



# Sacramento County Healthy Brain Initiative

May 1, 2025





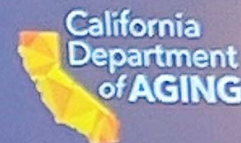


## Focusing in on Alzheimer's Disease

- 2nd leading cause of death overall in CA; leading for those aged 85 (2024 CA State of PH Report)
- Deaths due to Alzheimer's disease increased by almost 100% from 2011 to 2020 in Sacramento County
- 12% of Sacramento adults age 65+ are estimated to have Alzheimer's (CDA estimate)
- Sacramento County estimates 127% increase in cases from 2019-2040
- Age is the most significant risk factor, baby boomers are aging into this bracket



# The Sacramento Region is Leading the Trend



Age 60+ Population Growth by Region



Region	60+ Population 1980	60+ Population 2020	60+ Population 2060	Percent Change 1980 - 2060
Bay Area	746,530	1,899,779	2,813,658	277%
Central Coast	211,858	553,666	675,919	219%
Los Angeles	1,051,737	2,203,145	2,905,068	176%
Northern / Sierra	170,819	413,170	383,766	125%
Other Southern California	768,108	2,357,135	3,736,250	386%
Sacramento Area	153,527	540,950	809,873	428%
San Joaquin Valley	294,359	776,222	1,206,895	310%

# Alzheimer's Disease

## Alzheimer's Disease

- Type of dementia
- Affects memory, thinking & behavior
- Progressive disease
- No cure, treatments available
- Socio-economic impacts on caregiving, living arrangements, family structure and healthcare costs

## Causes & Risk Factors

- Age
- Family history
- Genetics
- Certain medical conditions
- Modifiable Risk Factors

### Modifiable Risk Factors (examples)

- Exercise
- Nutrition/ balanced diet
- Smoking
- Education
- Heart health
- Brain injury (TBI)
- Sleep
- Mental health
- Social connectivity
- Brain stimulation

# Alzheimer's Association 2024 California Facts and Figures



## Caregiving

- 1.3 million caregivers
- 1.8 billion hours of unpaid care (\$44 billion)
- 61% with chronic conditions
- 18.6% with depression
- 13% with poor physical health



## Workforce

- 587 Geriatricians
- Need 185% more geriatricians for 2050 need
- Need 28% more home health and PCAs for 2030 need



## Health Care

- \$4.197 billion Medicaid costs
- Projected to rise 24.7% from 2020-2025

# Healthy Brain Initiative (HBI) Grant

The National Healthy Brain Initiative supports implementation and evaluation of the Healthy Brain Initiative Road Map and support populations with a high burden of Alzheimer's disease and related dementias (ADRD), to develop and implement public health strategies.

