Place and Brain Health Equity
All of “Us” Come Together to Pursue:

• Health Equity
• Brain Health and Early Intervention
• The Voice of the Patient
• Speeding Treatments
Our Commitment to Health Equity

By 2030, nearly 40% of Americans living with Alzheimer’s will be Latino or African American.*

60% of the people living with Alzheimer’s disease are women.

Health Disparities & Comorbidities for Alzheimer’s

**Among Black Americans**
- 44% More Likely to have a stroke
- 23% More Likely to be obese
- 25% More Likely to die from heart disease
- 72% More Likely to be diabetic

**2X AS LIKELY TO HAVE ALZHEIMER’S**

**Among Latinos**
- 10% More Likely to have a stroke
- 24% More Likely to be obese
- 22% More Likely to have poorly controlled blood pressure
- 63% More Likely to be diabetic

**1.5X AS LIKELY TO HAVE ALZHEIMER’S**
Living in Poverty May Increase Alzheimer’s Risk

People living in the poorest neighborhoods had the highest risk for brain changes typical of Alzheimer’s disease.
UsAgainstAlzheimer’s, in partnership with the National Minority Quality Forum (NMQF), launched the National Alzheimer’s Disease Index™ (NADEX) — a new public health tool that aggregates Medicare data and enables users to visualize ADRD healthcare data to spot disparities.

With the Urban Institute, we used the NADEX to:

1.) Identify the top 25 counties most impacted by ADRD among Black and Latino Americans in the traditional Medicare program

2.) Explore the social determinants of health present in these counties.
Findings
Top 25 Counties Impacted by Alzheimer’s among Latinos

Medicare Fee for Service, 2016
Top 25 Counties Impacted by Alzheimer’s among Black Americans

Medicare Fee for Service, 2016
Deep inequities in the social determinants of health exist in the counties highly impacted by Alzheimer’s among Latino and Black communities.

### Systemic Inequities

<table>
<thead>
<tr>
<th>Category</th>
<th>Latino Counties</th>
<th>Black Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of families living in poverty</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Median household income</td>
<td>$62,656.00</td>
<td>$45,580</td>
</tr>
<tr>
<td>Individuals under the age of 65 without health insurance</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Individuals with access to exercise opportunities</td>
<td>52%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Highest ADRD Prevalence  
Lowest Prevalence
Low levels of educational attainment are uniform across all county groupings highly impacted by ADRD.

PERCENTAGE OF ADULT THAT HAVE A BACHELOR’S DEGREE

- **Black Counties**
  - Highest Prevalence: 32%
  - Lowest Prevalence: 16%

- **Latino Counties**
  - Highest Prevalence: 27%
  - Lowest Prevalence: 19%

- **Non-Latino White Counties**
  - Highest Prevalence: 28%
  - Lowest Prevalence: 20%
### CONGRESSIONAL HOT SPOTS BY THE NUMBERS

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Districts*</td>
<td>41</td>
</tr>
<tr>
<td>Total Number of People Living with ADRD**</td>
<td>347,610</td>
</tr>
<tr>
<td>Total Medicare Costs Spent on Beneficiaries living with ADRD**</td>
<td>$8.5 billion</td>
</tr>
<tr>
<td>Average ADRD District Prevalence in 2016**</td>
<td>9.50%</td>
</tr>
<tr>
<td>Average Percentage of District Medicare Dollars Spent on Beneficiaries living with ADRD</td>
<td>26%</td>
</tr>
</tbody>
</table>

*Number of Districts That Represent the 25 Counties with the Highest Rates of ADRD Among Blacks and Latinos, Medicare Fee for Service, 2016

**Medicare Fee for Service, 2016
40% of dementia cases could be prevented by addressing these lifestyle factors:

**INCREASE**
- Education
- Physical Activity
- Social Contact

**DECREASE**
- Hearing Loss
- Hypertension
- Obesity
- Smoking
- Depression
- Diabetes
- Excessive Alcohol Intake
- Head Injury
- Air Pollution

Source: Lancet Commission on Dementia Prevention and Care

Keck Medicine of USC
BEYOND EXCEPTIONAL MEDICINE™
The UsAgainstAlzheimer’s Center for Brain Health Equity drives collaboration to develop and disseminate culturally tailored brain health strategies targeting Black and Latino communities.

- Educate and mobilize minority serving health providers
- Make culturally tailored brain health messaging and resources accessible in hard hit communities
- Empower community partners and policymakers with data on brain health inequities
BrainGuide by UsAgainstAlzheimer’s

mybrainguide.org | 855-BRAIN-411

BrainGuide is a first-of-its-kind platform that empowers people with knowledge and resources to take the best next steps in managing their own or a loved one’s brain health.

Available in English & Spanish

Visit the Site at mybrainguide.org
BrainGuide™ offers

- Memory Questionnaire Via Phone Bot
- Memory Questionnaire Via Web Bot
- Tailored Resources
- Evergreen Resources
Join Our Movement

Access Data:
https://brainhealthdata.org/

Access Resources:
https://mybrainguide.org/brain-health-for-all-communities/

Sign Up for Resources:
Thank You

UsAgainstAlzheimer’s