

September 24th, 2021

**DEPARTMENT OF HEALTH IN NASSAU COUNTY
AWARDED HEALTHY BRAIN INITIATIVE GRANT TO ADDRESS
COGNITIVE HEALTH AND DEMENTIA IN/FOR NASSAU COUNTY**



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Fernandina Beach, September 24, 2021 — Florida Department of Health in Nassau County (DOH-Nassau) announced it has been selected by the Alzheimer's Association and the National Association of County and City Health Officials (NACCHO) as a grantee for the Healthy Brain Initiative (HBI) Road Map Strategists. The grant will allow DOH - Nassau to enhance its capacity to address cognitive health and dementia for the citizens of Nassau County, FL.

"Public Health has pivoted to effectively intervene across our residents' lifespan to protect, promote, & improve their health, through integrated state, county, & community efforts. Funding from the NACCHO and the Alzheimer's Association for the implementation of our HBI Road Map "Forget Me Not Nassau!" will be key in strengthening Nassau County's capacity to expand the public health sector's reach. That includes expanding our "surveillance lens" and actions addressing the needs of our population living with or at risk for Alzheimer's disease and related dementias, while also helping promote quality of life for their caregivers." – Prince Danso-Odei, MD, DrPH, MPH, Administrator and Health Officer.

Through the grant, the department will designate a part-time HBI Road Map Strategist, a public health official working in support and coordination with public health partners across the community. The new Road Map Strategist will conduct a public health needs assessment, train local health officials and key community partners, and lead implementation of public health action on dementia, consistent with the [State and Local Public Health Partnerships to Address Dementia: The 2018-2023 Road Map](#).

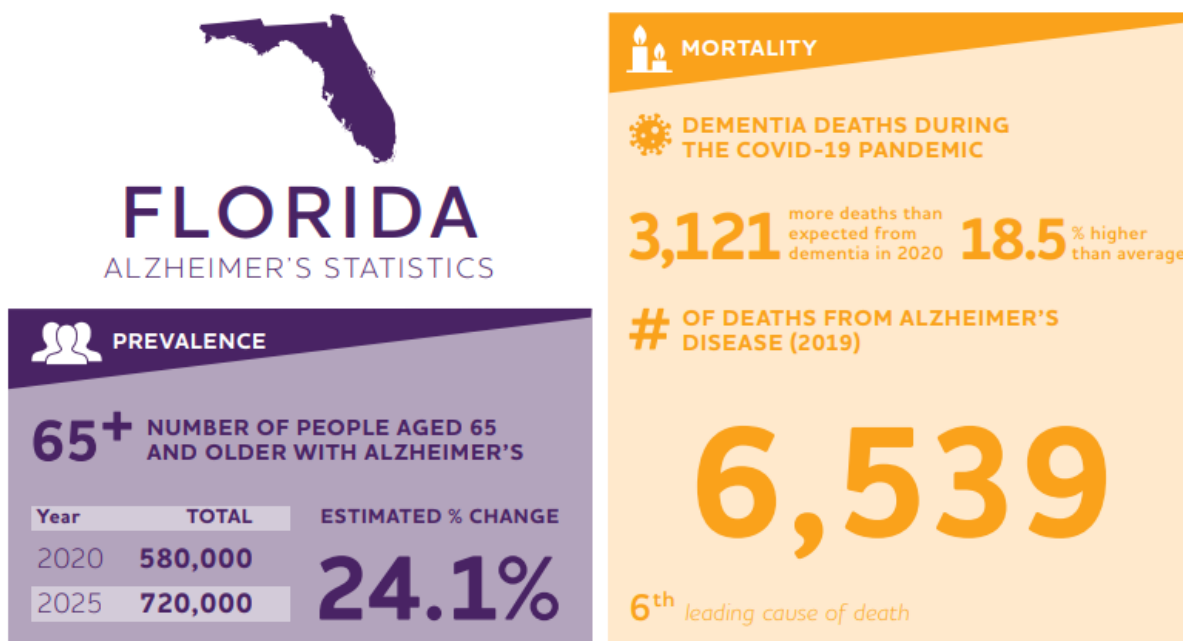
"It is exciting and encouraging to see two Florida county health departments further their commitment to the community by becoming Healthy Brain Initiative strategists in this inaugural cohort program. Sarasota and Nassau counties continue to set the standard for improving health outcomes for those Floridians living with dementia, and we look forward to them paving the way for more awareness, education, care, and support for both those living with the disease and their caregivers". - Angela McAuley, Regional Leader, Florida, Alzheimer's Association

“Nassau County Council on Aging is proud to be a part of the Healthy Brain Initiative,” said Lili High, Program Operations Director. “We currently have a robust program for both seniors with a form of dementia, as well as the family caregivers who support them 24/7. Additional resources will only increase our capacity to help provide training and education to this growing population.”

The Florida Department of Health in Nassau County was one of eight grantees in the inaugural cohort. Other recipients included:

- Placer County Public Health Division — California
- Tri-County Health Department — Colorado
- Florida Department of Health in Nassau County — Florida
- Florida Department of Health in Sarasota County — Florida
- Baltimore City Health Department — Maryland
- Framingham Department of Public Health — Massachusetts
- Summit County Public Health — Ohio
- Public Health — Seattle & King County — Washington

People living with dementia and their family caregivers require support as cognitive, behavioral, and physical functioning worsens over time. A strategic public health response is needed to mitigate this impact on all communities, and the addition of the HBI Strategist will help to improve Nassau County response.



About the Florida Department of Health

The department, nationally accredited by the [Public Health Accreditation Board](#), works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

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