

# The BOLD Vision for our Future

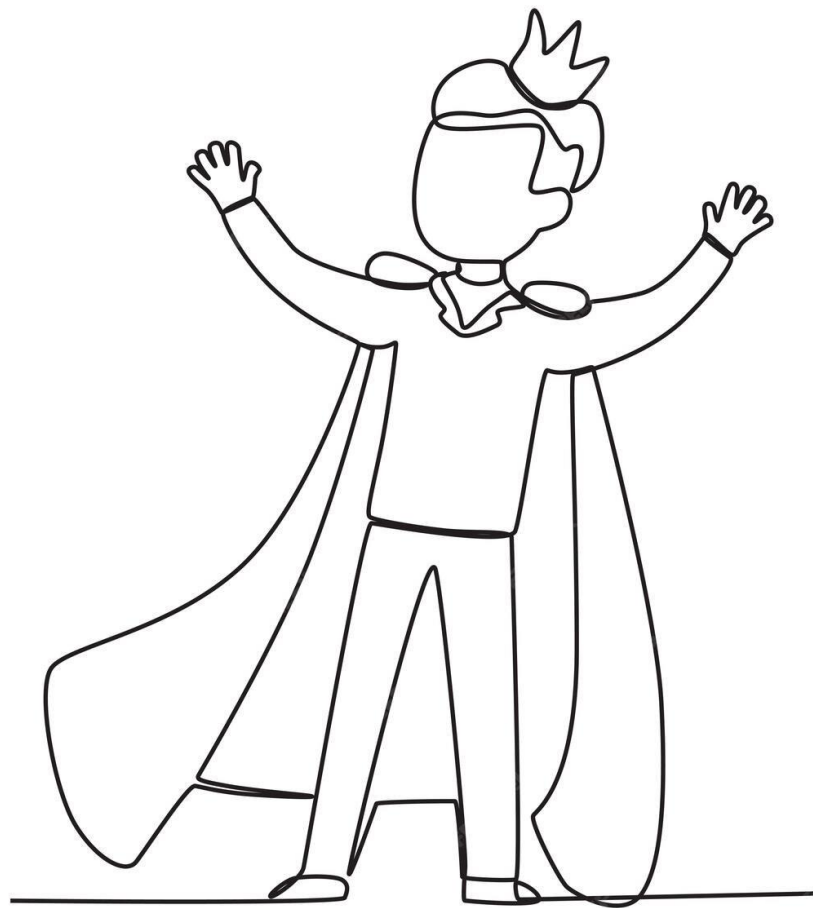
Sarah A. Khasawinah, PhD, MHS

Visiting Scholar, Gerontological Society of America

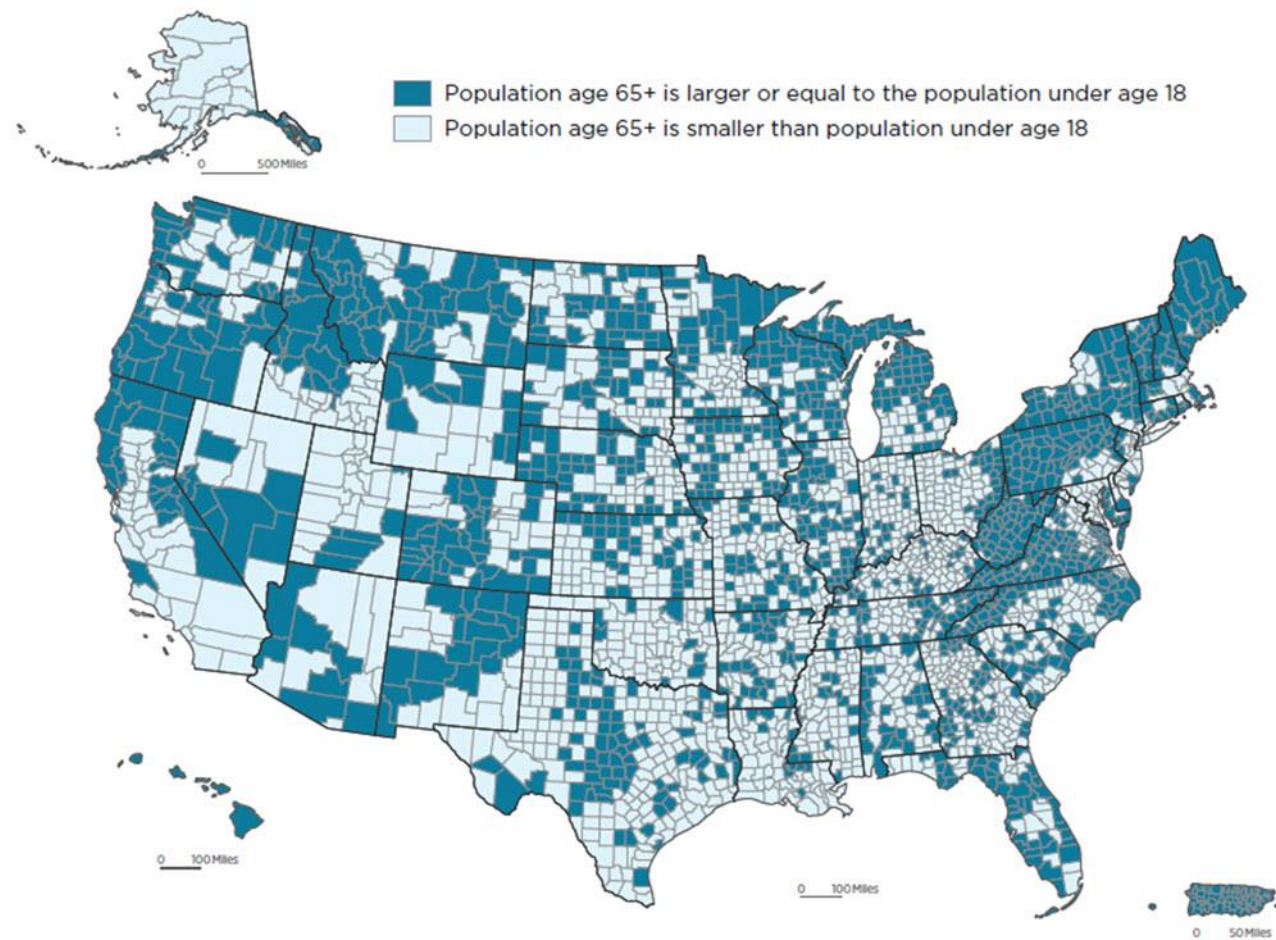
Partner, SAK nexus

October 3, 2025





# Older Adults Outnumber Children in Nearly Half of U.S. Counties in 2024



Note: In four counties, the population age 65+ equals the population under age 18.













