



THE ALZHEIMER'SProject

San Diego unites for a cure and care

ANNUAL REPORT • APRIL 2018



**LIVE WELL
SAN DIEGO**





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COUNTY OF SAN DIEGO

In 2014, San Diego County's leading physicians, elected officials, world-class researchers, caregiver experts and others joined forces to take on the region's growing Alzheimer's epidemic.

They teamed up under the umbrella of The Alzheimer's Project, created by the County to step up the search for a cure and to ease the burden on families struggling with this deadly disease.

While we have made great headway, our challenge has only deepened. We continue to see an alarming increase in the number of San Diegans 55 and older with Alzheimer's or other types of dementia.

As the terrible impact of Alzheimer's accelerates, so must our efforts to help families, caregivers and healthcare professionals.

This 2018 report charts how far we've come – and the serious challenges ahead. Thank you to all those who have contributed to this initiative, including San Diego Mayor Kevin Faulconer, philanthropist Darlene Shiley and Dr. Michael Lobatz.

Many older San Diegans are in the fight of their lives. The Alzheimer's Project is now in the fight, too.

A handwritten signature in black ink, appearing to read "Kristin Gaspar".

Kristin Gaspar
Chairwoman, 3rd District

A handwritten signature in black ink, appearing to read "Dianne Jacob".

Dianne Jacob
Vice-Chairwoman, 2nd District

About The Alzheimer's Project

The Alzheimer's Project is a bold initiative aimed at addressing the toll of Alzheimer's disease and related dementias in San Diego County. It brings together teams of experts and decision-makers that include members of our region's top political leadership, research institutions, public universities, health care systems, caregiver groups and other community organizations. Each of these teams convene to discuss recommendations in four key focus areas of the initiative:



Collaboration4Cure unites scientists and experts to identify strategies to support local Alzheimer's research efforts towards finding a cure.



The **Clinical Roundtable** brings together healthcare providers to discuss strategies to equip practitioners with the knowledge and resources necessary to improve medical care for those with dementia.



The **Care Roundtable** calls together Alzheimer's caregivers and senior care organizations to explore ways to improve the impact and delivery of services.



Public Awareness & Education focuses on providing comprehensive, dementia-related information to all San Diegans through various communication channels to increase community knowledge of the disease and its impact on our region.

The Alzheimer's Project aligns with the Building Better Health and Living Safely initiatives of the County of San Diego's 2018-2023 Strategic Plan, as well as the County's *Live Well San Diego* vision of a region that is Building Better Health, Living Safely, and Thriving. Headway has been made on multiple fronts since the project launched; however, the number of people affected by this disease is projected to rise significantly.

Project Milestones



May 2014

San Diego County Board of Supervisors unanimously vote to launch The Alzheimer's Project

July 2015

\$2.5M grant awarded to San Diego State University and other project partners by the U.S. Department of Health and Human Services' Geriatrics Workforce Enhancement Program

October 2015

The Cure Roundtable evolves into Collaboration4Cure, a local research fund to harvest ideas for a cure for Alzheimer's

2014

2015

January 2014

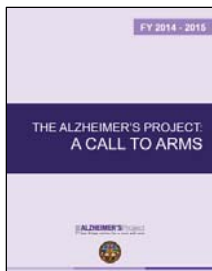
Then-Chairwoman Dianne Jacob turns spotlight on Alzheimer's epidemic in her State of the County address

March 2015

San Diego County Board of Supervisors approve regional strategy recommended by roundtable groups

September 2015

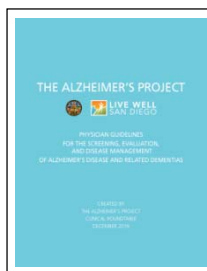
A new type of alert for missing persons is added to the County of San Diego's regional notification system, AlertSanDiego, to help address wandering of people living with Alzheimer's and other at-risk individuals



AlertSanDiego

Get signed up. Get notified.





July 2016

Website for The Alzheimer's Project launches

December 2016

Clinical Roundtable finalizes booklet of guidelines for physicians working with people living with Alzheimer's

November 2017

The San Diego/Imperial Geriatric Education Center at San Diego State University develops prototype for mobile app to support law enforcement in situations involving people with Alzheimer's

2016

2017

March 2016

San Diego County Board of Supervisors vote to apply to join AARP's Network of Age-Friendly Communities and become a Dementia Friendly America community partner

September 2016

\$1M federal grant awarded to the County of San Diego Health and Human Services Agency to enhance services for Alzheimer's

July 2017

The Clinical Roundtable launches AlzDxRx, a mobile app for Alzheimer's that practitioners can use at point of care

December 2017

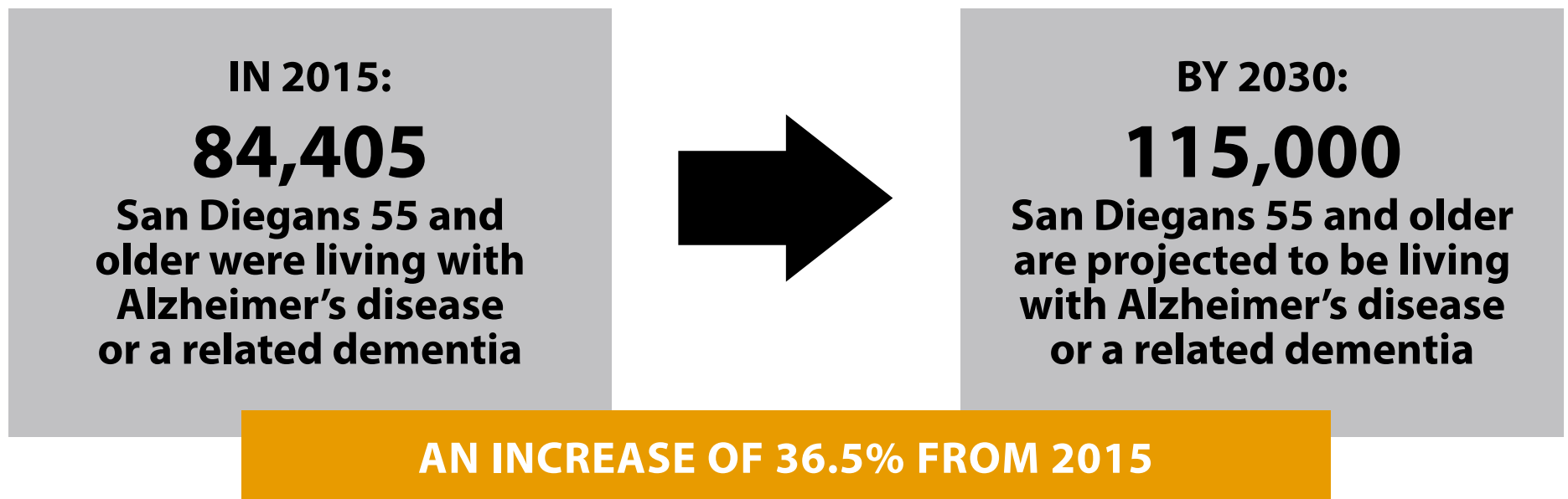
San Diego County Board of Supervisors approves pilot project for specialized response for people living with Alzheimer's



Alzheimer's Disease in San Diego County

Alzheimer's disease is the most common form of dementia, accounting for 60-80% of cases. All dementias are characterized by a decline in thinking skills, memory loss, and reduced ability to perform everyday activities.¹ The definition of Alzheimer's disease and related dementias (ADRD) was recently revised by the World Health Organization (WHO) and national Alzheimer's Association. It now includes fifteen additional dementia diagnoses, translating to a higher recognized prevalence than reported in previous years.

