



BOLD
PUBLIC HEALTH
CENTER OF EXCELLENCE
ON DEMENTIA
CAREGIVING

Successful Public Health Approaches in Dementia Caregiving: California

A Virtual Roundtable Series

January 31st, 2023



Welcome from...



Joseph E. Gaugler, PhD

Director, BOLD Public Health Center of Excellence on
Dementia Caregiving

Professor and Robert L. Kane Endowed Chair in Long-
Term Care & Aging, University of Minnesota

His research examines innovation in dementia care.



Land acknowledgement

The University of Minnesota Twin Cities is located on traditional, ancestral, and contemporary lands of Indigenous people. We acknowledge with gratitude the Land itself and the People. We take to heart and commit through action to learn and honor the traditional cultural Dakota Values: Courage, Wisdom, Respect and Generosity.



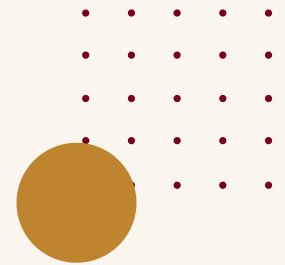
The BOLD Public Health Center of Excellence on Dementia Caregiving (PHCOE-DC)

Designed to support state, tribal and local public health agencies nationwide in developing their dementia caregiving-focused programs and initiatives, by...

Improving access to evidence-based programs and best practices.

Facilitating connections and collaboration among public health agencies and a wide range of service organizations.

Providing technical assistance for identifying, selecting implementing effective public health interventions and strategies.



Welcome panelists!



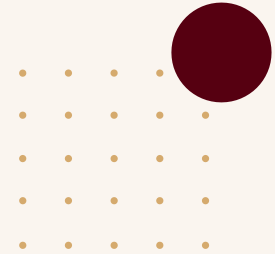
Lynnley Stern, DrPH, MPH, RD

Chief,
Alzheimer's Disease Program,
California Department of Public Health



Lisa Gonzalez, MPH

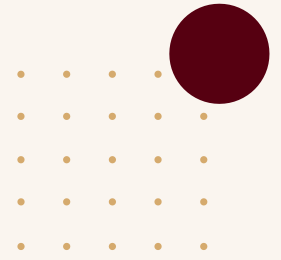
Program Lead,
Alzheimer's Disease Program,
California Department of Public Health



Successful Public Health Approaches: A *Virtual Roundtable Series*

- ✓ **Bi-monthly**, roundtable series for **public health**.
- ✓ We will highlight **the story of one state**.
- ✓ Opportunity for **networking, peer-learning and idea generation**.
- ✓ A community of practice, where agencies can share their successes and learnings, and get ideas for action.

Reminders for the Presentation Session



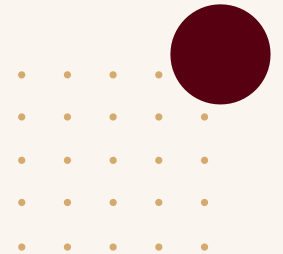
- Please, **mute yourself and turn off your camera** while the panelists are presenting.
- Display **your name and organization in Zoom**.
- **Submit your questions for the speakers into the Q&A feature**. Questions will be addressed at the end of the presentation.
- After the presentation and during the Q&A time, please raise your hand if you wish to speak and **only unmute if you are prompted**.
- Use the **CHAT to share comments, resources, links, and ideas**.
- Feel free to use your reaction buttons!
- A recording of the meeting and the presentation slides will be shared after the event.



Poll Question

In what capacity are you attending this event?

- BOLD Public Health Agency
- Non-BOLD Public Health Agency
- Community organization/service provider
- Interested caregiver and/or community member
- Care/clinical professional
- Person living with dementia

