

WHAT'S NEW

State and Local Road Map for Public Health

24 ACTIONS TO PROMOTE BRAIN HEALTH, IMPROVE DIAGNOSES, AND MAXIMIZE CARE IN YOUR COMMUNITY ▶

Everyone deserves a life with the healthiest brain possible. The *Healthy Brain Initiative: State and Local Road Map for Public Health, 2023-2027* (HBI Road Map) guides public health professionals through expert-developed actions to lead with urgency and act for impact in their communities. This new edition of the HBI Road Map builds on the success to date, advancing equity by fully integrating brain health and caregiving into state and local public health practice, and addressing social determinants of health across the life course.

TAKING A LIFE COURSE APPROACH ▶

To achieve the greatest impact and improve brain health of the entire community, public health must take a life course approach. The HBI Road Map provides public health practitioners opportunities to reach diverse communities and reduce health disparities across the life course with actions that:

- ▶ Strengthen Partnerships and Policies
- ▶ Measure, Evaluate and Utilize Data
- ▶ Build a Diverse and Skilled Workforce
- ▶ Engage and Educate the Public



Community partnerships are essential and foundational



Health equity is fully integrated into all actions



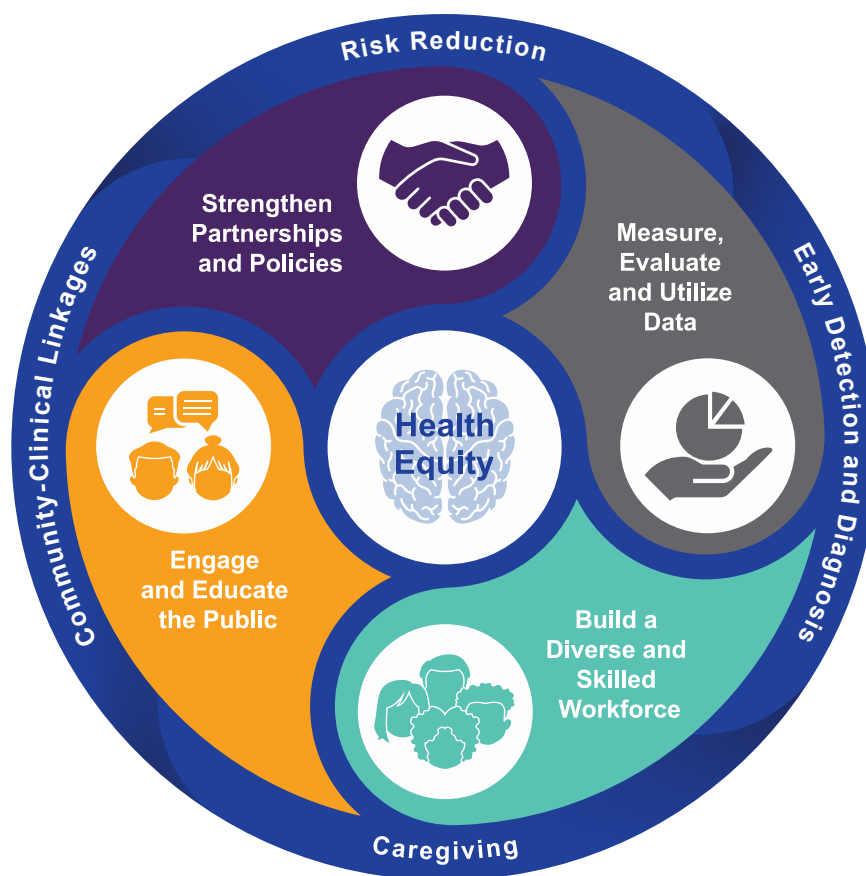
Newly created evaluation tool ensures measurable actions



[ALZ.ORG/HBIROADMAP](https://alz.org/hbroadmap)
[CDC.GOV/AGING](https://cdc.gov/aging)



HBI FRAMEWORK TO PROMOTE BRAIN HEALTH IN COMMUNITIES ▶



Strengthen Partnerships and Policies

Public health strengthens, supports and mobilizes community partnerships to improve brain health. It also creates, champions and implements supportive policies and plans.



Measure, Evaluate and Utilize Data

Public health monitors health status to identify and solve community health problems and evaluates effectiveness, accessibility and quality of personal and population-based health services. Findings are translated into data-informed programs and policies to improve brain health across the life course.



Build a Diverse and Skilled Workforce

Public health trains and prepares the public health and health care workforce to educate their constituents and provide the best care to people at risk for or living with dementia while supporting caregivers.



Engage and Educate the Public

Public health engages with diverse communities to understand how messages are best delivered and what information to convey to specific populations. Public health communicates effectively to educate people about factors that influence brain health and ways to maintain or improve their cognitive health and quality of life.

Download the HBI Road Map: [ALZ.ORG/HBIROADMAP](https://alz.org/hbiroadmap)

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**HEALTHYBRAIN
INITIATIVE**
Road Map Series