In 2015, Alzheimer's disease was the sixth leading cause of death in the United States² and third leading cause of death among Californians and San Diego County residents.³ Based on the revised definition, an estimated 84,405 San Diegans 55 and older were living with Alzheimer's disease or a related dementia, accounting for 11% of the 55 and older population.^{1,4} In 2015, more than 35,000 San Diegans 55 and older were discharged from the emergency department or hospital with a mention of ADRD in their diagnoses. Assuming current trends continue, by 2030 just over 115,000 residents 55 and older are projected to be living with some form of dementia, a 36.5% increase from 2015.



Alzheimer's disease was the 3rd leading cause of death among San Diego County residents in 2015.³

Prevalence Estimates and Projections by Location, 2015

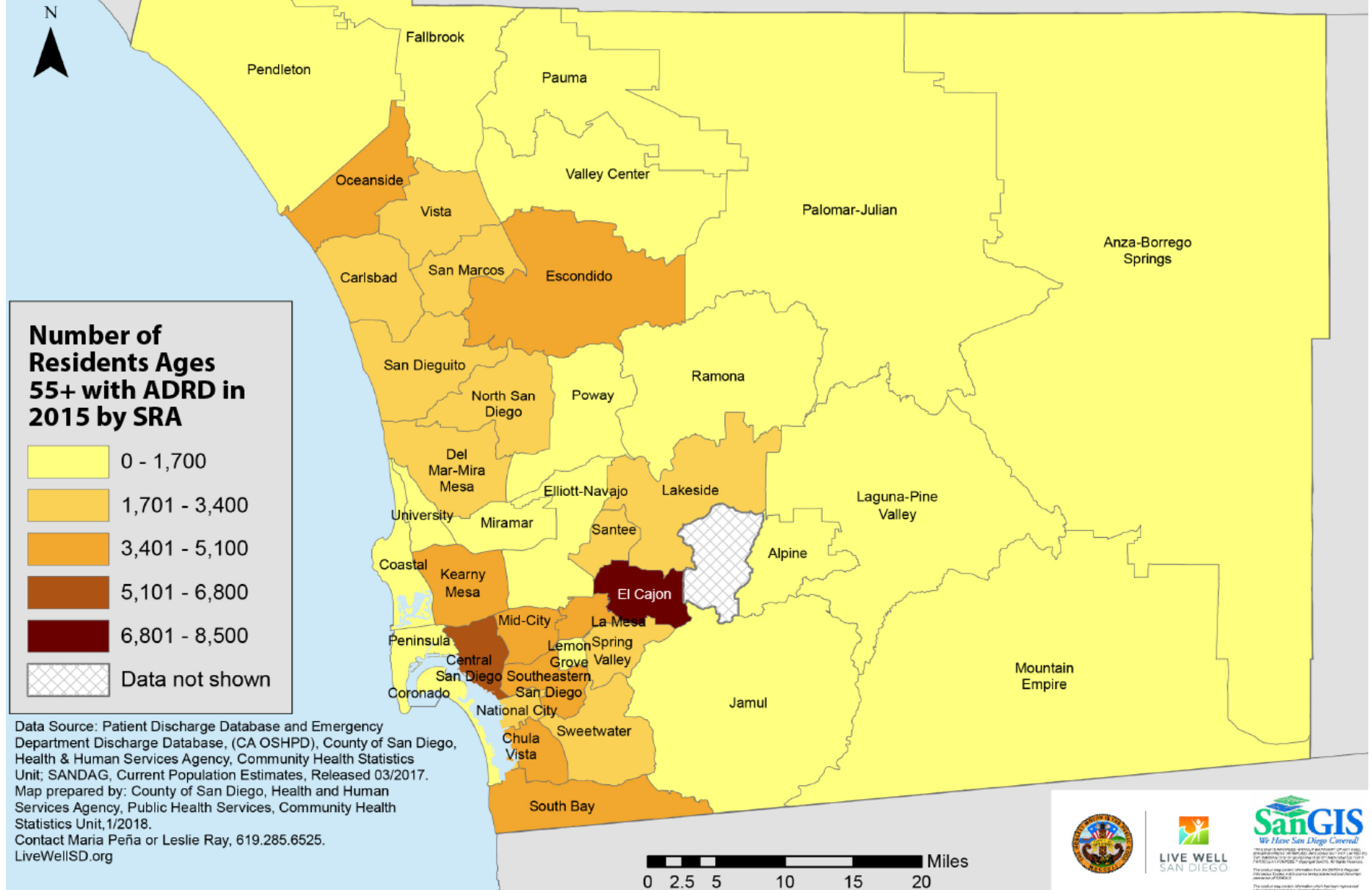
As the largest city in the county, the city of San Diego had the highest number of people living with dementia in 2015, and is projected to have the highest number as the years progress, with an approximate 42% increase by 2030.

The South region of the county is estimated to experience the largest increase in residents living with dementia, with an increase of 57.2% from 2015 to 2030. The city of Chula Vista, in particular, is expected to see a large increase (61%), from 6,223 to 10,027 residents living with the disease. The East region is home to approximately 17% of the county's senior population and 27.3% of the East region's population is made up of seniors. Accordingly, it is projected that by 2030, 24% of all San Diegans 55 and older living with Alzheimer's disease or a related dementia will reside in the eastern part of the county.