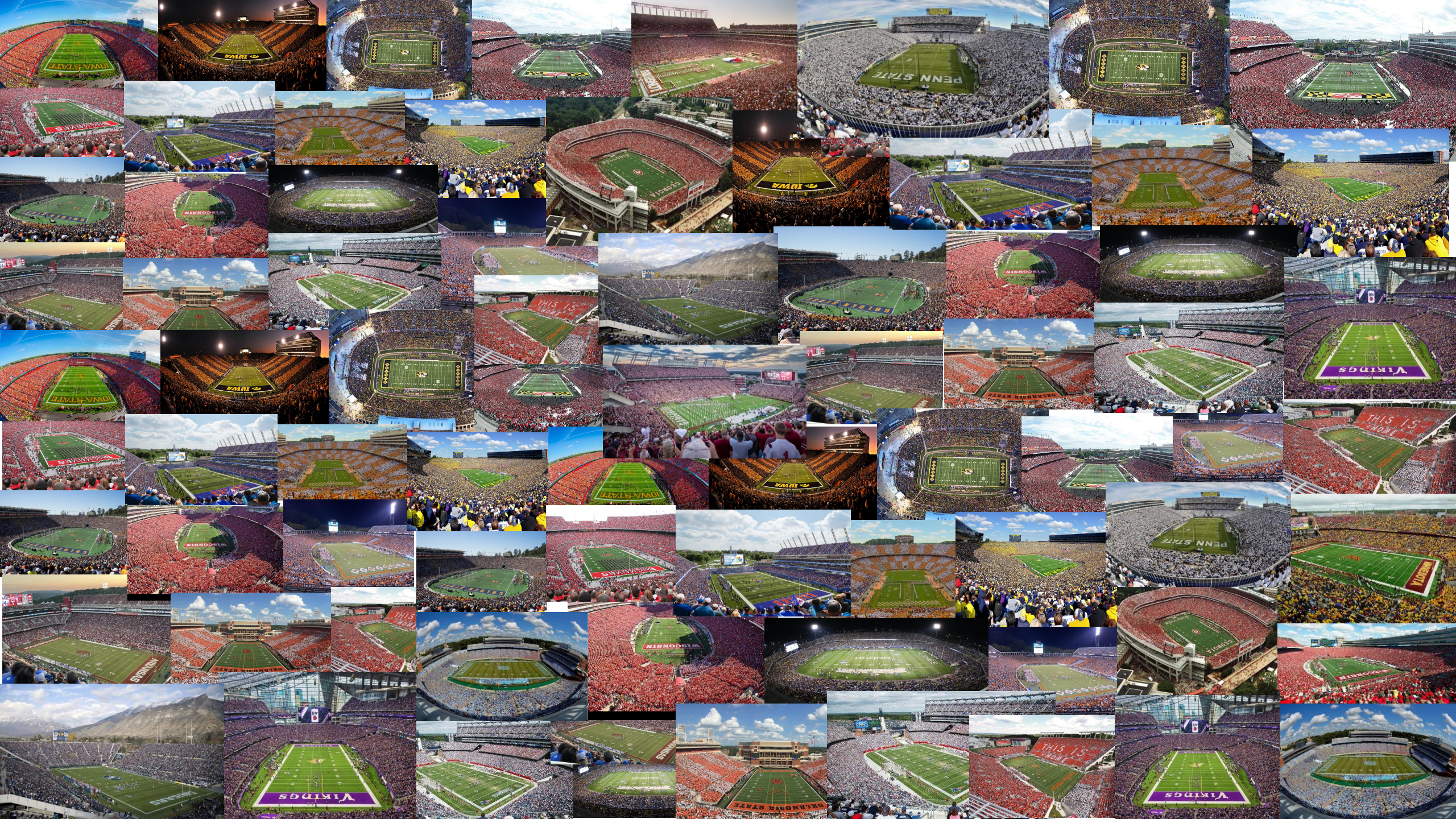












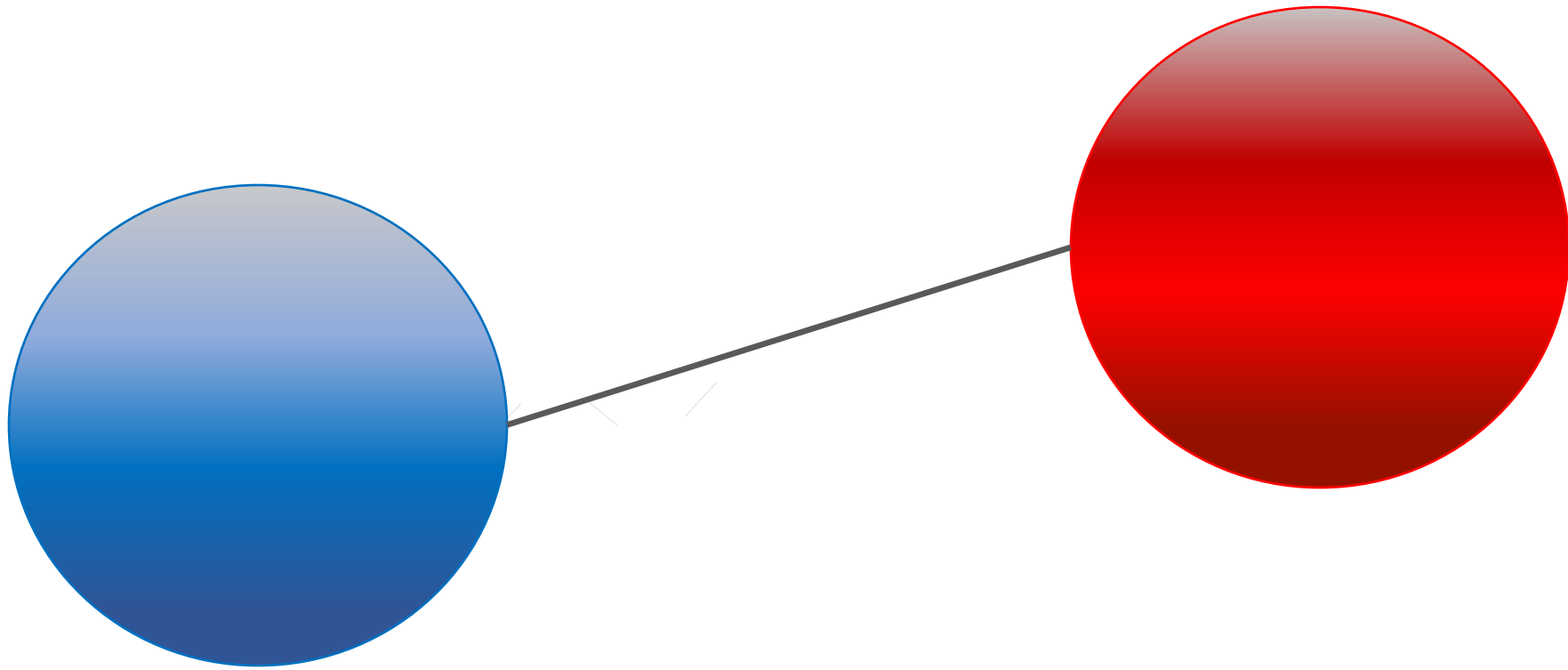


# Alzheimer's in Numbers

- More than 7 million people over the age of 65 live with Alzheimer's disease in the United States
- More than 200,000 people younger than age 65 also have Alzheimer's
- Nearly 12 million Americans serve as dementia caregivers, valued at \$413 billion



