Empowering and Impacting Public Health Communities

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Outlines how state and local public health agencies and partners can promote cognitive functioning, address cognitive impairment, and meet needs of care partners.

35 priority actions organized into public health domains:

- Monitor and evaluate
- **Educate and empower**
- Develop policy, mobilize partnerships
- Assure a competent workforce
Educate and Empower

E-01 Identify and promote culturally-appropriate strategies to increase **awareness** to reduce conflicting messages, decrease stigma...
E-02 Create awareness by contributing public health **information**
E-03 Encourage public health to provide links to **resources**
E-04 Coordinate efforts to disseminate evidence-based **messages** about risk reduction for preserving cognitive health.
E-05 Promote consistency of cognitive health **messages**
E-06 Identify and promote strategies to **communicate** effectively
E-07 Promote advance care planning and financial **planning**
E-08 Promote partnerships to increase participation in **research**
E-09 Develop strategies for services for **younger-onset** dementia
E-10 Promote **awareness** of abuse and exploitation
The mission of the Healthy Brain Research Network

- Establish and advance a public health research, translation, and dissemination agenda that promotes cognitive health, addresses cognitive impairment, and helps meet the needs of care partners
- Build a strong evidence-base for policy, communication, and programmatic interventions
- Collaborate with public health agencies and their partners to accelerate effective practices in states and communities
- Build the capacity of public health professionals through training opportunities
Healthy Brain Research Network
(2014-2019)

University of Washington
(Coordinating Center)

Oregon Health & Science University

University of Arizona

University of Illinois at Chicago

University of Pennsylvania

University of South Carolina
Cognitive Aging: Progress in Understanding and Opportunities for Action

www/iom.edu/cognitiveaging

- Action Guide for Health Care Providers
- Online Resources Related to Safe Medication Use in Older Adults
- Online Resources Related to Elder Financial Abuse
- Online Resources Related to Older Adult Driving
- Action Guide for Individuals and Families
- Report Brief
- Una Guía de Acción para Individuos y Familias
- Action Guide for Communities


INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

HEALTHY BRAIN RESEARCH NETWORK
Projects:

• Work with partners to develop WA State Alzheimer's Plan
• Scoping Review on Measures of Exercise Outcomes for People with Dementia
• PEARLS research study with WA Chapter Alzheimer’s Association
Projects:

- Geri-Metrics
- CarePartner (CHW / DCW) education, training and support
- HBI on-line certificate program
Oregon Health & Science University
Healthy Brain Research Center
Linda Boise, PhD and Raina Croff, PhD

Projects:

• Analysis of Behavioral Risk Factor Surveillance System cognitive impairment and caregiver modules

• SHARP Pilot Program: Neighborhood-based walking and social reminiscence for African Americans
Projects:

• Cognition perceptions and attitudes
• Evidence-based communication, message development and testing
• Community/partner-engaged public health and aging research with ethnically diverse populations
• Translational research and innovative (e.g., technological) dissemination strategies in public health and aging
Projects:

- “Public Health Dimensions of Cognitive Aging,” MPH course/certificate program
- HBRN Scholar Program for selected doctoral and post-doctoral students
- Provide training and capacity for HBRN members for research and evaluation in health communication message design and evaluation
- Developing regional and national education and programming on cognitive aging, capacity assessment, and health and financial wellness
The CDC Healthy Brain Research Network is a Prevention Research Centers program funded by the CDC Healthy Aging Program-Healthy Brain Initiative. Efforts are supported in part by cooperative agreements from CDC’s Prevention Research Centers Program.
Funding
Congressionally supported funding through CDC’s Healthy Brain Initiative (HBI) and possible funding opportunities (e.g., PRC Special Interest Projects)

CDC Support
Healthy Aging Program (HAP) Scientific Coordinator and team member involvement

HBRN Network
Coordinating center and funded member centers, including leveraging additional resources

Organizational & Individual Partners
TBD by Healthy Brain Research Network (HBRN) members

Prevention Research Centers
- CDC Prevention Research Center Program (PRC)
- PRC thematic networks
- Special Interest Projects

Establish and advance a public health research agenda consistent with HBI Road Map actions:
- Implement and/or facilitate applied research in key areas consistent with established agenda
- Conduct/lead systematic reviews and secondary data analysis

Train HBRN scholars and students as well as the public health workforce

Disseminate information and evidence and promote innovative approaches to public health and aging service professionals

Translate evidence and findings into public health practice

Inform the public about evidence-based strategies and actions to optimize cognitive health and reduce risks of cognitive decline

Provide technical assistance on select areas regarding State Alzheimer’s Disease (AD) Plans

Select actions related to the Educate and Empower domain of the HBI Road Map are implemented

Public health and partner organizations
- Are engaged and motivated to take action
- Are aware of and carry out best practices and interventions
- Use consistent framework, terms, and measures

Policy makers provide leadership regarding cognition and issues that affect care partners

Health care providers are more knowledgeable about cognitive health and decline and skilled in communicating with people and their families

Consumers discuss cognitive health and concerns about decline with health care providers

Public health organizations and partners have increased understanding of cognitive health and care partners issues

Public health scholars and workforce, organizations and partners have increased capacity and ability to take action

Member center and partner organization mission and planning documents have an increased integration of cognitive issues

Recommendations of state AD plans are implemented and/or evaluated

Continued or new development of state AD Plans and/or implementation of actions through service on workgroups and provision of other technical assistance

Increased knowledge among multiple audiences about evidence-based strategies and enhanced beliefs and attitudes regarding actions to optimize cognitive health and reduce risks of cognitive decline

Increased pool of HBRN scholars and others conducting research in areas of HBRN research agenda

Developed HBRN research agenda

Increased number of scholarly publications and presentation in priority areas of the HBRN research agenda

Create and optimize collaborative relationships with Member Centers, Affiliates, Partners, and Funders

Contextual Conditions (e.g., resources, competing priorities, policy environment)
Year 1 HBRN Activities (selected)

- Created Network infrastructure, logic model
- Developed and launched scholars program
- Disseminated educational information through webinars and presentations
- Provided technical assistance to state Alzheimer’s Disease workgroups