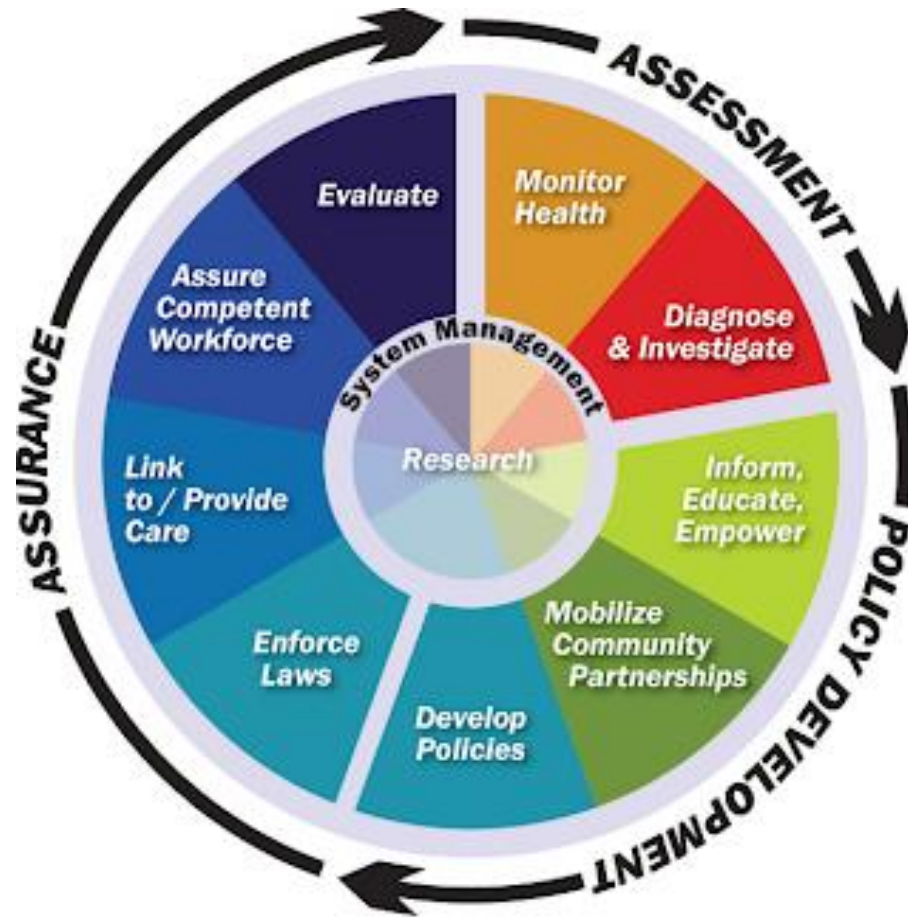




California Department of Public Health Chronic Disease Control Branch Alzheimer's Disease Program



Public Health Focuses

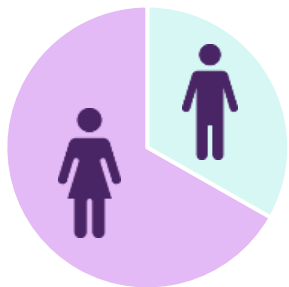


Alzheimer's Disease Program Background

- 1984 CA Alzheimer's Disease Centers CA Assembly Bill 2225 (Chapter 1601)
- 1988 Expanded CA Senate Bill 139 (Chapter 303)
- 2018 Alzheimer's Disease and Related Dementias (ADRDs) Research Funded from 2018 Budget Act and [CA ADRD Research](#) Voluntary Tax Contribution Fund
- 2019 CA Healthy Brain Initiative State and Local Public Health Partnerships to Address Dementia -Funded from the 2019 Budget Act
- 2019 ADRDs Research Awards-Funded from 2019 Budget Act

Alzheimer's Disease Program Background

GENDER, RACIAL & ETHNIC DISPARITIES IN ALZHEIMER'S PREVALENCE & CLINICAL TRIALS



Almost **two-thirds** of Americans with Alzheimer's are **women**.



Older **Black** and **Hispanic** Americans are disproportionately more likely than older **Whites** to have Alzheimer's or other dementias.



Ethnoracial groups have been historically **underrepresented** in clinical studies, underscoring the need for more **diversity** in dementia research.