# Alzheimer's Policy is Bipartisan





# Aging Policy is Bipartisan

- Older Americans Act
- BOLD Infrastructure for Alzheimer's Act
- RAISE Family Caregivers Act





# Can Public Health Combat Alzheimer's?



BRAIN HEALTH  
LAB

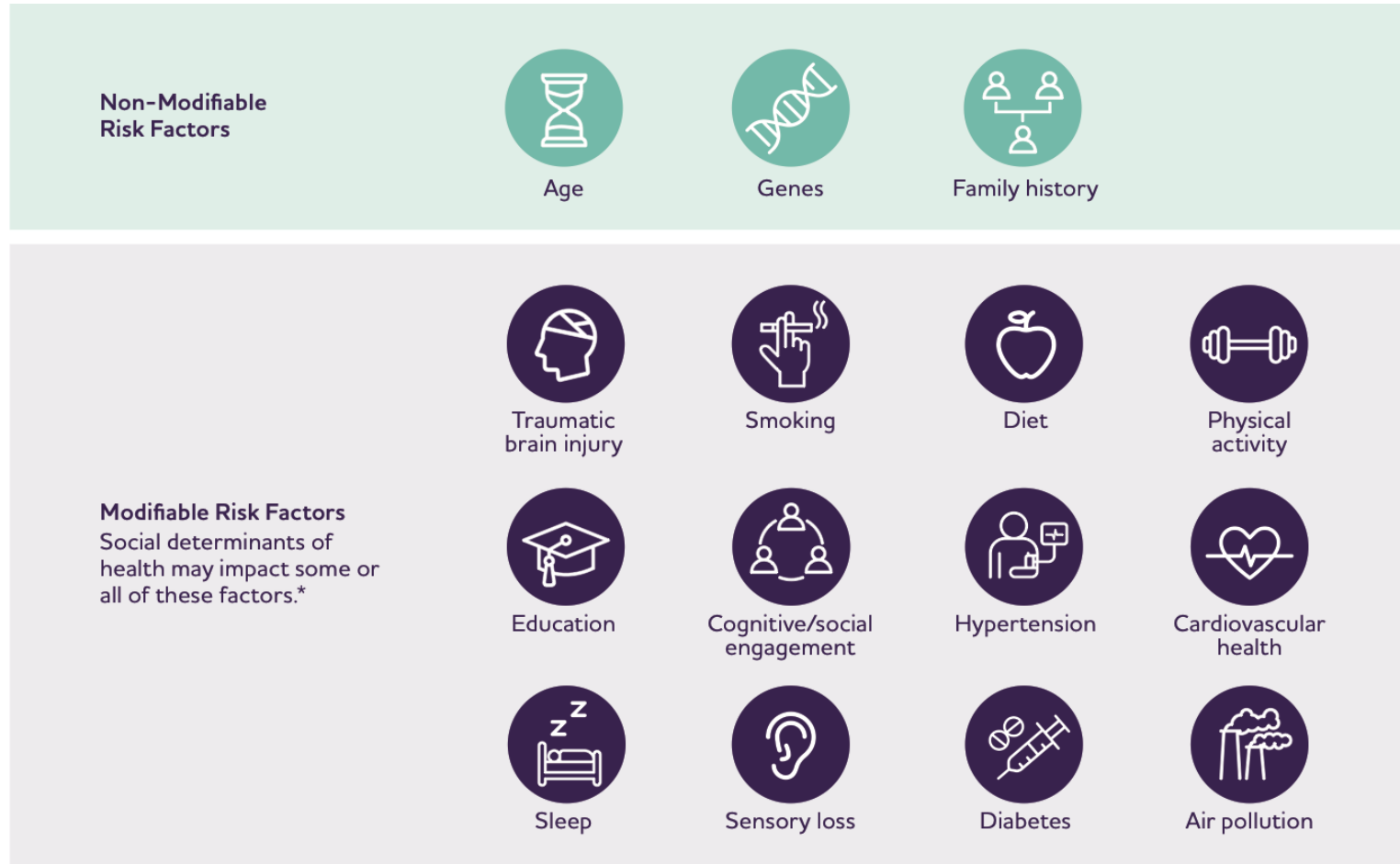


# The Arc of Alzheimer's: From Preventing Cognitive Decline to Assuring Quality Care





# Healthy Brain Treatment

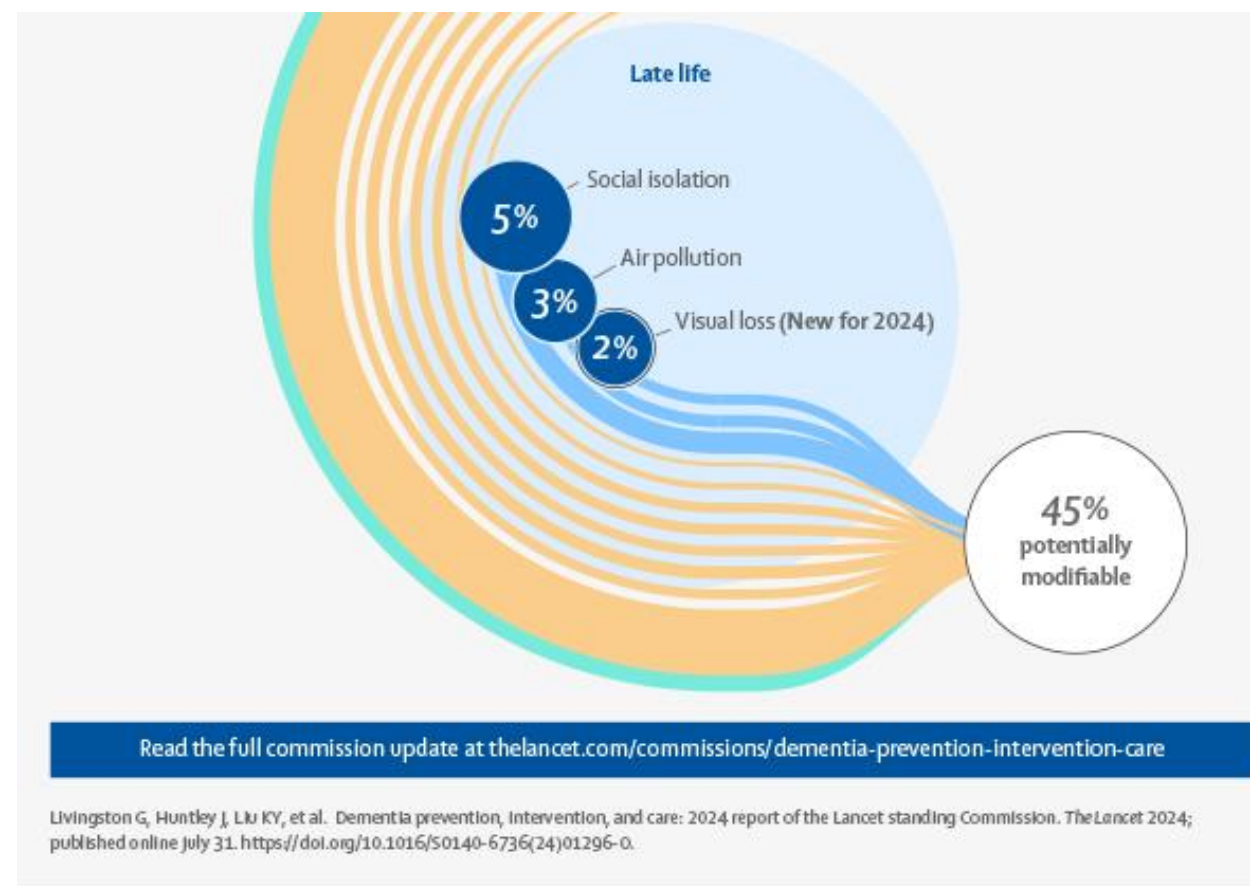
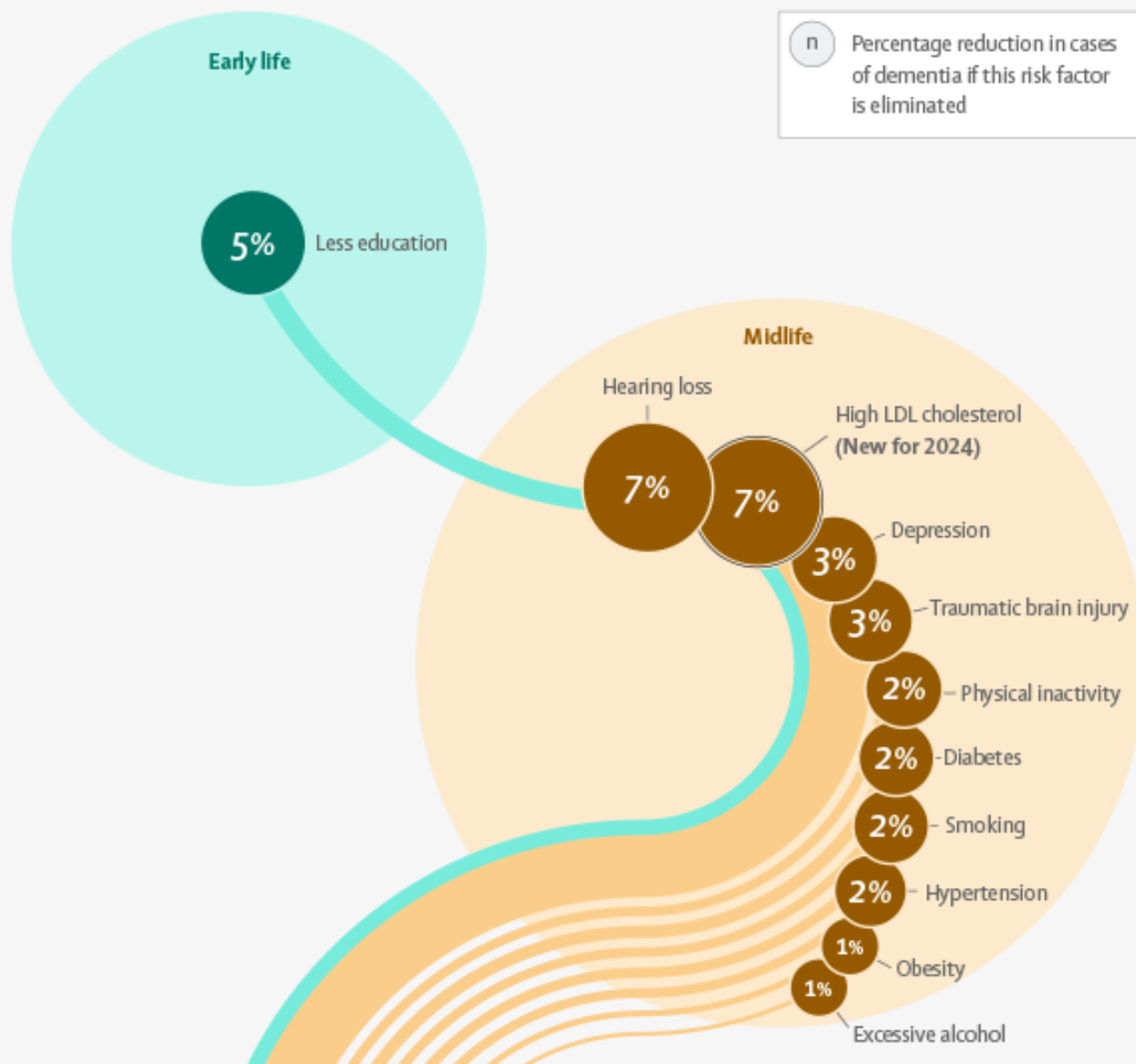


2025 Facts and Figures, Alzheimer's Association, <https://www.alz.org/getmedia/ef8f48f9-ad36-48ea-87f9-b74034635c1e/alzheimers-facts-and-figures.pdf>



# Risk factors for dementia — 2024 update

The 2024 update to the standing Lancet Commission on dementia prevention, intervention, and care adds two new risk factors (high LDL cholesterol and vision loss) and indicates that nearly half of all dementia cases worldwide could be prevented or delayed by addressing 14 modifiable risk factors.





# Protecting the Brain Saves Lives

2 out of 5 dementia cases could be prevented or delayed by addressing modifiable risk factors