Alzheimer's Disease and Related Dementias Prevalence Estimates and Projections by Location, 2015⁵

LOCATION	2015	2020	2030
San Diego County	84,405	98,160	115,194
City of Carlsbad	1,998	2,445	2,892
City of Chula Vista	6,223	7,789	10,027
City of Coronado	566	650	680
City of Del Mar	21	23	36
City of El Cajon	6,292	6,184	6,539
City of Encinitas	1,099	1,311	1,591
City of Escondido	3,934	4,205	4,515
City of Imperial Beach	254	351	492
City of La Mesa	3,359	3,759	4,269
City of Lemon Grove	1,299	1,446	1,668
City of National City	2,398	2,762	3,480
City of Oceanside	3,738	4,165	4,796
City of Poway	960	1,035	1,214
City of San Diego	31,201	37,049	44,190
City of San Marcos	1,636	1,879	2,284
City of Santee	1,965	2,216	2,451
City of Solana Beach	120	143	195
City of Vista	2,472	2,496	2,837
Unincorporated	14,513	17,574	20,007

Estimated Number of Residents, Ages 55+, with Alzheimer's Disease and Related Dementias (ADRD) in 2015, by Subregional Area (SRA)



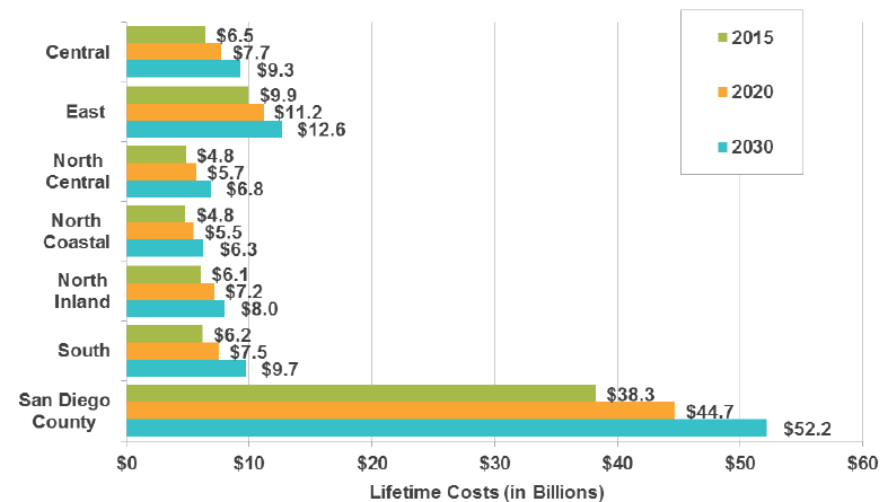
The Economic Burden of Alzheimer's Disease in San Diego County

The costs associated with the care for people with Alzheimer's disease and related dementias are staggering and have a sizeable financial burden on society.⁶ In a 2017 study, researchers developed a mathematical model to assess the cost of an average U.S. dementia patient (83-year-old with a five-year life expectancy post-diagnosis). Based on this model, they estimated the total net lifetime cost for a person living with dementia is \$321,780.⁷ The largest share of lifetime costs for people with dementia are due to the value of informal caregiving received (42%), followed by out-of-pocket expenditures (28%), and finally Medicaid and Medicare expenditures (14% and 16% respectively). Additionally, researchers also found that the extra lifetime costs for a person living with Alzheimer's disease or a related dementia are \$184,500, or 57.3% more than someone without dementia.⁶ People with the disease receive, on average, \$135,500 worth of informal caregiving, while people living without dementia receive only \$2,450 in a lifetime.⁷

Researchers estimated the total net lifetime cost for a person living with dementia is \$321,780.⁷



**Estimates of Community Costs
(in Billions) After AD/DR Diagnosis Among
San Diego County Residents 55 Years and Older,
by Health and Human Services Agency Regions**



*Cost estimate assumes a seven year survival time, post diagnosis. (Cost in 2015 dollars)
Source: County of San Diego, Health and Human Services Agency, Public Health Services, Community Health Statistics, Alzheimer's Disease and

Collaboration4Cure

Collaboration4Cure (C4C) represents a gathering of “the best and brightest” Alzheimer’s disease and related dementias researchers, physicians, and biotechnology representatives based within the San Diego County region.

The group is charged with establishing a regional fund to harvest promising local research ideas and put them on a path towards identifying effective therapies for the disease. C4C is led by Alzheimer’s San Diego, in partnership with the County of San Diego and City of San Diego, and five of San Diego’s premier research institutes: The Salk Institute; Sanford Burnham Prebys Medical Discovery Institute; Scripps Research Institute; University of California, San Diego; and the J. Craig Venter Institute.



PHOTOGRAPH BY
ALZHEIMER'S SAN DIEGO

Promising Drug Discovery Projects for Alzheimer's Continue



In October 2015, Supervisor Dianne Jacob, Mayor Kevin Faulconer and philanthropist Darlene Shiley announced the selection of eight Alzheimer's drug discovery projects from San Diego-based researchers to receive C4C funding. Projects were selected with the ambitious overall goal of developing disease-modifying, first-in-class drugs to treat dementia. With support from C4C, researchers were partnered with The Prebys Center, an academic drug discovery unit within the Sanford Burnham Prebys Medical Discovery Institute. This center is staffed with drug discovery experts and equipped with world-class, industrial-scale drug discovery capabilities that enable "translation" of new insights regarding the molecular basis of Alzheimer's disease into the creation of prototype drugs.

To enable the process, the Prebys Center deploys highly miniaturized, high-capacity, low-volume tests that can be run on an automated robot arm equipped with specialty screening systems. These systems allow hundreds of thousands of compounds from large chemical collections to be tested in just a few weeks. The goal is to identify chemicals that have the potential to be the starting point for a new drug. By screening hundreds of thousand of compounds, the probability of finding a potential drug prototype increases. While such technology has existed in pharmaceutical companies for years, having such capabilities available to academic researchers empowers them to contribute directly to the discovery of new therapeutics based on their science.



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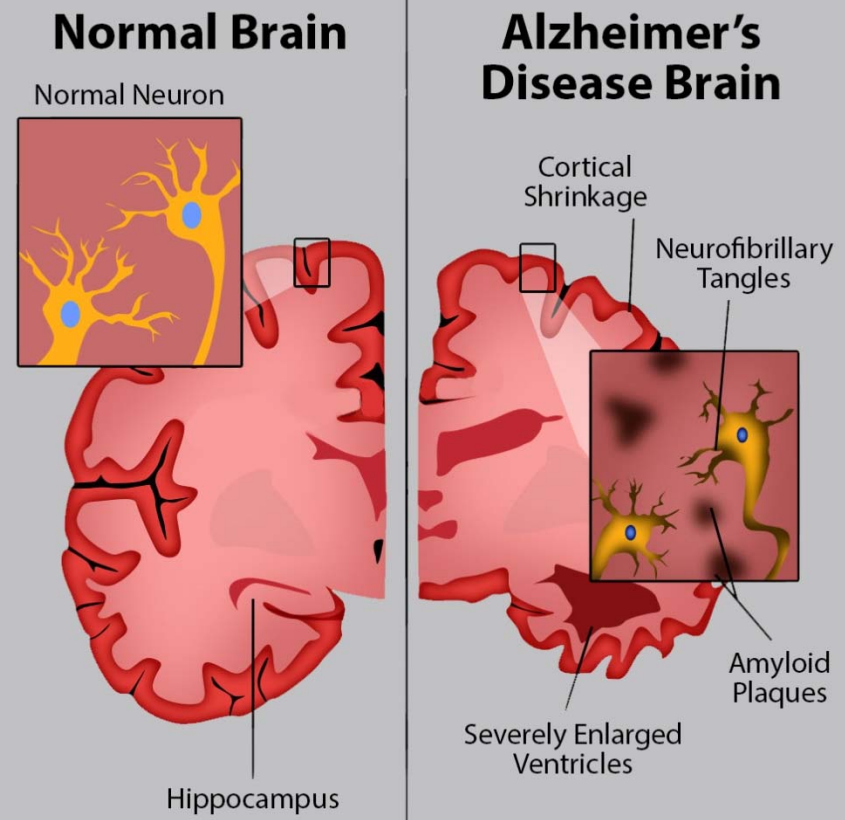


