Welcome from the South Carolina Healthy Brain Research Network

South Carolina Healthy Aging Forum: A Focus on Brain Health

December 9, 2015
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Network Mission

Advance the public health research and translation agenda for cognitive health and healthy aging.
Importance of the Network

Established on a solid foundation of work on CDC’s Healthy Brain Initiative

Builds on accomplishments of the Healthy Aging Research Network

Part of strategies in the *National Plan to Address Alzheimer’s disease*

Excitement around the world – Network discussed at 2014 World Dementia Council
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 priority 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
Inputs

- 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

Activities

- 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

Evaluation

- Developed HBRN research agenda
- Increased number of scholarly publications and presentation in priority areas of the HBRN research agenda
- Increased pool of HBRN scholars and others conducting research in areas of HBRN research agenda
- 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
- Continued or new development of state AD Plans and/or implementation of actions through service on workgroups and provision of other technical assistance

Outputs

Early

- Public health organizations and partners have increased understanding of cognitive health and care partners issues
- Public health organizations and workforce, organizations and partners have increased capacity and ability to take action
- Recommendations of state AD plans are implemented and/or evaluated

Late

- Select needs of care partners are met
- Member center and partner organization mission and planning documents have an increased integration of cognitive issues
- Select actions related to the Educate and Empower domain of the HBI Road Map are implemented

Distal

- 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

Contextual Conditions (e.g., resources, competing priorities, policy environment)

Create and optimize collaborative relationships with Member Centers, Affiliates, Partners, and Funders
South Carolina Research Team

• We represent 2 University colleges
  • Public Health
  • Social Work
• We represent 2 departments within Arnold School of Public Health
  • Health Promotion, Education, and Behavior
  • Exercise Science
• Key partnership with Rebecca Hunter (consultant), UNC Chapel Hill
• Undergraduate, Masters, and Doctoral Student Scholars
  • Andrea Gibson (Project Coordinator)
  • Weizhou Tang (Doctoral Scholar)
  • Kristie Kannaley (Masters Student)
  • Kate Olscamp (Masters Student)
  • Shreya Mehta (Undergraduate Student)
Current Partners

- USC Office for the Study of Aging
- South Carolina Lieutenant Governor’s Office
- South Carolina Institute of Medicine and Public Health
- Clemson University Institute for Engaged Aging
- Alzheimer’s Association, National Office
- AARP, National Office
- South Carolina Department of Health and Environmental Control
- South Carolina Department of Health and Human Services
- Alzheimer’s Association, South Carolina Chapter
- AARP, South Carolina
- Palmetto State Geriatric Education Center
- Puerto Rico Department of Health
Cognitive Aging:
Progress in Understanding and Opportunities for Action

- 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

How Do We Do Our Work

The 5 Conditions of Collective Impact

1. **Common Agenda**
   - Common understanding of the problem
   - Shared vision for change

2. **Shared Measurement**
   - Collecting data and measuring results
   - Focus on performance management
   - Shared accountability

3. **Mutually Reinforcing Activities**
   - Differentiated approaches
   - Coordination through joint plan of action

4. **Continuous Communication**
   - Consistent and open communication
   - Focus on building trust

5. **Backbone Support**
   - Separate organization(s) with staff
   - Resources and skills to convene and coordinate participating organizations

http://www.fsg.org
Looking forward to our collaborations!

“It Takes a Network!”

--- Rebecca H. Hunter, MEd
UNC Chapel Hill