system-brfss.pdf
<i>2016 Behavioral Risk Factor Surveillance System Cognitive Module (Tennessee)</i>	https://www.cdc.gov/aging/data/pdf/Tennessee-2016-Cognitive-Infographic-508.pdf
<i>2015 Behavioral Risk Factor Surveillance System Cognitive Module Among African Americans</i>	https://www.alz.org/media/Documents/subjective-cognitive-decline-african-americans-brfss-info-2015.pdf

SECTION 2: CONTROLLING RISK FACTORS: READYMADE BRAIN HEALTH MESSAGES

<i>Diabetes Prevention</i>	https://www.tn.gov/content/dam/tn/health/program-areas/alzheimer/Readymade_Brain_Health_Messaging_Diabetes.pub
<i>Smoking Cessation</i>	https://www.tn.gov/content/dam/tn/health/program-areas/alzheimer/ReadymadeBrainHealthMessagingTobacco.pptx
<i>Heart Health and Brain Health</i>	https://www.tn.gov/content/dam/tn/health/program-areas/alzheimer/Heart_Health_and_Brain_Health.pdf
<i>Tobacco and Dementia</i>	http://apps.who.int/iris/bitstream/handle/10665/128041/WHO_NMH_PND_CIC_TKS_14.1_eng.pdf;jsessionid=0367AF137CC3517E6B510375DACFE50F?sequence=1
<i>Healthy Living for Your Brain and Body, Know the 10 Signs</i>	https://www.alz.org/dm/FY16/10Signs/10Signs.pdf
<i>10 Ways to Love Your Brain</i>	https://ideastations.org/sites/default/files/attached-files/10-ways-to-love-your-brain-infographic.pdf
<i>Strokes and Your Brain Health</i>	http://www.strokeassociation.org/idc/groups/stroke-public/@wcm/@hcm/@sta/documents/downloadable/ucm_486855.pdf

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SECTION 2: CONTROLLING RISK FACTORS: READYMADE BRAIN HEALTH MESSAGES	
High Blood Pressure and Stroke Prevention (Spanish)	http://www.strokeassociation.org/idc/groups/stroke-public/@wcm/@hcm/@sta/documents/downloadable/ucm_493516.pdf
High Blood Pressure Is Even Riskier	https://mindyourrisks.nih.gov/
Physical Activity Prevents Chronic Disease	https://www.cdc.gov/chronicdisease/pdf/physical-activity-H.pdf
Moderate to Severe Traumatic Brain Injury is a Lifelong Condition	https://www.cdc.gov/traumaticbraininjury/pdf/Moderate_to_Severe_TBI_Lifelong-a.pdf
Alcohol Use and Your Health (English)	https://www.cdc.gov/alcohol/pdfs/alcoholyourhealth.pdf
Alcohol Use and Your Health (Spanish)	https://www.cdc.gov/alcohol/spanish/pdf/El-consumo-alcohol-y-su-salud.pdf
SECTION 3: ALZHEIMER'S DISEASE	
Alzheimer's Association: <i>Why is Alzheimer's a Public Health Issue?</i>	http://act.alz.org/site/DocServer/Public_Health_Infographic_2017_1_.pdf/654818907?docID=54142&verID=1
<i>Alzheimer's An Emerging Public Health Issue (Video Only)</i>	https://youtu.be/f0a8KuYlpy4
Alzheimer's Association: 2019 Tennessee Alzheimer's Statistics	https://www.alz.org/getmedia/9322b221-8c6f-458a-94e5-a7e480dba636/tennessee-alzheimers-facts-figures-2019
2019 Alzheimer's Disease Facts and Figures (English)	https://www.alz.org/media/Documents/alzheimers-facts-and-figures-infographic-2019.pdf
2018 Alzheimer's Disease Facts and Figures (Spanish)	https://www.alz.org/media/Documents/facts-and-figures-infographic-2018-spanish.pdf
2018 Fact Sheet: Race, Ethnicity, and Alzheimer's	http://act.alz.org/site/DocServer/2012_Race_and_Ethnicity_Factsheet.pdf?docID=3761
Alzheimer's Association Services	https://www.alz.org/help-support/i-have-alz/programs-support
Alzheimer's Association Public Health Resource Page	https://alz.org/professionals/public-health (No Hand-out)
The Lancet Commission on Dementia Prevention, Intervention and Care (2017)	https://www.thelancet.com/commissions/dementia2017 (No Hand-out)
SECTION 4: HEALTHCARE PROVIDER RESOURCES	
<i>Medicare Annual Wellness Visit</i>	https://alz.org/media/Documents/factsheet-medicare-annual-wellness-visit-2017.pdf
Resources for Healthcare Providers	https://alz.org/professionals/healthcare-professionals (No Hand-out)
<i>Early Diagnosis: The Value of Knowing</i>	http://act.alz.org/site/DocServer/2013_Value_of_Knowing_-