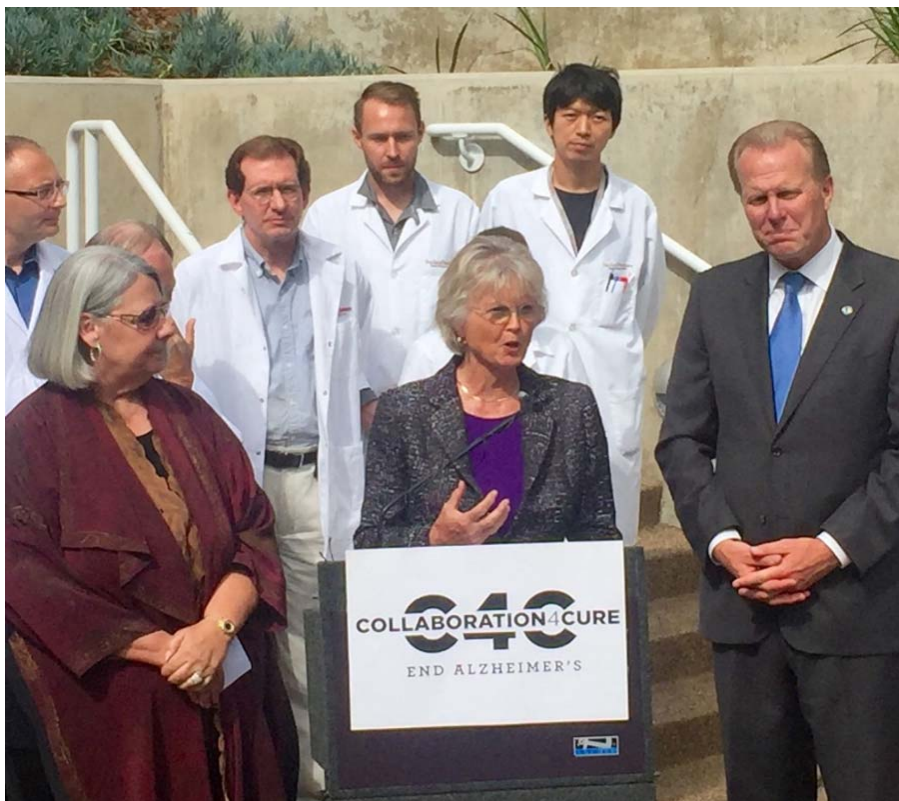
From the eight initial projects selected, the C4C has been successful in significantly advancing two of these programs through the miniaturization and automation process of drug discovery and have conducted initial chemical compound screens. A grant application based on data developed by the C4C award was submitted to the National Institute on Aging (NIA) at the National Institutes of Health (NIH), requesting additional funding. The grant application received an exceptionally high score and a decision regarding the award is anticipated in Spring 2018. It is well known how competitive the NIH grant awards process has become, so the high score of this grant application validates the C4C model and its role in catalyzing local research to develop disease-modifying therapeutics for Alzheimer's disease and related dementias.

Alzheimer's Disease Basics

Alzheimer's disease is a neurological disorder in which the death of brain cells causes memory loss and cognitive decline. It is a neurodegenerative type of dementia in which the disease starts in a mild form and gets progressively worse as brain cells die.

Brains affected by Alzheimer's will shrink in size due to the presence of fewer and fewer neurons (nerve cells) and connections over time. Build-up of a protein called beta-amyloid, often referred to as "amyloid plaque," is often found between dying cells in the brain. Additionally, neurofibrillary tangles can be seen within nerve cells due to the disintegration of another protein called tau. Alzheimer's disease disrupts the way electrical charges travel within cells and the activity of neurotransmitters in the brain.





Since 2015, C4C has issued a Call for Proposals from San Diego Alzheimer's researchers every year. Three new, exceptionally strong projects were selected from the third call for proposals announced August 2017, bringing the total number of research projects identified to date by C4C to eleven. Two of the three projects are directed at unique molecular drug targets and the third project takes a highly innovative approach to a target that has, thus far, proven resistant to drug development.



In December 2017, the County of San Diego allocated \$100,000 to the incubator project to continue to fuel local research for Alzheimer's disease and find a cure. C4C has raised more than \$1 million to explore and expand novel research projects in the last three years.

Looking Ahead

If selected by the NIH for an award, Collaboration4Cure will receive over \$1 million starting this year. Alzheimer's San Diego and other partners will continue to rally together to host a number of educational and fundraising events for the community in the coming months, including the next Date With A Cure research forum this September and Walk4ALZ, the largest walk to support Alzheimer's disease in San Diego, in October.

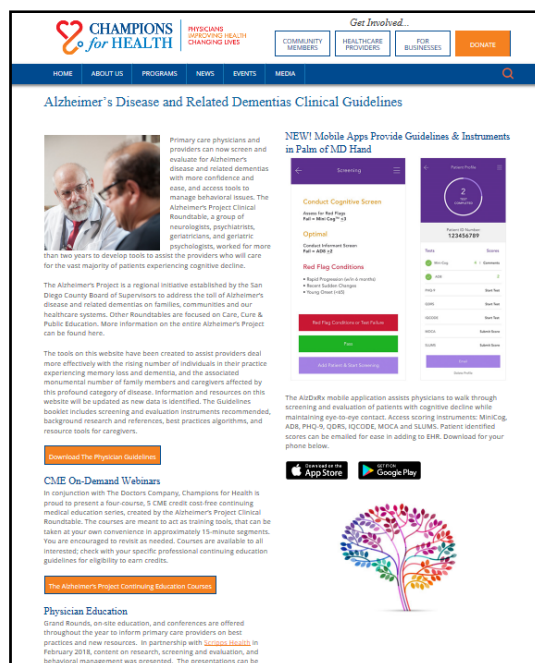
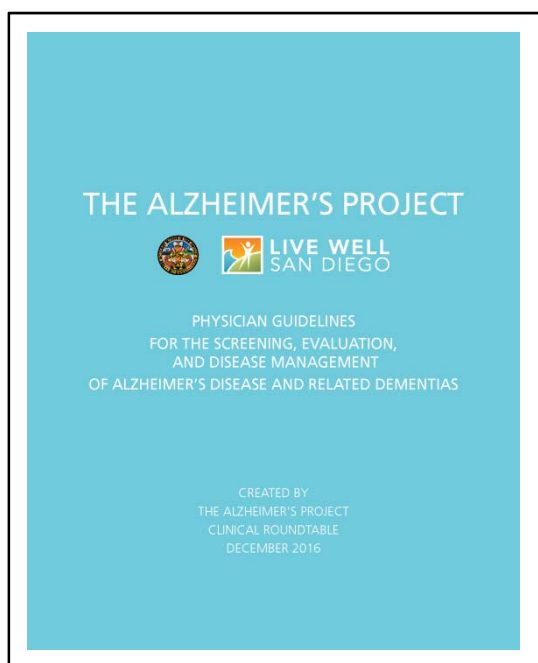
Clinical Roundtable