Alzheimer's Disease: A Public Health Issue

The Burden is Large:

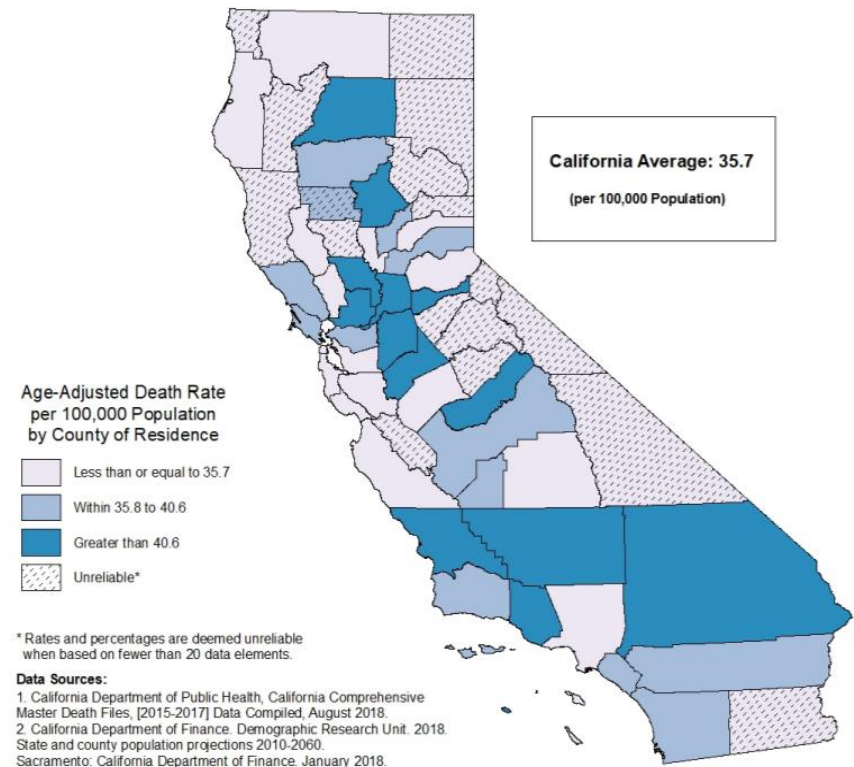
Third leading cause of death in CA in 2019

The Impact is Major:

CA is home to the largest number of family caregivers (1.2 million) in the nation.

The total value of unpaid care is estimated to be worth \$18 billion annually in CA.

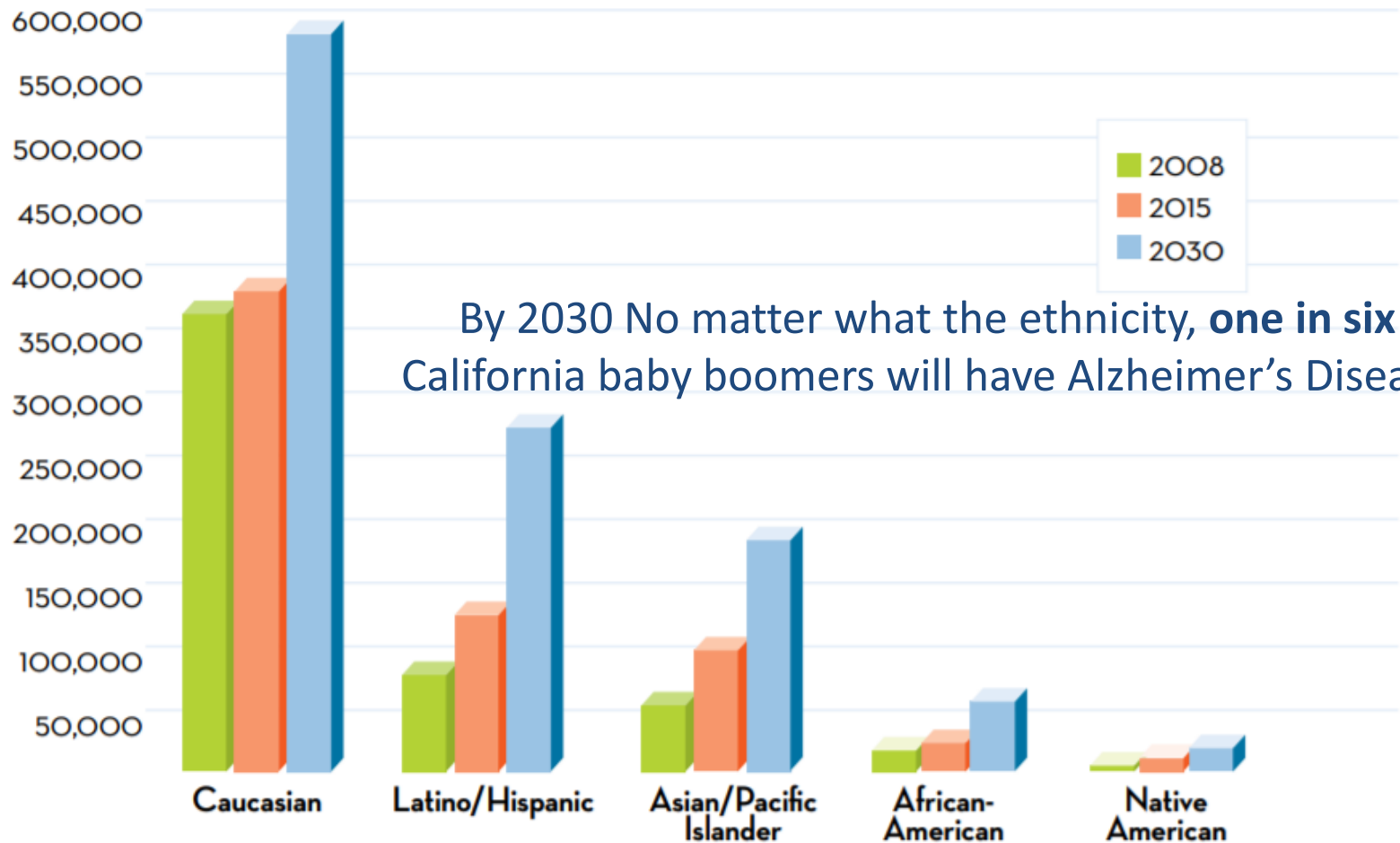
FIGURE 16: AVERAGE ALZHEIMER'S DISEASE DEATH RATES FOR ALL CALIFORNIA COUNTIES: 2015-2017



