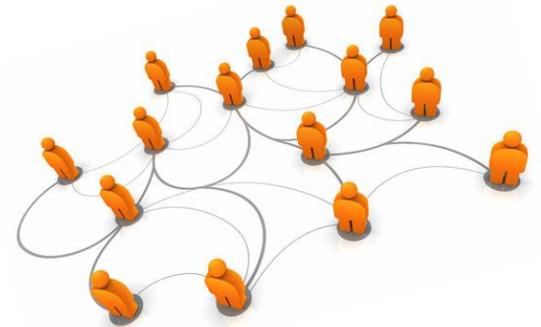


Centers for Disease Control and Prevention

Healthy Brain Research Network (HBRN)

Basia Belza, PhD, RN, FAAN
Lead, HBRN Coordinating Center
University of Washington

Presentation to ADWG January 6, 2015



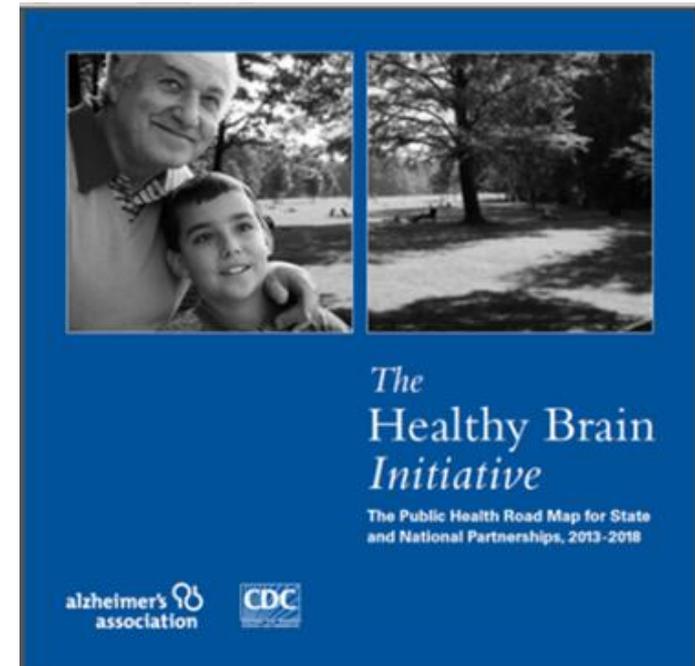
Background

- In 2006, Congress appropriated funds to CDC's Healthy Aging Program to address brain health with a focus on lifestyle issues.
- Goals of the CDC Healthy Brain Initiative:
 - Enhance understanding of public's perceptions about cognitive health and impairment
 - Build an evidence base for policy, communication, programmatic interventions
 - Translate foundation into effective public health practice



The Healthy Brain Initiative: The Public Health Road Map for State and National Partnerships, 2013–2018

- Outlines how state and local public health agencies and partners can promote cognitive functioning, address cognitive impairment, meet needs of care partners
- 35 actions organized into public health domains:
 - ✿ Monitor and evaluate
 - ✿ **Educate and empower**
 - ✿ Develop policy, mobilize partnerships
 - ✿ Assure a competent workforce