Facilitated by Champions for Health, the Clinical Roundtable brings together neurologists, psychiatrists, gerontologists, and other members of the clinical community to provide expertise regarding the medical care for those living with Alzheimer's disease and related dementias. The group promotes best practices among primary care physicians who often find themselves on the front lines for screening, evaluation, diagnosis, and treatment of the disease. By helping to identify resources, promote standards and guidelines, and provide tools for effective communication, the Clinical Roundtable increases the capacity of primary care providers to effectively care for people living with Alzheimer's and their families and caregivers.



The *Physician Guidelines for the Screening, Evaluation, and Disease Management of Alzheimer's Disease and Related Dementias* booklet (*Physician Guidelines*) was completed in December 2016 and the Clinical Roundtable began disseminating this information in 2017. A comprehensive web page with links to The Alzheimer's Project website and a wide variety of resources was developed and launched on the Champions for Health homepage. Screening and evaluation instruments were made available to practitioners, along with research studies regarding their efficacy. Providers can utilize these tools to deal more effectively with the rising number of clients in their practice experiencing memory loss and dementia. The *Physician Guidelines* booklet is available online and may be downloaded for free.

Additionally, Champions for Health created 15 short, on-demand webinars as part of a four-course continuing medical education (CME) series on Alzheimer's disease and related dementias. The series is hosted online by The Doctors Company, the nation's largest medical malpractice insurer, for practitioners across the country. The series was developed with support from San Diego State University's San Diego/Imperial Geriatric Education Center and the Centers for Disease Control and Prevention. The webinars focus on how to utilize the algorithms described in the Physician Guidelines, the research rationale, physician/patient communication, and end of life planning. Each course is worth 1-1.5 hours of CME credits for physicians and other practitioners. By December 2017, 150 practitioners completed one or more of the four courses.





Completion of Mobile App Puts Helpful Tool in Providers' Hands

In the past year, Champions for Health developed and tested AlzDxRx, a mobile application based on the Physician Guidelines set forth by The Alzheimer's Project Clinical Roundtable. The application became available for download July 2017 via Apple (iOS) and Google Play (Android) stores. AlzDxRx assists physicians at the point of care with screening, evaluation, diagnosis, and management of Alzheimer's disease and related dementias. It is now utilized by physicians in San Diego, as well as practitioners throughout California and the rest of the country.

AlzDxRx provides practitioners a way to easily access the tools they need during a patient visit. Instead of sitting behind a large computer screen, physicians can utilize the app on a smaller mobile device while facing a person and their family during a consultation. This presents a more comfortable and relaxed experience for them and allows the practitioner to document pertinent information that can later be securely sent and included in that person's electronic health record following their examination.

The application includes information on the ten most common warning signs of dementia. It also helps physicians follow suggested algorithms for screening, red flag signs, comprehensive evaluation and behavioral management. The app has the ability to access and score seven different instruments and keeps

“AlzDxRx is a good, free application that consolidates multiple [ADRD] screening tests for providers into one place along with recommended steps to take in making the diagnosis and follow-up.”

Douglas Maurer, DO/MPH/FAAFP
iMedicalApps
December 27, 2017

cognitive test results in one place so that patients’ progress can be tracked over multiple screenings. By the end of 2017, more than 300 users had installed and utilized the mobile application and 67 practitioners confirmed use of the application weekly.



In December 2017, AlzDxRx was among ten new applications recognized by iMedicalApps for their “Best Medical Applications of 2017” publication. Founded in 2009, iMedicalApps is the leading online publication for medical professionals, patients and analysts interested in mobile technology and health care apps.



iMedicalApps

Best Medical Apps of 2017

Looking Ahead

In 2018, the Clinical Roundtable will be focused on educating physicians, increasing the number of practitioners knowing and utilizing the guidelines and algorithms, and institutionalizing the practices across health systems. Two separate conferences, one in partnership with Scripps Health and another in partnership with the San Diego Academy of Family Physicians, are planned for the year. The guidelines, as well as the website, will also be reviewed for any potential updates. Live webinars will also be incorporated into the educational plan.

Care Roundtable

The focus of the Care Roundtable is to strengthen the local network of services available to those with the disease, their families and caregivers. Providers, experts in dementia, family caregivers, residential and day care providers, public safety representatives, and community organizations collaborate and discuss strategies to help improve the system of care for people living with Alzheimer's disease and related dementias and their caregivers. The majority of people living with Alzheimer's are cared for at home by family members.



Respite Care and Support Services Help Alleviate Caregiver Burden

In 2015, there were more than 214,300 San Diegans providing unpaid care for people living with dementia in San Diego County. This population of caregivers is projected to increase to 292,556 by 2030.⁴ The demands of caring for a person living with Alzheimer's disease can be overwhelming for many caregivers and can leave little time for caregivers to tend to their own physical and emotional health. As the prevalence of the disease increases, the need for qualified caregivers and caregiver resources continues to grow. Many caregivers benefit from accessing respite care and other services such as adult day care for those they are caring for.¹ The County of San Diego Health and Human Services Agency, Aging & Independence Services (AIS) provides services to older adults and people with disabilities and their family members to help keep them safely in their homes and promote healthy and vital living. AIS, in conjunction with Southern Caregiver Resource Center (SCRC), provided 15,802 cumulative hours of respite care to 251 San Diegans in 2017.



Another program supporting people living with Alzheimer's and their caregivers is Project CARE (Community Action Reaching the Elderly), a community effort facilitated by AIS in partnership with various senior centers and non-profit organizations throughout the county. It focuses on supporting older adults and people living with a disability to remain safely in their home and reduce the risk of fall-related incidents, isolation, self-neglect, and wandering. They or their caregiver can reach out to Project CARE contractors (2-1-1 San Diego, ElderHelp, Jewish Family Service of San Diego, and Interfaith Community Services) for a variety of resources and support, including welfare visits, minor home modifications, daily phone calls and other services. In 2017, Project CARE supported over 22,000 people.