Alzheimer's Association. (2021). Alzheimer's Disease Facts and Figures.
<https://www.alz.org/media/Documents/alzheimers-facts-and-figures.pdf>

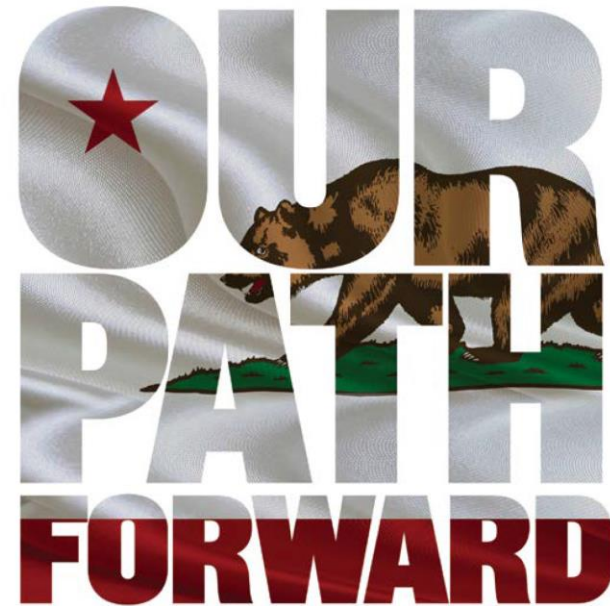
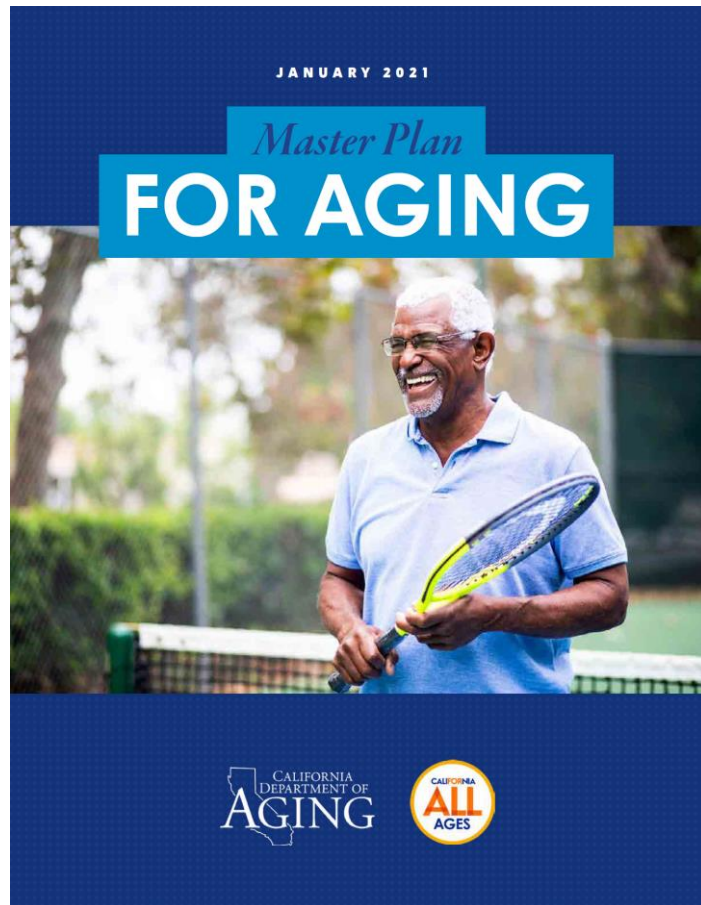
California Department of Public Health: Fusion Center. (2021) Data Brief: 2020 Increases in Deaths in California.
[Data Brief: 2020 Increases in Deaths in California](#)