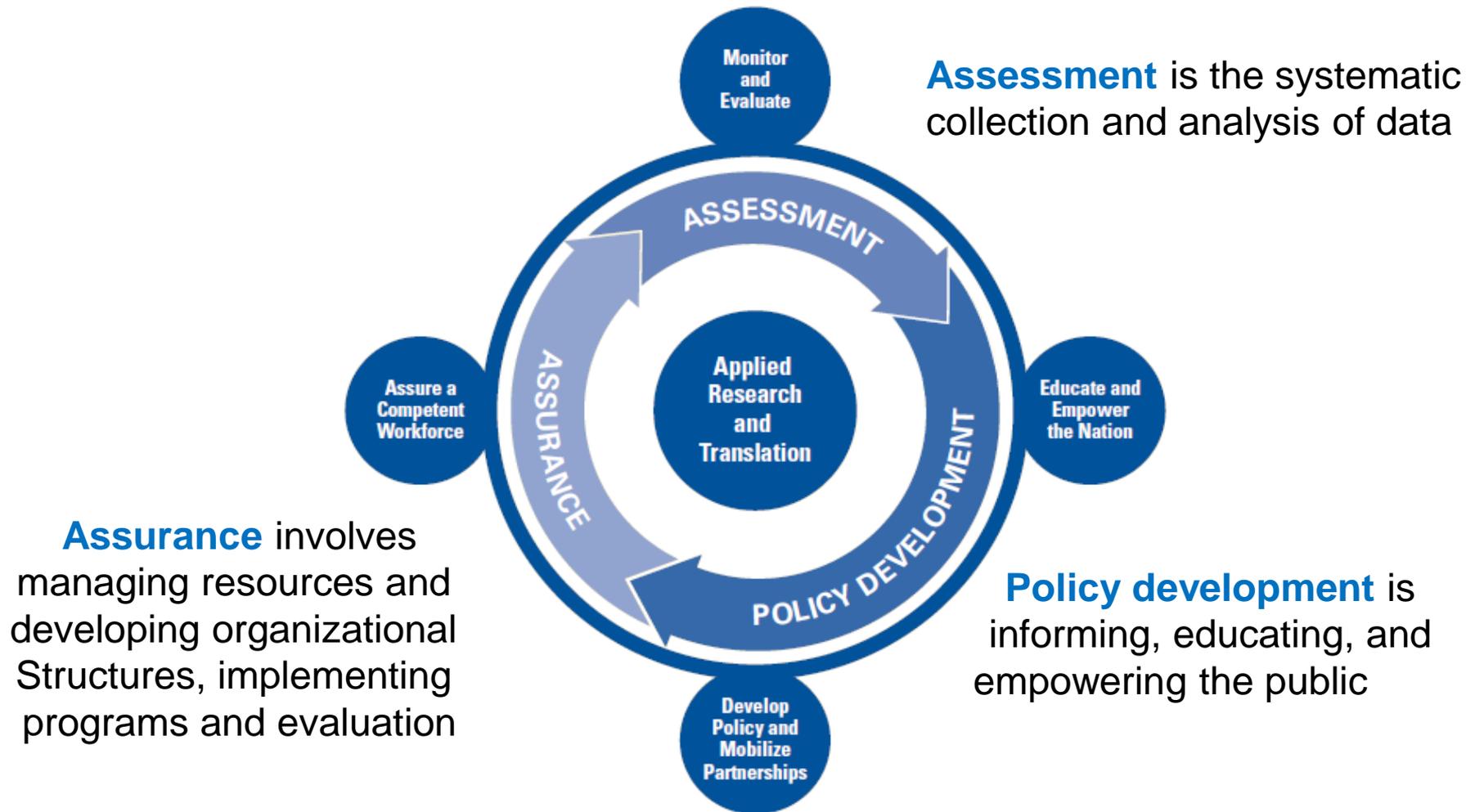


Released July 2013

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

Core Functions of Public Health



Healthy Brain Research Network (2014-2019)