Alert System Continues to Support Alzheimer's Project Efforts

In September 2015, a new type of alert for missing persons was added to the County of San Diego's existing regional notification system, AlertSanDiego. The feature was added as a way to help alert the community when an at-risk person, often an elderly person or someone with a cognitive or developmental disability, goes missing. San Diegans can register for the system with their cell phone number and/or e-mail address and receive notifications about regional emergencies or events that may impact them. Since 2015, the alert has helped professionals address cases in which people living with dementia have wandered away from home. In 2017, the number of registered users for AlertSanDiego surpassed 525,000 countywide.



Center Encourages Next Generation of Geriatric Health Workers and Development of Additional Resources to Address Dementia

In July 2015, the San Diego/Imperial Geriatric Education Center was established at San Diego State University (SDSU) through a \$2.5 million grant awarded by the U.S. Department of Health and Human Services' Health Resources and Services Administration, as part of their Geriatrics Workforce Enhancement Program. Lead by SDSU's Academy of Professional Excellence, the center offers workforce training to health care professionals, social workers, and family caregivers and also awards stipends to graduate students, medical residents, and fellows interested in Alzheimer's disease and related dementias through their Student Stipend & Fellowship Program. Stipends provide experiences in integrated geriatrics and primary health care delivery systems, support training in advanced techniques for recognizing and treating memory loss and associated chronic conditions such as Alzheimer's disease, and allow students to attend aging and dementia-related conferences. The center has awarded 56 stipends in the past 2.5 years, including 5 to SDSU Nursing students and 19 to SDSU Social Work students. Training stipends have also been offered to 16 medical students, 10 fellows, and 6 residents of University of California, San Diego.

The center also supports various efforts of Care Roundtable partners. In 2017, with support from the center, George G. Glenner Alzheimer's Family Centers, Inc., created a free online training on dementia for residential caregivers that will be released later this year. The center also worked with Alzheimer's San Diego to develop Dementia Respond, a mobile application for law enforcement that will be piloted later this year. It will serve as an additional tool, providing the ability to have dementia resources and referrals in the palm of their hand. Dementia Respond was designed to compliment the trainings that Alzheimer's San Diego currently provides to law enforcement. Users will have helpful disease information at their fingertips, the ability to provide a family with immediate access to helpful resources and contacts, and easy access to Alzheimer's San Diego's online referral system. They will be able to submit online Adult Protective Services reports.

Dementia Respond can also help families register for Take Me Home, the County of San Diego's regional photo-based registry hosted by the Sheriff's Department. The registry is designed to assist law enforcement during contacts with members of the community who have disabilities such as, but not limited to Alzheimer's disease, deafness or any other developmental disabilities. As of last year, 1,932 people were registered in the system.





Dual Presentations Enhance Caregivers' Knowledge



Outreach & Education staff with the County of San Diego Health and Human Services Agency, Aging & Independence Services (AIS) collaborated with Southern Caregiver Resource Center (SCRC) last year to offer combined presentations to specific populations within individual communities. SCRC's "Caring for the Caregiver" workshops are designed to provide caregivers insights on communicating with loved ones, tips on taking care of one's mental health, and resources for caregivers to maintain good health overall. SCRC offers services to family caregivers of adults with chronic and disabling diseases, including Alzheimer's. The organization hosted 34 trainings for family caregivers last year, reaching 1,480 people. AIS joined SCRC for some of these workshops to present additional information on dementia and/or advanced healthcare directives. Feedback from participants on this format has been extremely positive with many commenting how the two presentations compliment one another and provide attendees a wealth of new information.

Model Selected for FIRST Project

In September 2016, AIS was awarded a \$1 million grant from the Federal Administration for Community Living (ACL) to enhance services for people living alone with Alzheimer's, as well as for people with moderate to severe dementia and their caregivers. In 2017, a detailed work plan for the project, called FIRST (First Identify and Refer, then Serve and Track), was approved by the ACL and the ground work has been developed for implementation in 2018. AIS will partner with Alzheimer's San Diego, which will train AIS and other community social workers on how to conduct an innovative intervention with caregivers. The intervention, called IDEA (Identify, Educate, and Adapt), will help caregivers address the difficult behavioral symptoms that often accompany ADRD. Social workers will coach caregivers in their home to use IDEA methods. Research has shown that use of the IDEA method helps decrease difficult behaviors and/or make them easier to handle. Another aspect of FIRST is increased respite services for caregivers, which will be provided to clients of AIS and Alzheimer's San Diego.



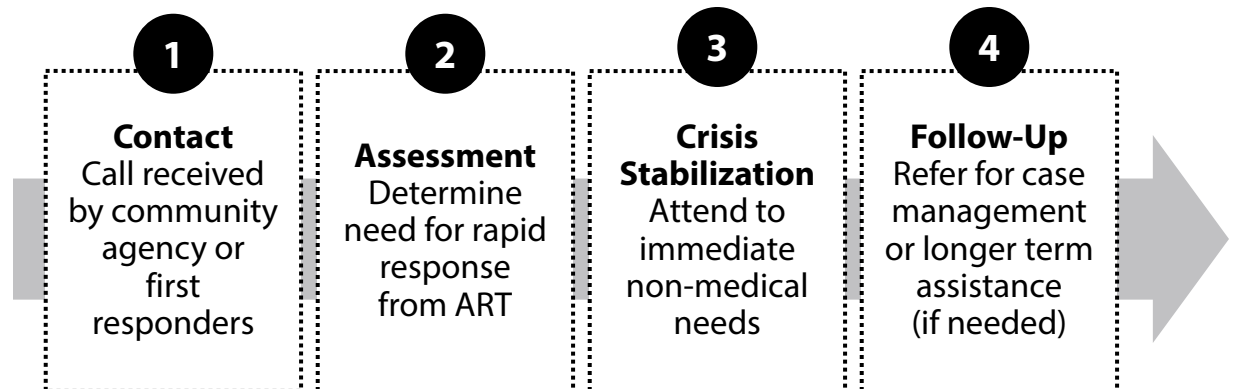
Pilot Project Approved to Address Needs of Seniors in Crisis

People with Alzheimer's disease and related dementias experiencing a crisis are often taken to a hospital or to jail when diversion might be the best course of action. In March 2017, Supervisors Dianne Jacob and Kristin Gaspar proposed an alternative pathway be created to provide these individuals with a specialized level of care to ensure they receive the appropriate support necessary in any given situation. This proposal spurred the convening of a subcommittee comprised of key stakeholders of the Care Roundtable, which includes Alzheimer's San Diego, Sharp Grossmont Hospital, Grossmont Healthcare District, the Psychiatric Emergency Response Team (PERT), and County of San Diego staff, including the Health and Human Services Agency and the San Diego County Sheriff's Department. The subcommittee identified the need to implement dementia-capable and dementia-friendly policies and procedures across all sectors that interact with people living with Alzheimer's disease or a related dementia. This consensus resulted in the development of the Seniors in Crisis: Alzheimer's Response Team (ART), a pilot project which was presented and approved by the San Diego County Board of Supervisors in December 2017. Over the next year, this two-component pilot will be implemented in an area with the highest concentration of residents 55 and older living with dementia within San Diego County.