**ESTIMATED NUMBER OF CALIFORNIANS 55+ WITH ALZHEIMER'S DISEASE
BY RACE/ETHNICITY; 2008, 2015, 2030**



By 2030 No matter what the ethnicity, **one in six** California baby boomers will have Alzheimer's Disease

California's Core Plan



Alzheimer's Prevention & Preparedness

November 2020
In Collaboration with the California Master Plan for Aging

California Alzheimer's Disease Centers



Goals:

- Improve dementia health care delivery
- Provide specialized training and education to health care professionals
- Advance the diagnosis and treatment of ADRDs

<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CDCB/Pages/CaliforniaAlzheimersDiseaseCenters.aspx>

CA Healthy Brain Initiative (HBI)



Los Angeles
Placer
Sacramento
San Diego
Santa Clara
Shasta

Purpose

- Advance cognitive health as an integral component of public health
- Implement the CDC Healthy Brain Initiative 2018-2023 Road Map

FY 20/21-21/22 Funded 6 Public Health Department Pilot Projects

- Ended June 2022
- Currently working to execute new contracts again starting December 1, 2022.

FY 23/24 will fund additional Public Health Departments through competitive RFA

Poll Question

Have you implemented an HBI program in your state?

- Yes, I have implemented or am currently implementing
- No, but I am planning to
- I am not familiar

HBI Road Map Framework

The four traditional domains of public health

- Monitor and Evaluate
- Educate and Empower
- Develop Policies and Mobilize Partnerships
- Assure a Competent Workforce



HBI Outcomes

Monitoring & Evaluate

- Developed 28 informational materials: community needs assessment & caregiver/patient educational materials

Educate and Empower

- 101 media campaign assets placed
- Provided educational training opportunities for 11,337 participants (patients & family caregivers)

Develop Policies and Mobilize Partnerships

- Collaborated with 103 partners (63.1% new partnerships)

Assure a Competent Workforce

- Conducted 91 training sessions for 5,423 professional individuals and groups (social workers, first responders, physicians, & nurses)