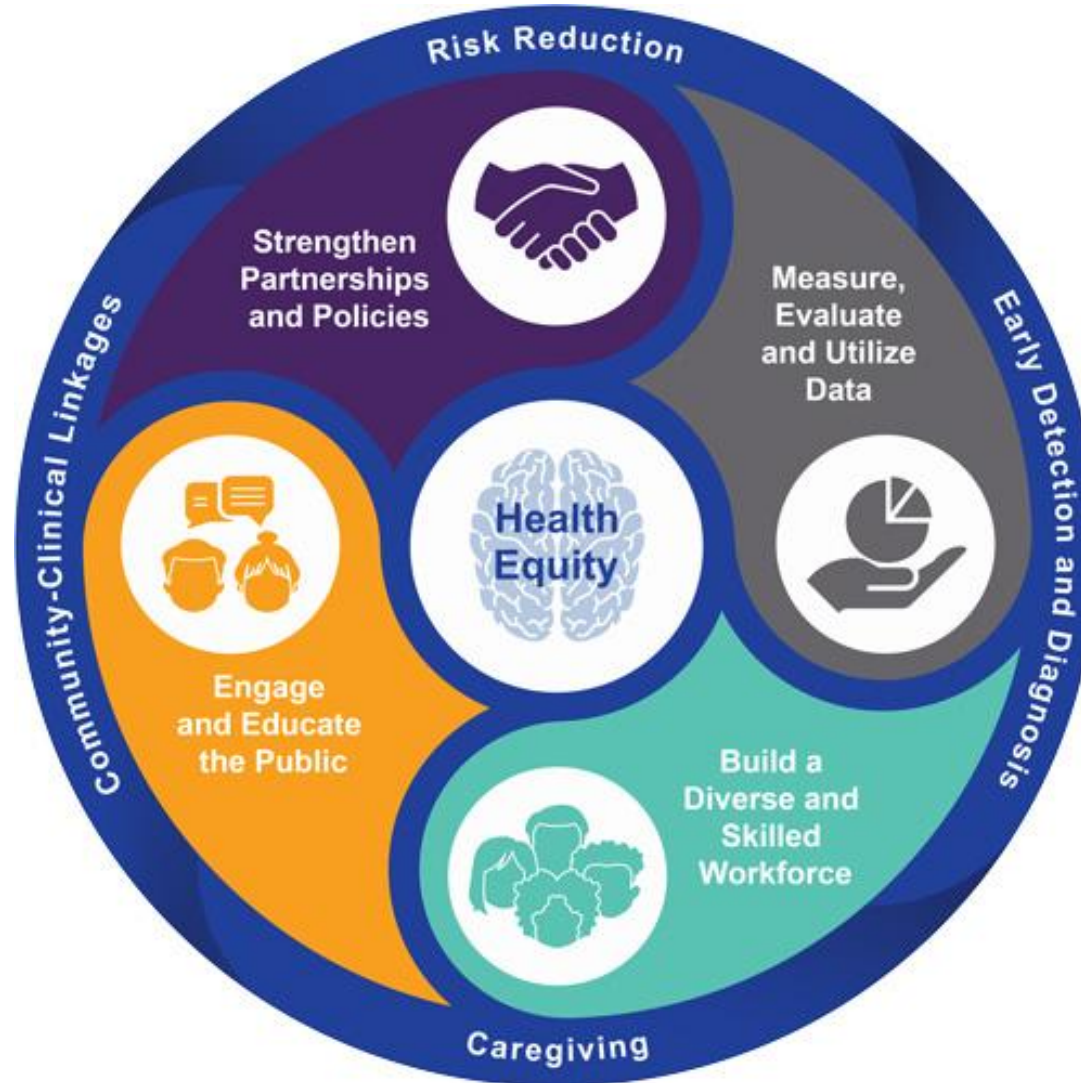
**Governor's Task  
Force on  
Alzheimer's  
Prevention and  
Preparedness**

**CA Dept. of Public  
Health  
Chronic Disease  
Control Branch**

**Local Health  
Jurisdictions  
13 Counties  
awarded over two  
cycles**



# HBI Framework



# Areas of Focus



## Health Education

### Individuals, Families & Caregivers

- Dementia Dialogues

### Workforce

- Dementia Dialogues
- Virtual Dementia Tour (VDT)



## Community Awareness & Engagement

### Community Events

- Resource and community connections, learn, share stories

### Media Campaigns

- Spread awareness, educate and connect



## Partnerships & Collaboration

### Joint Initiatives

- Programs, events, resource sharing, funding

### Coalitions & Community-wide planning

- Community assessment, strategic planning & alignment





# Successes

## **Workforce Development**

- 146 Dementia Dialogues participants
- 283 Virtual Dementia Tour (VDT) participants
- VDT is required for IHSS staff

## **Community Events**

- Annual caregiver event with hospital, community-based, and faith partners
- Final event will be May 31, 2025 “Protect Yourself, Protect Your Health” at Saint Paul Church of Sacramento



**Caregivers - we're here whenever  
you need us.**

**24/7 Helpline:  
800.272.3900**

**[alz.org/sacramento](https://alz.org/sacramento)**

**SACRAMENTO  
COUNTY**

**ALZHEIMER'S  
ASSOCIATION**

A message from the Alzheimer's Association and Sacramento County Public Health.  
Sponsored by the California Department of Public Health.

## Successes

### Media Campaign

- In response to needs assessment and KII in first cycle
- Annual campaign each November for Caregiver Month
- Diverse assets in English, Spanish, Chinese, LGBTQ
- Diverse placements including transit shelters, radio, Google, print, and social media





# Challenges

## **Reach**

- Capacity

## **Awareness**

- Missed/too late

## **No centralized coalition**

- Limited coordination of programming and communication
- Duplication of efforts

## **Funding**





# Opportunities

- **Increasing community-wide collaboration**
- **Strategic planning and alignment**
- **More formalized workforce development**
- **Awareness and Earlier intervention**



# Thank You!

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