

# COUNTY OF MONTEREY HEALTH DEPARTMENT

## MEMORANDUM

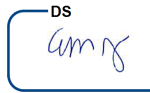
*Public Health*

DATE: May 1, 2023

TO:

Luis Alejo, Chair, Board of Supervisors, District 1  
Glenn Church, Vice Chair, Board of Supervisors, District 2  
Chris Lopez, Board of Supervisors, District 3  
Wendy Root Askew, Board of Supervisors, District 4  
Mary Adams, Chair, Board of Supervisors, District 5  
Sonia M. De La Rosa, County Administrative Officer

FROM: Elsa Mendoza Jimenez, Director of Health

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SUBJECT: Grant Application and Award- California Department of Public Health, Alzheimer's Disease Program, California Healthy Brain Initiative

The County of Monterey Health Department, Public Health, (Public Health) applied for a two-year California Healthy Brain Initiative State and Local Partnerships to Address Dementia grant from the California Department of Public Health (CDPH), Alzheimer's Disease Program. The application has been reviewed by CDPH, and Public Health is one of seven projects recommended for funding, receiving the total amount requested of \$707,565.00.

The goals of the grant program are to promote cognitive health, address cognitive impairment for people living in the community, and help meet caregiver needs. Public Health staff will monitor data and evaluate Healthy Brain programming, mobilize public and private partnerships to engage local stakeholders in effective community-based interventions and best practices and educate and empower the public regarding brain health and cognitive aging.

In collaboration with Alliance on Aging, Public Health will integrate messaging on brain health and cognitive decline risk factors by using culturally, linguistically, and age-appropriate health communication techniques to reduce stigmas, dispel myths, and support early detection and modification of risk factors. Integrated messaging will be accomplished through a targeted social marketing campaign in Spanish and English utilizing co-messaging with the Alliance on Aging. Grant funds will provide capacity to increase accessibility of chronic disease prevention classes to older adults by offering senior focused classes in Spanish and English. Public Health will work with Alliance on Aging to provide messaging that emphasizes the important role of caregivers in supporting people with dementia and maintaining caregivers' health and well-being. Public Health will also collaborate with Monterey County Department of Social Services to promote prevention of abuse, neglect, and exploitation of people with dementia.

Prior written notification was not provided to the Board of Supervisors due to conflicting grant deadlines and the short timeline for staff to prepare and submit grant applications and supporting documentation. The Health Department will come before the Board of Supervisors to request approval to accept the funds. Please call me at 755-4526 should you have questions or require additional information.