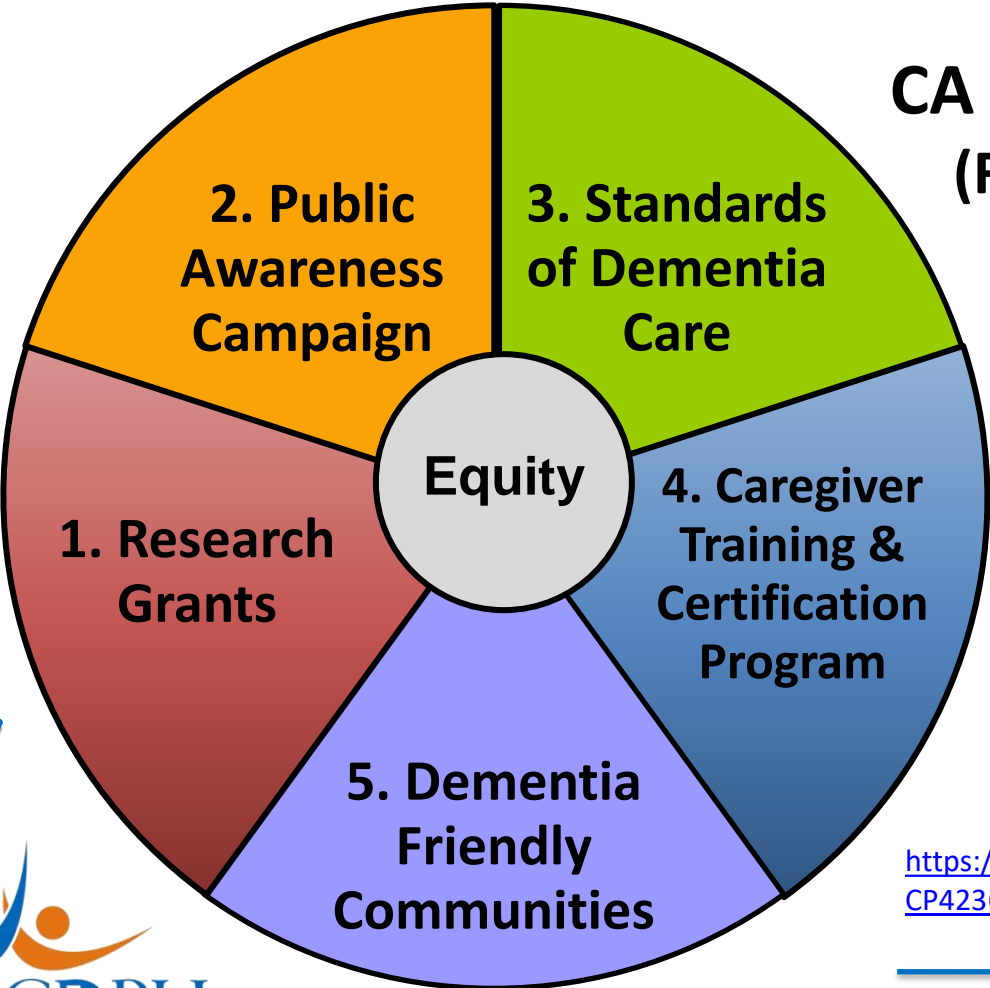
Poll Question

Which of the following caregiver education & support strategies do you implement in your programming?

- Provide support groups
- Provide training
- Place media ads
- Share website or print resources
- All the above

California's Newly Funded ADRD's Projects

CA State 2021-22 Budget Act
(Funding through June 2024)



https://esd.dof.ca.gov/Documents/bcp/2122/FY2122_ORG4265_BCP4236.pdf



California Research Projects



- Scientists engaged in the study of Alzheimer's disease and related disorders
- Encompasses areas of basic science, diagnosis, treatment, epidemiology, health disparities, behavioral management, drug therapies and caregiving

Inaugural Public Awareness Media Campaign



- Media Agency expected to begin March 2023
- \$8.5 million
- Campaign Goals:
 - Focused on public education
 - Addressing Signs and Symptoms
 - Target At Risk Populations
 - Multilingual, multicultural, and intergenerational

Ongoing Social Media Promotion Collaboration



- November was Alzheimer's Awareness Month and [National Family Caregivers Month](#)
- Collaborate with Office of Communications to post content on CDPH [Facebook](#) and [Instagram](#) platforms in English & Spanish
- Share via [Alzheimers Awareness \(ca.gov\)](#) communications toolkit

Standards of Dementia Care

- Standard of Dementia Care Model
 - Public Health Risk Reduction
 - Post Diagnosis Resources for Providers
- Risk Calculator
- \$3.825 Million



Caregiver Training Program

- Focusing on unpaid family caregivers
- No cost, online, multi-lingual
- Includes partnership with local community organizations
- \$3.4 million between northern and southern CA