COMPONENT 1 Crisis Prevention

- **Train first responders and Psychiatric Emergency Response Team**
- **Enhance Caregiver Handbook**
- **Update Vial of Life**

COMPONENT 2 Crisis Response



The San Diego County Board of Supervisors approved the model for the pilot project on Tuesday, December 5, 2017.

The ART pilot focuses on a two-component model which addresses both crisis prevention and crisis response. **Crisis Prevention** aims to prevent a crisis from occurring through enhancing knowledge and resources. This component focuses efforts on three fronts: (1) Training first responders and PERT members on Alzheimer's disease and related dementias; (2) Enhancing the San Diego County Caregiver Coalition's Caregiver Handbook to include information on the basics of caring for and communicating with people living with Alzheimer's, and; (3) Updating the Vial of Life to clearly indicate that someone has dementia. The Vial of Life is a magnetized vinyl envelope containing a document with pertinent information about a person's medical conditions. It is used by many older adults in San Diego County, and paramedics are trained to look for the Vial of Life when called to a home.

Crisis Response focuses on working with residents and their caregivers to stabilize a crisis and, when possible, avoid hospitalization or detention. The first point of contact occurs when a family is in crisis and reaches out to a community agency or 9-1-1 for assistance. The professional or first responder on the scene will assess the need, and if necessary, connect with the ART-Rapid Response Team. This team will address the person and his/her caregiver's immediate needs at the scene of the crisis, stabilize the situation, and provide linkages to additional services. If needed, the family may then be referred to the ART-Transitional Response Team who will provide comprehensive case management and longer term assistance. This may include referrals to services, training on managing difficult behaviors, and coaching regarding techniques that may help prevent a challenging situation from escalating into a crisis in the future.

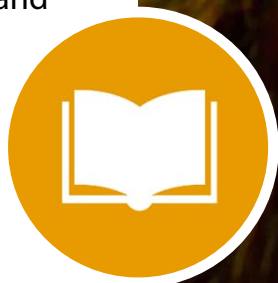


Looking Ahead

Southern Caregiver Resource Center (SCRC) and Outreach & Education staff with the County of San Diego Health and Human Services Agency, Aging & Independence Services (AIS) will continue to partner for community presentations moving forward to ensure caregivers are aware of the warning signs of Alzheimer's disease and related dementias and informed of local resources and providers. Additionally, with the approval of the Seniors in Crisis: Alzheimer's Response Team pilot project, County staff, in collaboration with Alzheimer's San Diego, Sharp Grossmont Hospital, and Grossmont Healthcare District, will prepare to launch the pilot program in Summer 2018.

Public Awareness & Education

Alzheimer's San Diego and Outreach & Education staff with the County of San Diego Health and Human Services Agency, Aging & Independence Services (AIS), in partnership with other community and media partners, lead the charge to educate the public and provide comprehensive information about Alzheimer's disease and related dementias to the community. The purpose of this group is to inform San Diegans of dementia and its overall impact on people and their families, caregivers, and our community at large. Countywide efforts include face-to-face presentations at numerous community sites; TV, print and social media campaigns; electronic announcements and newsletters; and the development and distribution of various online-based resources. Topics include the warning signs of dementia, early diagnosis of Alzheimer's disease and related dementias, specific supports for caregivers, and strategies for working with people living with the disease.



Annual Event Serves as Platform to Address Alzheimer's Disease

Every year, AIS holds a large event for the community focused on aging issues. In addition to a centralized location at Liberty Station, three satellite sites in Escondido, National City, and Spring Valley were hosted on Friday, June 2nd for Vital Aging 2017. Event sites included speakers, presentations, activities, and a resource fair, with the overall focus of providing older adults "steps for success." In an effort to raise awareness of issues associated with Alzheimer's disease and related dementias, numerous brain health workshops were presented at each of the event sites by Alzheimer's San Diego, Aurora Behavioral Health Care in Escondido, and Kaiser Permanente in National City. Presentations included "Myths of Memory Loss," "Confessions of a Caregiver," "5 Simple Steps to Brain Health," and "Brain Health 101." Over 2,400 people countywide attended Vital Aging 2017.



SAVE THE DATE: Thursday, June 28, 2018

Aging Summit 2018

This summer AIS will host an Aging Summit with five key focus areas, including a track dedicated to exploring strategies to make San Diego County dementia-friendly. Speakers, workshops, and activities will build upon 2016 discussions regarding livable communities for all ages.





Presentations on Alzheimer's Disease Reach New Audiences

In 2017, County of San Diego Health and Human Services Agency, Aging & Independence Services (AIS) staff provided 28 Alzheimer's disease and related dementias presentations to the community, reaching 950 people. A majority of the organizations and sites that hosted presentations were new; and multiple sites requested additional presentations following the initial visit.

AIS staff also had the opportunity to showcase Alzheimer's in a unique way through participation in Biocom Institute's 2017 Festival of Science & Engineering San Diego: Stem In Your Own Backyard. Two events were held in Logan Heights and Chula Vista in which non-profit organizations and educational institutions were invited to host interactive tables for kids and their families to learn about a variety of STEM (Science, Technology, Engineering, and Math) topics. The table display presented by AIS staff included a science activity with oranges, toothpicks and pipe cleaners to demonstrate what biologically happens in the brain of a person living with Alzheimer's disease. Students were given toothpicks to place on their oranges to represent the proteins that develop on a brain cell, break off, and clump up to become plaques. They also received tips for good brain health and information on AIS services, including the County of San Diego's Take Me Home registry and its role in supporting The Alzheimer's Project.