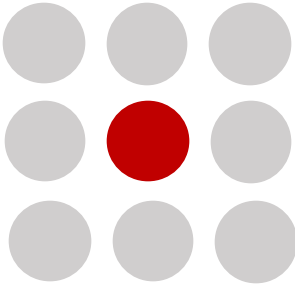


# The BOLD Dream

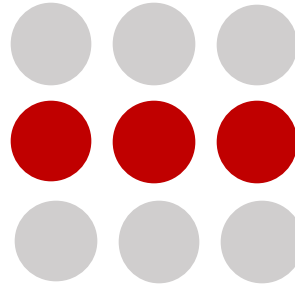
Alzheimer's and related dementias cost us more than \$384 billion per year, including \$246 billion in Medicare and Medicaid. By 2050, costs are expected to exceed \$1 trillion.

***BOLD is a modest investment that can change the future of Alzheimer's. The federal government has invested \$117 million so far and next year is on track for around \$40 million.***

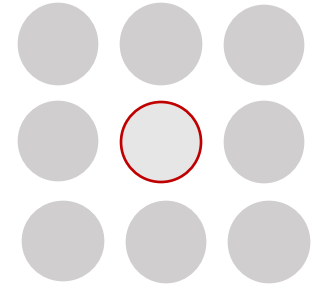
1 out of 9  
Americans  
ages 65+  
have  
dementia



1 out of 3  
Americans  
ages 85+  
have  
dementia



**The BOLD  
Vision**





# The BOLD Infrastructure for Alzheimer’s Act

Public Law 115–406  
115th Congress

## An Act

Dec. 31, 2018  
[S. 2076]

To amend the Public Health Service Act to authorize the expansion of activities related to Alzheimer’s disease, cognitive decline, and brain health under the Alzheimer’s Disease and Healthy Aging Program, and for other purposes.