Poll Question

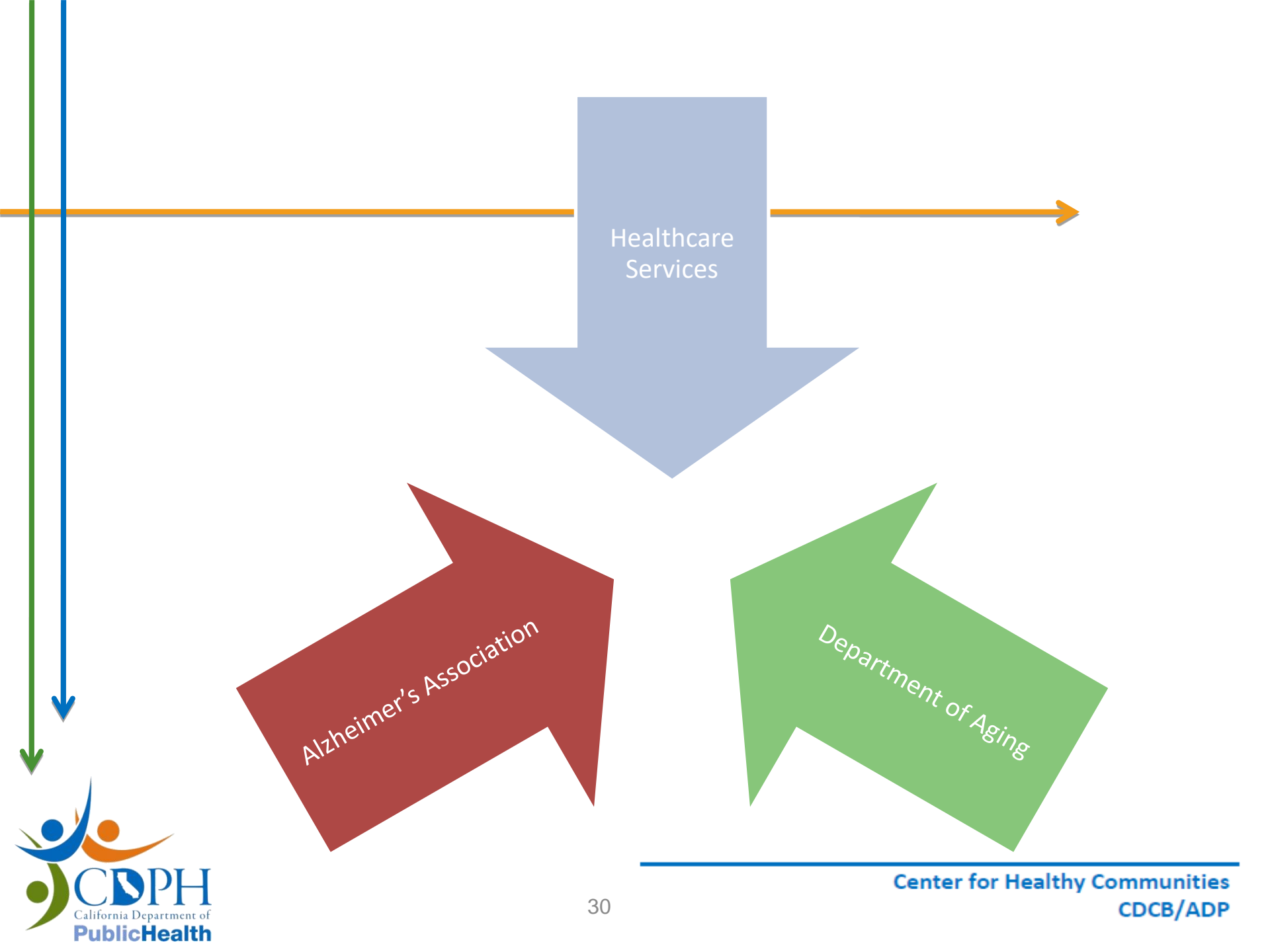
Does your state have a caregiver training program?