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Section 5: THE IMPORTANCE OF EARLY DETECTION AND DIAGNOSIS	
Issue Brief on Early Detection and Diagnosis of Alzheimer's	http://act.alz.org/site/DocServer/Policy_Brief_-_Early_Detection_and_Diagnosis_Brief_Assn.pdf?docID=53576
<i>Early Detection and Diagnosis of Alzheimer's Dementia</i>	https://alz.org/media/Documents/policy-brief-early-detection-diagnosis-alzheimers.pdf
Public Health Spotlight: <i>Early Detection and Diagnosis of Alzheimer's</i>	https://alz.org/media/Documents/spotlight-early-detection-diagnosis-alzheimers.pdf
Section 6: CAREGIVING	
Tennessee Fact Sheet on Caregiver Data	https://www.alz.org/media/Documents/tennessee-brfss-
<i>What to Expect</i>	https://www.alz.org/help-support/caregiving
<i>Take Care Of Yourself: How to Recognize and Manage Caregiver Stress</i>	https://www.alz.org/national/documents/brochure_caregiverstress.pdf
Alzheimer's Association® Support Groups by County—Tennessee	https://www.tn.gov/content/dam/tn/health/program-areas/alzheimer/AlzAssocSupport2019.docx
Alzheimer's Tennessee® Support Groups	https://www.tn.gov/content/dam/tn/health/program-areas/alzheimer/AlzTNSupport2019.docx
Why Should Employers Care?	https://www.tn.gov/content/dam/tn/health/program-areas/alzheimer/Why_Should_Employers_Care_UPDATED_041516.pdf
Alzheimer's Disease Caregivers	http://act.alz.org/site/DocServer/caregivers_fact_sheet.pdf?
Alzheimer's and Dementia Caregiver Center	https://www.alz.org/care/overview.asp (No Hand-out)
Social Security Compassionate Allowance Benefit for Early-Onset Individuals	https://www.alz.org/documents/national/ssdi_checklist.pdf
Medicare Home Health Benefit for Caregiver Training	https://www.alz.org/national/documents/medicare_topicsheet_benefitcaregivertrain.pdf
Section 7: LIVING WITH DEMENTIA	
<i>Living Alone with Alzheimer's</i>	https://www.tn.gov/content/dam/tn/health/program-areas/alzheimer/2017_Live_Alones_Fact_Sheet.pdf
<i>Ten Tips for Living with Alzheimer's</i>	https://alz.org/media/Documents/alzheimers-dementia-10-tips-living-with-alzheimers-c.pdf
<i>I Have Younger-Onset Alzheimer's Disease: What You Need To Know to Prepare and Live Well</i>	https://alz.org/media/Documents/alzheimers-dementia-younger-onset-alzheimers-b.pdf
<i>Principles for a Dignified Diagnosis</i>	https://alz.org/media/Documents/alzheimers-dementia-principles-for-dignified-diagnosis-c.pdf

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Section 7: LIVING WITH DEMENTIA

Publications (Ex: Dementia, and Related Conditions, Caregiving, Safety, Financial/Legal)

<https://alz.org/help-support/resources/publications>
(No Hand-out)

Section 8: STATE AND LOCAL PARTNERSHIPS TO ADDRESS DEMENTIA

Healthy Aging: Promoting Optimal Cognitive Health Across the Lifespan
(PowerPoint Presentation)

<https://www.tn.gov/content/dam/tn/health/program-areas/alzheimer/AlzDiseasePublicHealth.pdf>

Alzheimer's and Healthy Aging: State and Local Public Health Partnerships to Address Dementia, The 2018- 2023

<https://www.cdc.gov/aging/healthybrain/roadmap.htm> (No Hand-out)

Road Map Items: Resources and Examples for Public Health

<https://alz.org/media/Documents/spotlight-alzheimers-roadmap-resources.pdf> (No Hand-out)

Public Health Case Study: South Carolina

<https://www.alz.org/media/Documents/case-study-sc-brain-health-campaign.pdf>

Public Health Case Study: Utah

<https://alz.org/media/Documents/case-study-utah-workforce.pdf>

Public Health Case Study: Colorado

<https://alz.org/media/Documents/case-study-co-ems-training.pdf>

Tennessee Alzheimer's Association Services

https://www.tn.gov/content/dam/tn/health/program-areas/alzheimer/Alzheimers_Association_Services.pdf

Tennessee Alzheimer's Association Regional Contacts

<https://www.alztennessee.org/contact> (No hand-out)

INTRODUCTION AND INSTRUCTIONS

Public Health Professionals:

The Tennessee Department of Health has identified four health factors that are driving all 10 of our 10 leading causes of death in Tennessee. We reference them as the “Big 4”: physical inactivity, obesity, tobacco use, and substance abuse. Mid-life hypertension, obesity, diabetes, smoking, head injury, and lack of physical activity are lifestyle-related risk factors that studies have found to be linked with increased risk for cognitive decline and possibly dementia. In the example of Alzheimer’s disease, brain changes may begin more than twenty years before symptoms occur. Of course, this is very similar to the development of other chronic diseases such as cardiovascular disease, cancer, diabetes, etc. This twenty year window allows public health professionals many intervention opportunities to possibly alter the progression and outcome of this disease. Reducing an individual’s or a population’s exposure to potentially modifiable risk factors, in childhood and throughout the lifespan, can strengthen the capacity of individuals and populations to make healthier choices and follow lifestyle patterns that foster good health outcomes. Mid-life individuals, older adults, and individuals caring for people with dementia are concerned about their own brain health. Many susceptible adults lack the awareness of strategies to preserve their cognitive functioning and reduce their chances of developing dementia.

In 2017, the Tennessee Department of Health applied and received the *Healthy Brain Initiative Public Health Road Map* grant to promote brain health, increase awareness of Alzheimer’s disease, increase improved care for individuals with cognitive impairment, and recognize the role of caregivers. In partnership with the Alzheimer’s Association, the Tennessee Department of Health has created the Healthy Brain Toolkit. The purpose of the toolkit is to have brain health education resources in a easily accessible location to educate patients, the public, and employees about brain health. Intended users are staff at regional, metro, and local health departments.

The Healthy Brain Toolkit provides basic brain health and Alzheimer’s disease education as well as community engagement and outreach materials to promote cognitive functioning. The toolkit provides the best available evidence about brain health and cognitive decline risk factors which can be seamlessly integrated into existing campaigns promoting health and chronic disease management for people across the lifespan. As staff, you are already implementing and influencing healthy brain development strategies from birth, infancy, childhood and into adulthood through your efforts with ACEs (Adverse Childhood Experiences) , “Talk to Me Baby”, “Baby and Me”, tobacco cessation campaigns with youth and teens, diabetes prevention, heart health ,and other evidence-based programs. Although these specific materials are not addressed in the toolkit, these initiatives are one of many ways staff currently enhance brain health in our population through state-led initiatives.

The materials in this resource toolkit can provide educational and supportive resources for family caregivers of people with cognitive impairment and easily shared by public health staff in program areas interacting with multigenerational families (Ex: CHANT , CHAD, Welcome Baby, etc.). Sharable materials are available throughout the toolkit and are age-appropriate.

INTRODUCTION AND INSTRUCTIONS

Although emphasis should be placed on brain health across the lifespan, additional resources are provided specific to Alzheimer’s disease, the importance of early detection and diagnosis, the role of caregivers in supporting people with dementia, and the importance of maintaining caregivers’ health and well-being. Staff may utilize provided resources to support caregivers of people with dementia by providing education on care planning, strengthening awareness of support services, and sharing information to better assist them in responding to challenges typically experienced during the course of dementia.

A variety of learning resources have been developed to increase awareness of potentially modifiable cognitive decline and dementia risk factors, including the PowerPoint presentation, “Brain Health and the Role of Public Health.” The presentation provides basic education about brain health and cognitive decline, explains why this is a public health issue, and provides action steps for integrating brain health promotion into your current programs and services.

The Healthy Brain Brief provides an overview of the scope and burden of Alzheimer’s disease and cognitive decline in our state including disparities for subpopulations, the relationship between lifestyle and Alzheimer’s disease risk, and potential risk factors for cognitive decline, including “the Big 4”. Factors that increase the risk of Alzheimer’s disease and other dementias overlap with those of other chronic diseases such as heart disease and diabetes. The brief identifies low or no-cost opportunities to integrate brain health promotion into services provided at the Tennessee Department of Health. Utilizing included county-level prevalence data, staff can target outreach and programming efforts among at-risk populations. Opportunities exist for public health to develop cross-sector partnerships (internally and externally) and work with Tennessee’s state agencies including Mental Health and Substance Abuse, Health, Education, Economic Development, Tourism, etc. as well as the private and non-profit sectors on these efforts. Cross-collaboration will promote understanding of the importance of brain health across the lifespan, the impact of Alzheimer’s disease, and the social, financial, and economic benefits of reducing the potential risk factors for cognitive decline.

How to Use the “Healthy Brain Toolkit”

Look through the Table of Contents to assess which of the materials meet your current community engagement and outreach needs. The goal in developing the toolkit was to be user-friendly and to be utilized by public health educators, health councils to disseminate to all ages in promoting the importance of brain health across the lifespan. The convenient format of the Integrated Brain Health Messaging document allows users to edit and create the messaging to meet the needs of their community and also by downloading the documents from the Tennessee Department of Health website (<https://www.tn.gov/health/health-program-areas/fhw/cd/alzheimer-s-disease.html>) enables you to forward the documents to your community partners.

If problems arise, please notify us through the Tennessee Department of Health website for assistance.