*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,*

Building Our  
Largest  
Dementia  
Infrastructure for  
Alzheimer’s Act.  
42 USC 201 note.

### **SECTION 1. SHORT TITLE.**

This Act may be cited as the “Building Our Largest Dementia Infrastructure for Alzheimer’s Act” or the “BOLD Infrastructure for Alzheimer’s Act”.

### **SEC. 2. PROMOTION OF PUBLIC HEALTH KNOWLEDGE AND AWARENESS OF ALZHEIMER’S DISEASE, COGNITIVE DECLINE, AND BRAIN HEALTH UNDER THE ALZHEIMER’S DISEASE AND HEALTHY AGING PROGRAM.**

Part K of title III of the Public Health Service Act (42 U.S.C. 280c et seq.) is amended—

(1) in the part heading, by adding “**AND PUBLIC HEALTH PROGRAMS FOR DEMENTIA**” at the end; and



# BOLD Centers of Excellence





# Public Health Center for Risk Reduction



## MODULE DEMENTIA RISK REDUCTION

## Resource Database

State and local public health agencies around the country are taking action against Alzheimer's.

Use the search bar to view tools and resources that can help guide your response and take action. You can narrow your search by filtering by issue. Make a selection and then click "Apply Filters" to see the results of your search.

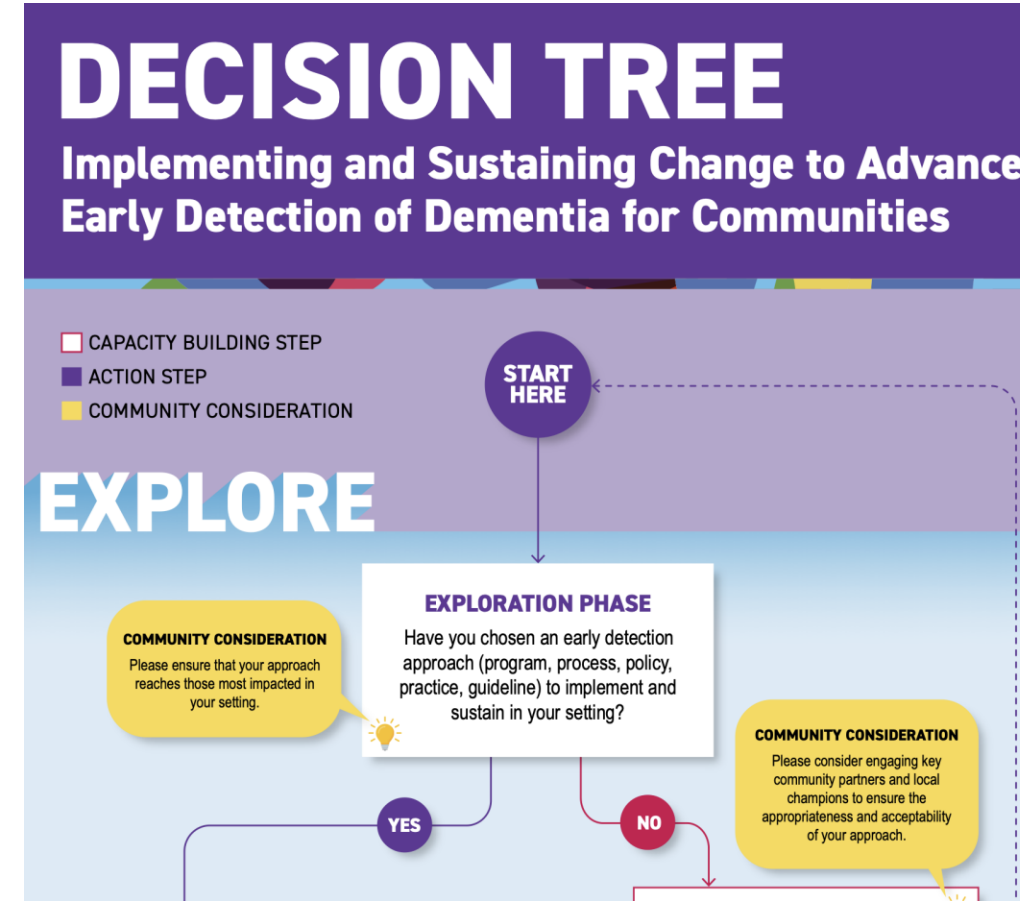
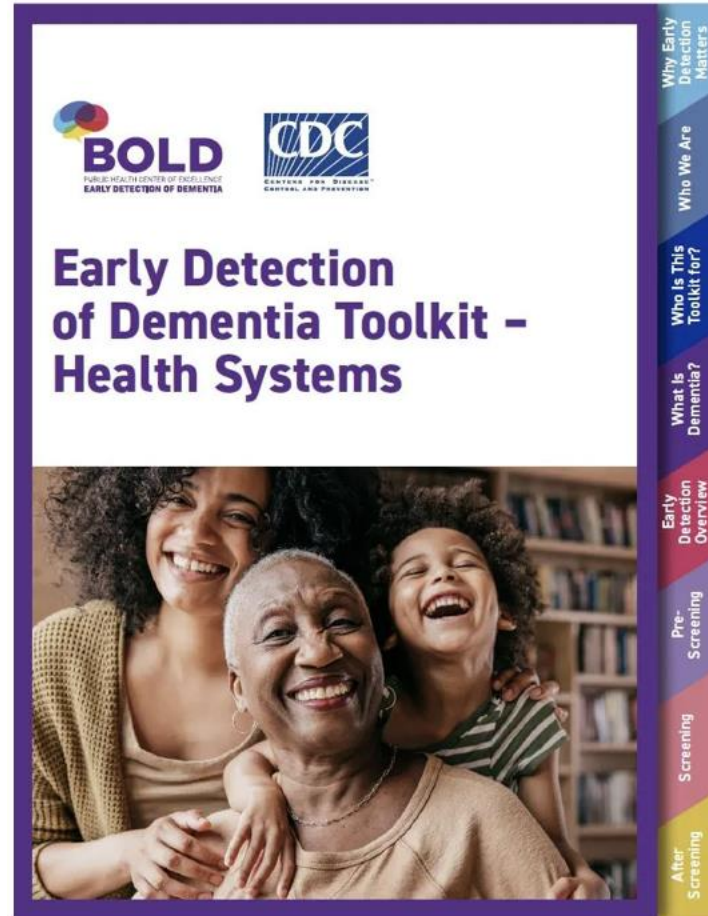
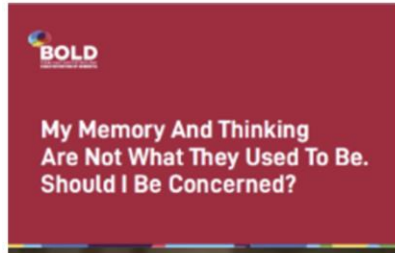
## Public Health and Dementia Risk Reduction