- Currently implementing a caregiver training program
- Planning for a caregiver training program is in progress but it has not been implemented yet
- A statewide caregiver training program does not exist

Dementia Friendly Communities

- Focus on prevention of dementia
- Long-term, place-based interventions to support healthy behaviors
- Blue Zone County Pilot with Sacramento County
- \$1.7 Million dollars





Healthcare
Services

Alzheimer's Association

Department of Aging

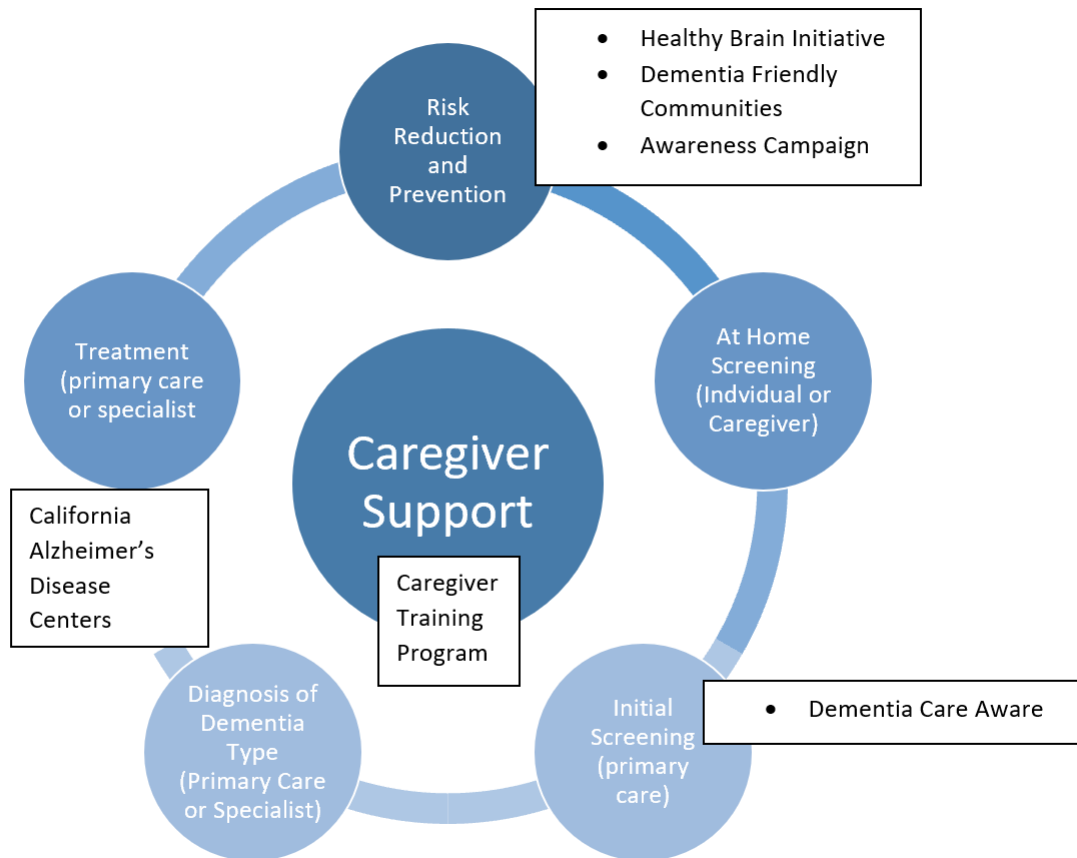


Dementia Care Aware



<https://www.dementiacareaware.org>

Dementia Continuum of Care



Additional Resources

- [Alzheimer's Disease Program \(ca.gov\)](#)
- [ADRDs Facts and Figures in California: Current Status and Future Projections](#)
- Behavioral Risk Factor Surveillance System (BRFSS):
 - [Cognitive Decline Module – 2020](#)
 - [Caregiver Module – 2021](#)
- [Governor's Task Force on Alzheimer's Disease Prevention, Preparedness-Final Recommendations](#)
- [Master Plan for Aging](#)

Q&A

We will first answer the questions in the Q&A. If you wish to answer a question or speak, **please raise your hand and only unmute if you are prompted.**

AlzheimersD@cdph.ca.gov

Connect with us!

Visit us online at <https://bolddementiacaregiving.org> to....

- ✓ Find today's slides and recording.
- ✓ Request Technical Assistance to support your public health work in dementia caregiving.
- ✓ Access resources and materials.
- ✓ Stay up to date with PHCOE-DC activities.



Follow us on Twitter  @PHCOE_DC



Thank you for joining us today!

Please, take a moment to complete our evaluation form at the end of this presentation.

