

PCHBI PROGRAM GOALS

- Reduce the stigma associated with Alzheimer's disease and promote community services in Placer County.
- Increase education on the warning signs of Alzheimer's disease and the importance of early detection.
- Implement Project Lifesaver with enforcement partners.
- Create dementia-friendly transit options



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<https://www.placer.ca.gov/7199/Placer-County-Healthy-Brain-Initiative>



PUBLIC HEALTH DIVISION
HEALTHY BRAIN INITIATIVE



PLACER COUNTY HEALTHY BRAIN INITIATIVE

Creating Dementia-
Friendly Communities



THE IMPORTANCE

As the Placer County population continues to age, community services and infrastructure must be adapted and made supportive to meet their changing needs.

Placer County is an aging community with 22% of the population being aged 65+. By 2025, there is anticipated increase of this population by an additional 62%. Currently, Alzheimer's is the third leading cause of death in Placer County.

Dementia-friendly communities are vital in helping people live well with dementia and remain a part of their community.

WHAT IS DEMENTIA FRIENDLY?

A dementia-friendly community is a city, town, or county where people with dementia are understood, respected, and supported.

Communities that are dementia-friendly offer a variety of services and programs that are strategically design to support both individuals living with the disease and their care partners.



HOW CAN YOU SUPPORT?

We all can take action and support Placer County in becoming dementia-friendly!

- Develop dementia-friendly policies, strategies, and plans that safeguard the needs for those facing dementia.
- Actively engage people living with dementia, caregivers, and their families in the development of dementia-friendly policies, strategies, and plans.
- Improve social and physical environments to make them age- and dementia-friendly and enable participation, safety, and inclusion.
- Establish programs to encourage dementia-friendly attitudes in the community informed by the experiences of people with dementia and their care partners.