- ▶ [BRFSS](#)
- ▶ [Health Professionals Education](#)
- ▶ [Caregiver Support](#)
- ▶ [Quality Care](#)
- ▶ [Early Detection and Diagnosis](#)
- ▶ [Risk Reduction](#)
- ▶ [Health Equity](#)
- ▶ [Safety and Injury Prevention](#)

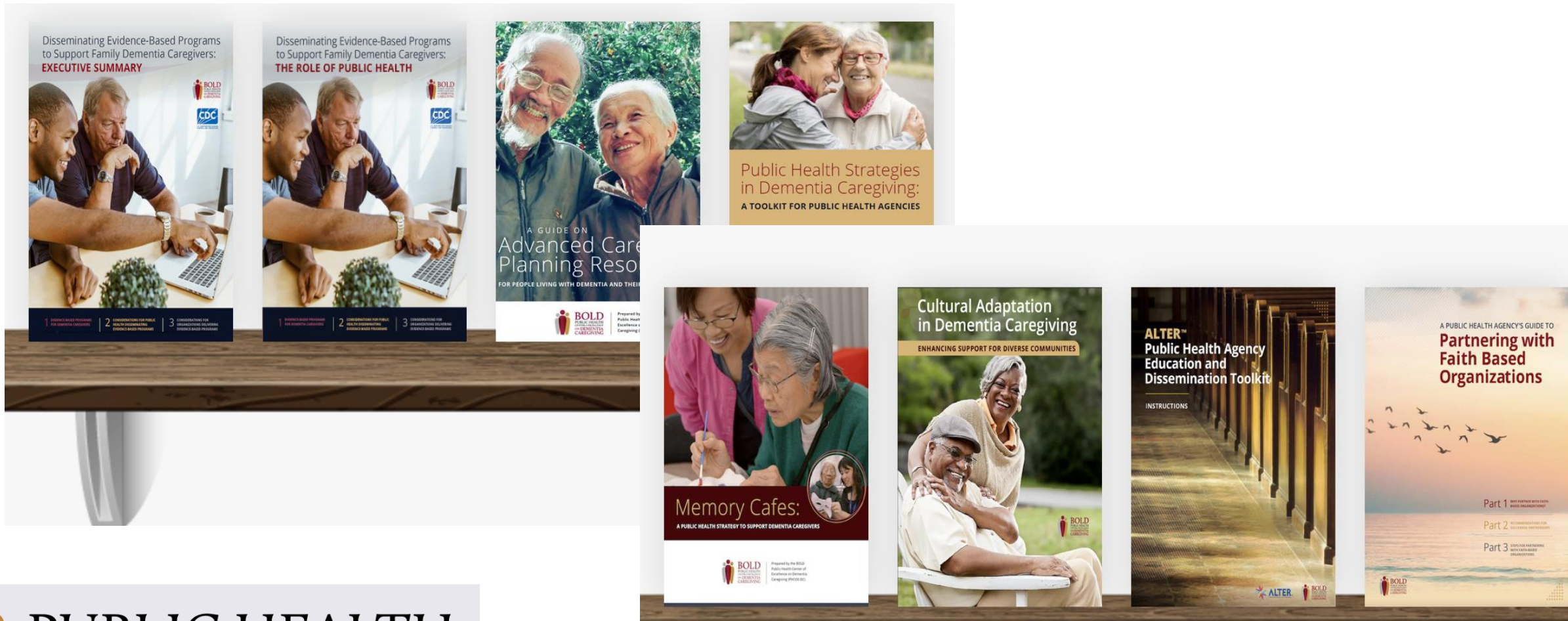
<https://www.alz.org/professionals/public-health/resources-data/curriculum>



# Public Health Center for Early Detection



# Public Health Center on Dementia Caregiving

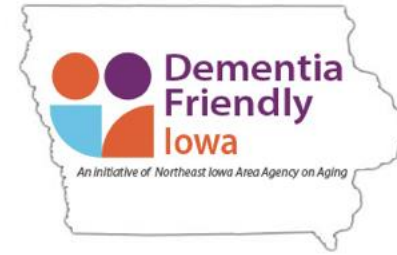




# BOLD Public Health Program Awards

- Between 2020 and 2024, Congress invested \$117 million to implement BOLD
- 45 state, local, territorial and tribal recipients
  - Dementia risk reduction
  - Increasing early detection and diagnosis
  - Prevention of avoidable hospitalizations
  - Supporting dementia caregivers

# Iowa



- Awareness of diagnosis
- Discuss changes in memory with health care provider
- Reduce preventable hospitalizations
- Welcome to Medicare benefit
- State funding for Dementia Care Specialists



## Saving Your Brain Quiz

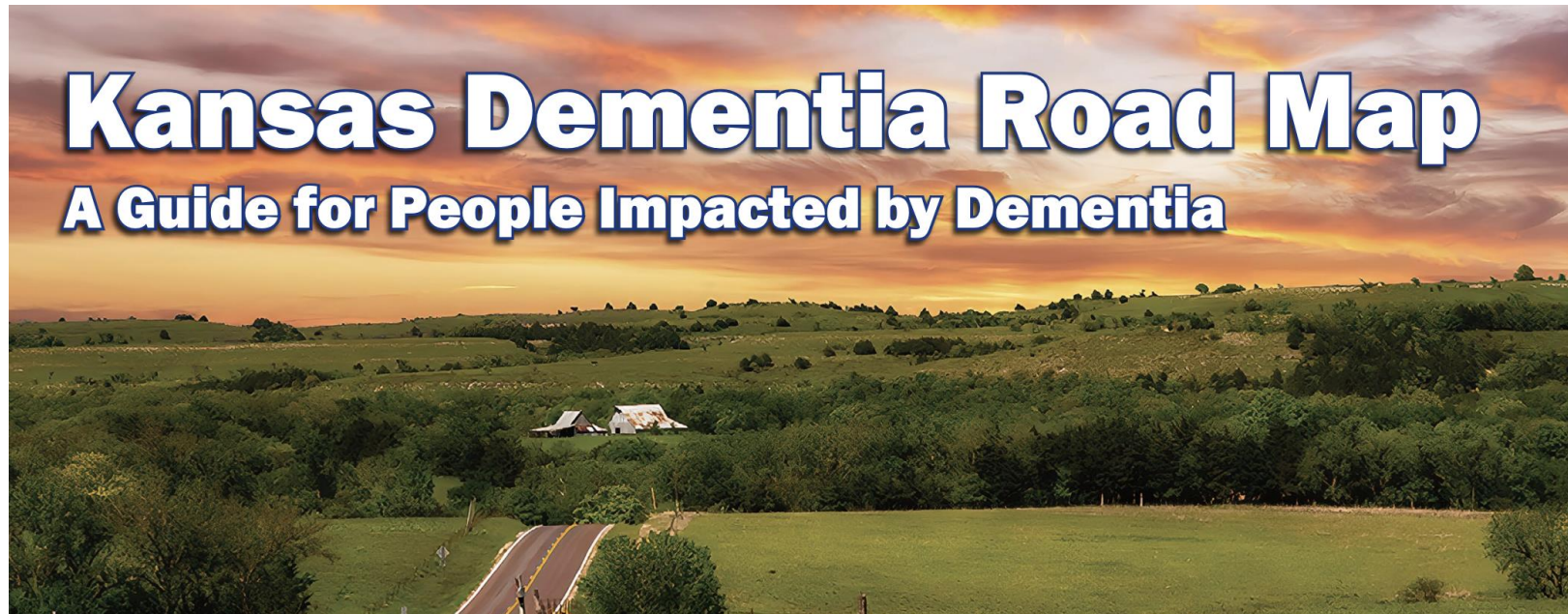
The **Saving Your Brain Quiz** is meant to be a learning tool to assist in making healthy lifestyle choices that will lower your risk of cognitive decline (such as when you have difficulty with memory), dementia, and Alzheimer's disease. Many of these healthy choices are known to also lower your risk of other diseases such as heart disease, type 2 diabetes, stroke, cancer, etc. Once you turn 65, your estimated lifetime risk for cognitive decline is approximately 23%, but even if not over 60, use of this tool can start healthy habits with a lifetime of results.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.