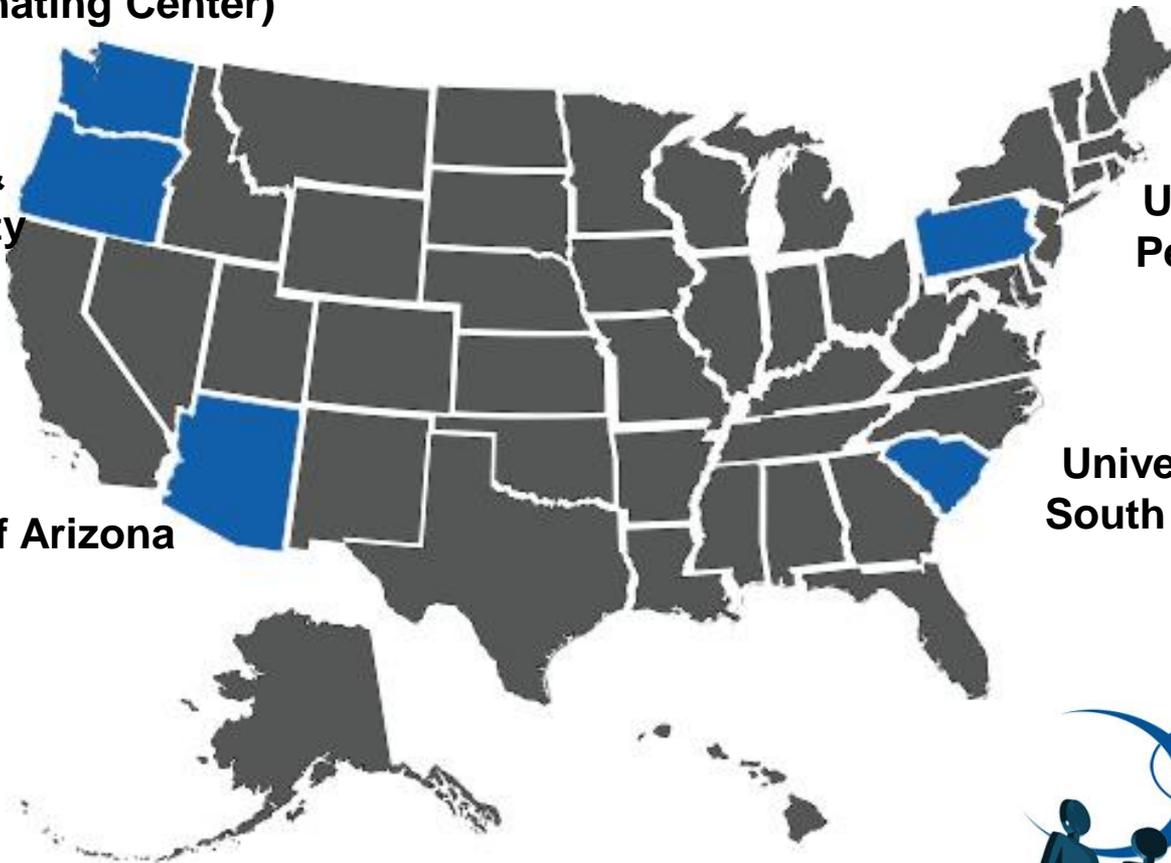
**University of Washington
(Coordinating Center)**

**Oregon Health &
Science University**

University of Arizona

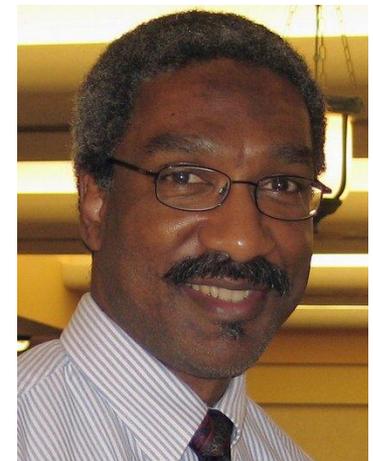
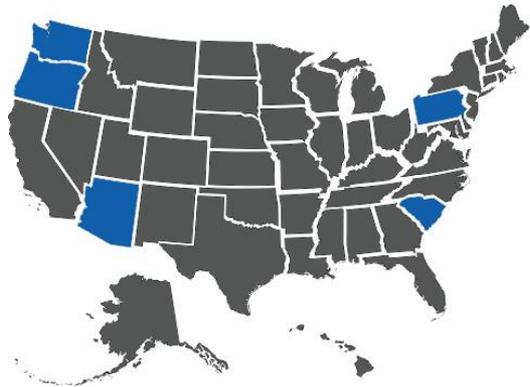
**University of
Pennsylvania**

**University of
South Carolina**



Healthy Brain Research Network (2014-2019)

University of Washington (Coordinating Center)