2017 presentations provided to:

San Diego Dementia Consortium
San Diego Center for the Blind
San Pasqual Academy
SDSU Gerontology Student Association
Philippine Nurses Association of San Diego
Casa De Las Campanas
San Diego Caregiver Coalition

East County Elder Abuse Council
42nd n4a Annual Conference
San Luis Rey Rotary
Palomar Estates East Mobile Park
St. Charles Senior Nutrition Center
National Active and Retired Federal Employees
(NARFE) Association, Oceanside Chapter 706
Cuidando al Cuidador Workshop

St. Francis of Assisi Church
Vista Village Mobile Home Park
North Inland Live Well Center
Public Authority Caregiver Recognition Event
Sweetwater Water District

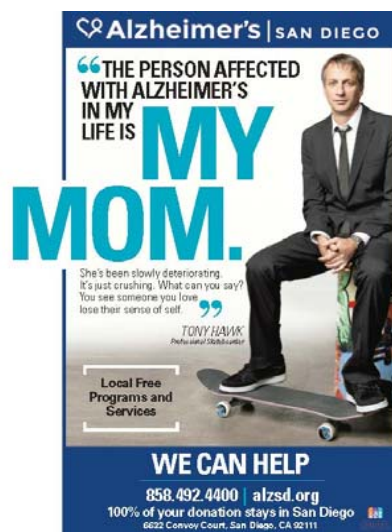
Alzheimer's San Diego Helps Educate Thousands About Dementia



Alzheimer's San Diego continues to help champion regional efforts to educate the public about The Alzheimer's Project, the disease, tools and resources that can help families navigate care, and opportunities for community members to make an impact. In 2017, the organization hosted over 200 free educational workshops about Alzheimer's for the public, reaching more than 7,300 people. With support from the San Diego/Imperial Geriatric Center, Alzheimer's San Diego also ran TV spots and print advertisements via local communication channels, continuing their "Local Famous Faces" public awareness campaign first started in 2016. TV spots generated 4.6 million impressions (or views) and were featured on KPBS and Cox Media. Print advertisements generated 2 million impressions and were promoted in the San Diego Union-Tribune, as well as online through social media. The campaign features San Diego celebrities, icons, elected officials and others in the region with a personal connection to the disease.

"Dementia is a disease affecting a record number of San Diegans. These are our friends and our neighbors. Together we are facing a difficult, expensive disease with no effective treatment or cure. Our organization is 100% committed to supporting local families through the tough conversations of diagnosis, care and support. Because of The Alzheimer's Project and our partnership with the County of San Diego we are able to provide the gift of hope that comes as we work together towards a cure."

- Jessica Empeño, Vice President, Programs and Services, Alzheimer's San Diego





Age Well San Diego Merges Age-Friendly and Dementia-Friendly Goals

In March 2016, the San Diego County Board of Supervisors voted to pursue the opportunity to join the worldwide Network of Age-Friendly Communities created by AARP and the World Health Organization (WHO). At the same time, the Board of Supervisors also provided direction to become a Dementia Friendly America partner. The combination of these two efforts is collectively known as Age Well San Diego.

Dementia-friendly communities include different elements or sectors, such as healthcare, social engagement, transportation, and residential communities with memory support.

Considerations for a dementia-friendly community closely align and compliment those of an Age-Friendly community. The overall goal of Age Well San Diego is to create livable communities for all ages, including older adults, in which residents and communities are supportive and accommodating to individuals with cognitive impairment. This past year, the County of San Diego, in collaboration with community stakeholders, embarked on a process to develop the County's first-ever Age Well San Diego Action Plan to improve the age-friendliness and dementia-friendliness of communities in the region.



AGE-FRIENDLY



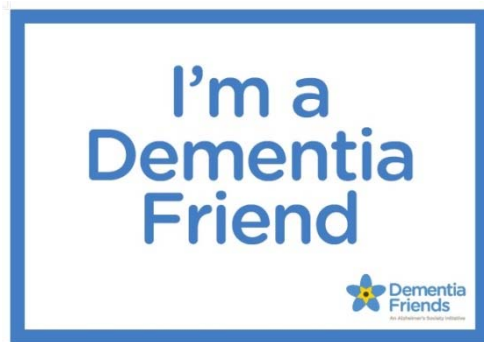
DEMENTIA-FRIENDLY

= Age Well San Diego

Community members were invited to attend four planning sessions facilitated by renowned “Place Matters” expert Mark Fenton between December 2017 and February 2018. Participants were charged with identifying priorities in alignment with AARP/WHO’s Age-Friendly Domains and strategizing ways to address those priorities in a dementia-friendly way.

Over 150 community members attended the planning sessions. Four key themes were identified by the group as priorities for the Age Well San Diego Action Plan: Health & Community Support, Housing, Social Participation, and Transportation. Ongoing workgroups for each of these themes will convene to further delineate objectives and specific activities to achieve goals for each of these areas moving forward.

Additionally, all participants were provided information on the Dementia Friend USA Program. The program aims to change people’s perceptions of dementia, transform the way people think, act, and talk about dementia, and foster compassion for San Diegans affected by Alzheimer’s disease and related dementias.



Looking Ahead

Staff at the County of San Diego Health and Human Services Agency, Aging & Independence Services (AIS) will continue to partner with Alzheimer’s San Diego and others to explore opportunities to raise awareness of Alzheimer’s disease and related dementias in the region, with current marketing campaigns continuing into 2018. Age Well San Diego workgroups will continue to meet to draft an action plan to submit to the San Diego County Board of Supervisors for approval in May 2018.

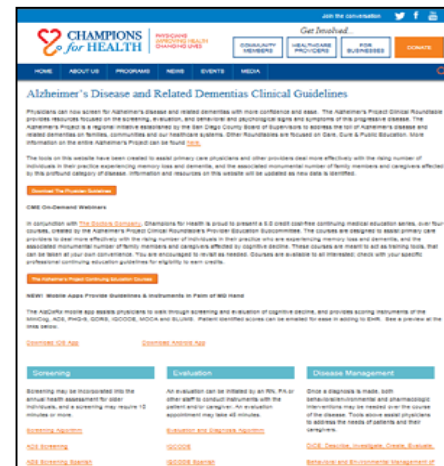
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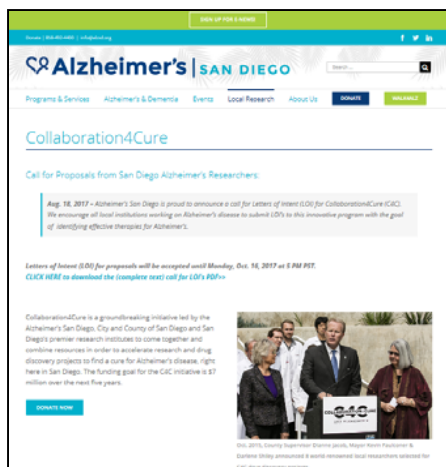
Get Connected – Learn More About The Alzheimer’s Project



The Alzheimer’s Project
www.sdalzheimersproject.org



Clinical Roundtable
www.championsforhealth.org/alzheimers-project/



Collaboration4Cure
www.alzsd.org/resources/san-diego-research/collaboration4cure/



Data on Alzheimer’s in San Diego County
www.sdhealthstatistics.com

Acknowledgements

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Acknowledgements

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Randi Kolender, Caregiver
Leslie Kilpatrick, Caregiver
Todd Shetter, ActivCare
Linda Cioffi, Alpine View Lodge
Michelle Riingen, Point Loma Nazarene University
Joe Stevens, Caregiver
Ken Darling, Caregiver
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