# Kansas

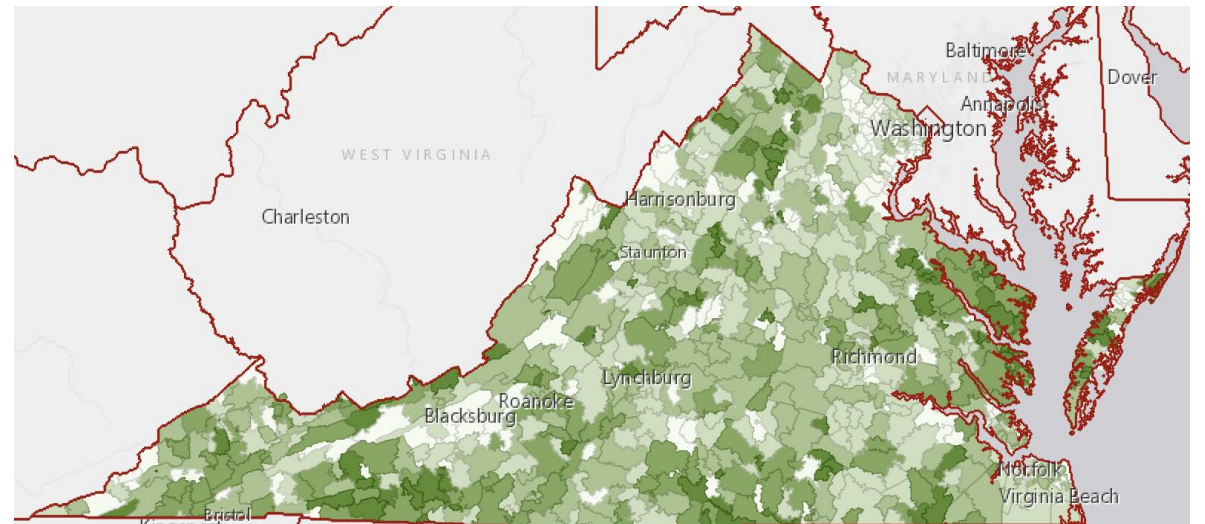
- Established the Kansas Alzheimer's Disease Coalition
- Access to dementia care
- Dementia friendly resources





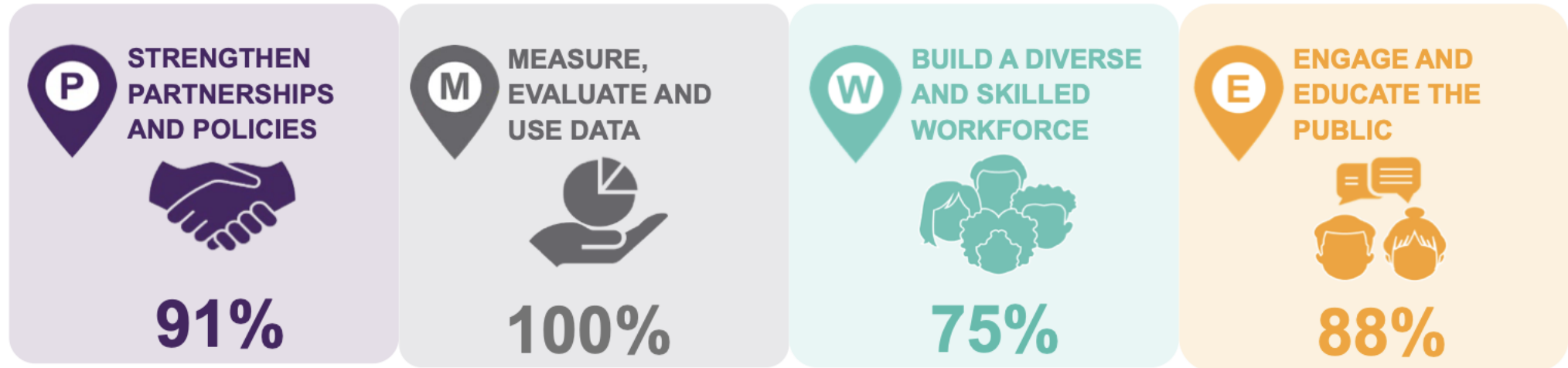
# Healthy Brain Virginia

- Improve response
- Raise awareness
- Support Caregivers
- Equitable access to care
- Data: Virginia Memory Project





# BOLD is Working: First Look from 32 Public Health Departments



Alzheimer's Association, <https://www.alz.org/getmedia/31bd82d2-89bc-4d0e-9a79-e30011be4f7c/hbi-road-map-aggregated-report.pdf>

# What is next for BOLD?

- BOLD is reauthorized through 2029
- State & Local Innovation
- Align with existing prevention, health promotion, and caregiving programs
- Collaborate with state Medicaid programs
- Align with Multisector Plan for Aging
- Health Systems Partnership



# State & Local Innovation

- Older Americans Act
  - National Family Caregiver Support Program
  - Alzheimer's Disease Program
  - Disease Prevention and Health Promotion Programs
  - Nutrition
- Self-Directed Care
- Veteran Directed Care Program