The Network Approach

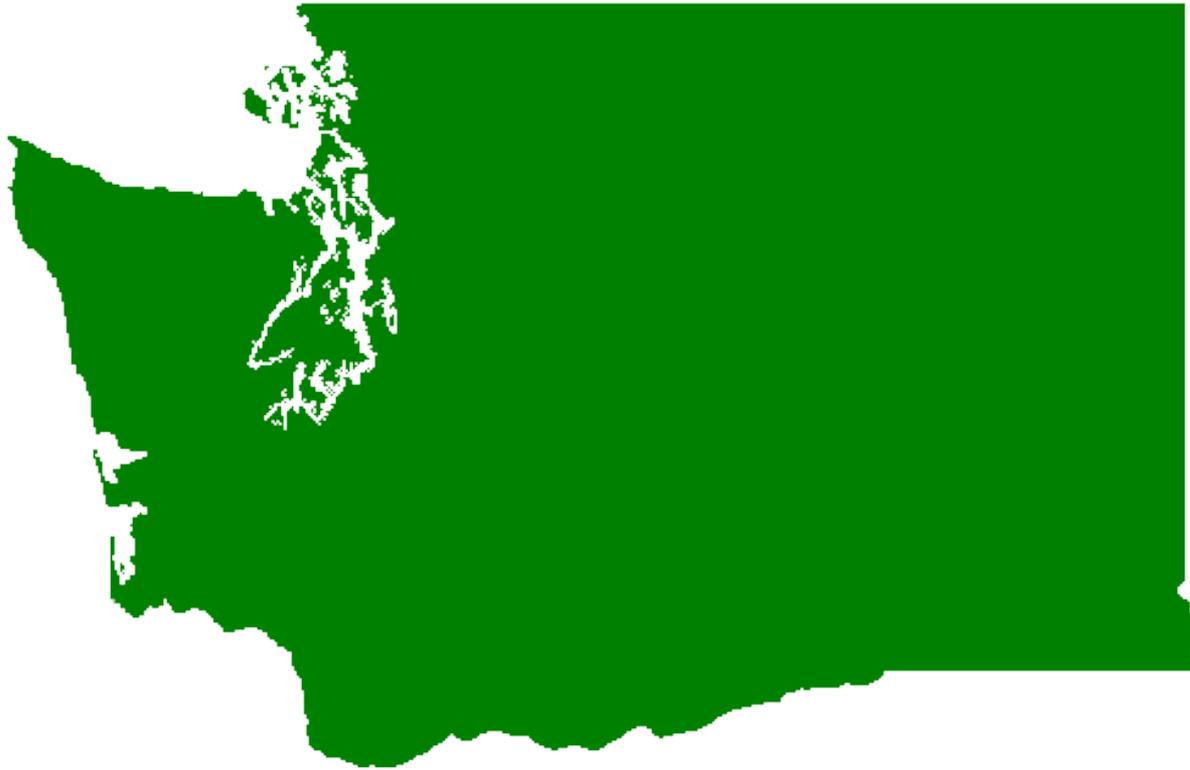
Using a social ecological approach increase capacity of public health agencies and partners to implement *Road Map*

Establish a HBRN research agenda related to the public health aspects of cognitive aging and dementias

Support student fellowships (training).

Create national networking opportunities across campus-community partnership

What could be potential benefits to WA State?

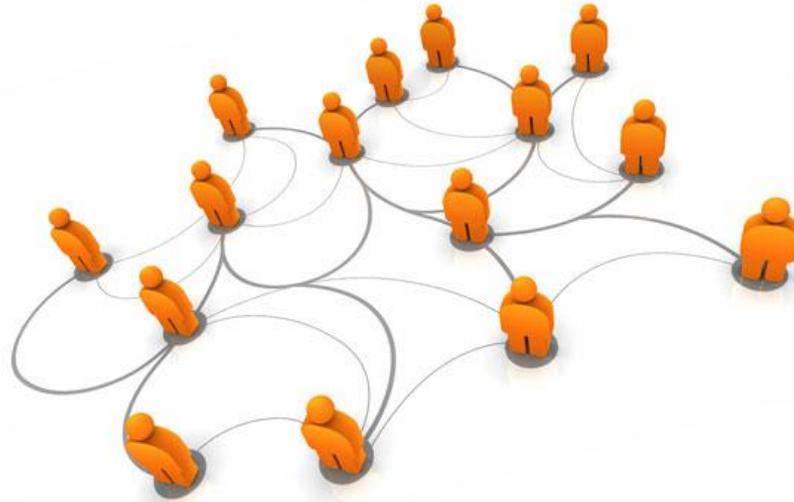


Questions for the ADWG

What advice do you have for our Healthy Brain Research Network to meet our goals?

In what ways can our Network support ADWG efforts to promote cognitive health in WA?

Thank you!



For more information:
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