# Medicaid

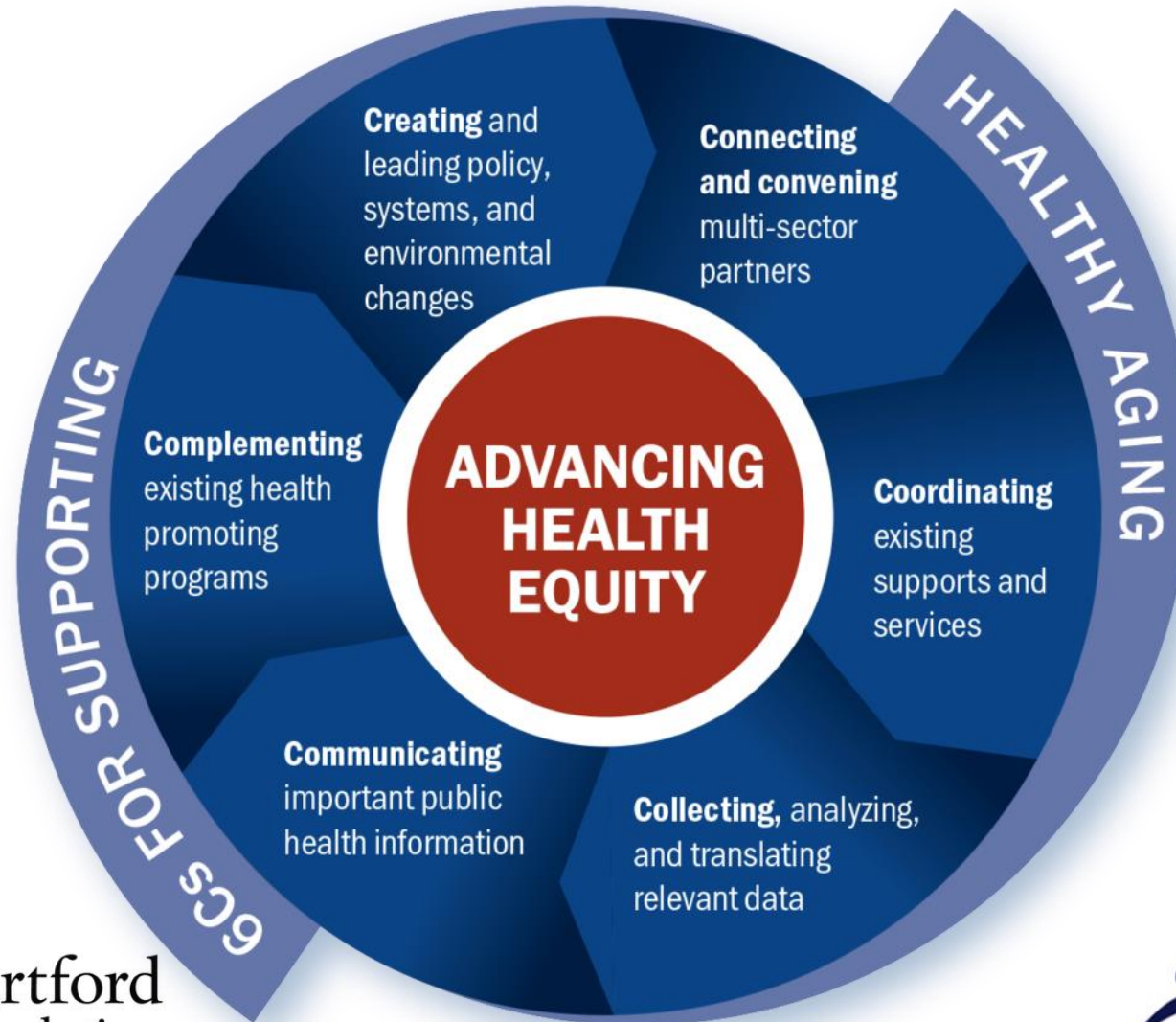
- Home and Community Based Waivers
- Targeted interventions for beneficiaries with dementia
- CDC 6/18 Initiative



# Medicare

- Welcome to Medicare
- Annual Wellness Exam
- Dementia Care Planning
- Medicare-managed care plans

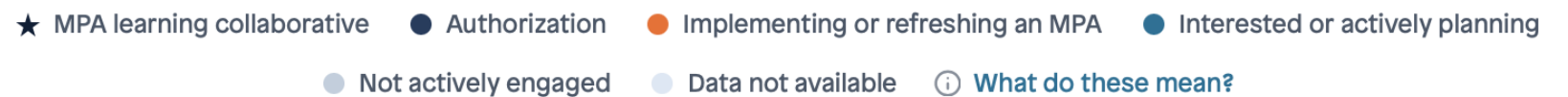
# Age-Friendly Public Health Systems



The  
**John A. Hartford**  
Foundation










# Health Systems



- Increase provider training
- Identification
- Early detection
- Caregiver support
- Referrals to secondary and tertiary services



# Public Health Beating Cancer

Cancer		Public Health Measures	Drivers	Mortality Reduction
Lung		Tobacco Control Surgeon general's warnings Taxes Public smoking bans Education	Prevention (smoking cessation)	>50% decline in men since 1990 peak
Colorectal		Colonoscopy/Screening Education & awareness	Early detection & polyp removal	>50% since the 1970's
Breast		Mammography screening Education & awareness	Early detection & improved treatment	>40% since 1989

# Thank You





# Thank You



# Contact

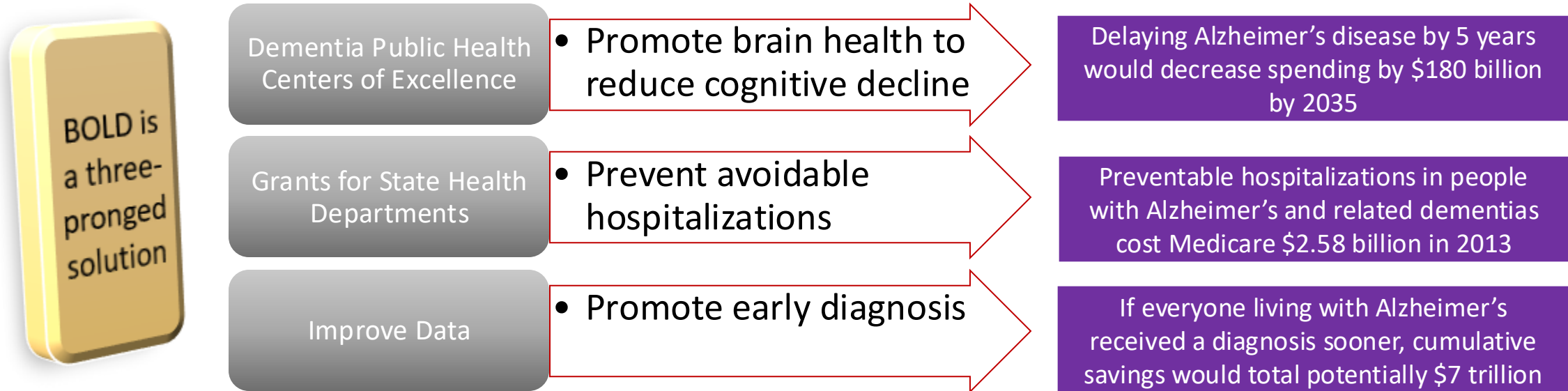
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[www.saknexus.com](http://www.saknexus.com)





# BOLD: Signed into Law in December 2018



## Public Health and Dementia Caregiving

10% COMPLETE

### MODULE INTRODUCTION



Module Instructions



Introduction



Learning Objectives

### WHO ARE DEMENTIA CAREGIVERS?



Dementia Caregivers Overview

Think about why it is important for public health organizations to share stories from people living with dementia, their caregivers and their families.



“There are only four kinds of people in this world: those who have been caregivers, those who are currently caregivers, those who will be caregivers and those who will need caregivers.”

Rosalynn Carter (Former First Lady and founder of the Rosalynn Carter Institute for Caregivers)<sup>1</sup>