



P R E S S R E L E A S E

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BRAIN HEALTH BECOMES FOCUS OF LOCAL CAMPAIGN

SHASTA COUNTY – Shasta County has the highest death rate of Alzheimer’s in the state, with an average of 153 people dying each year. Alzheimer’s is the third leading cause of death in California. Consequently, Shasta County was one of six jurisdictions that received \$750,000 (part of a \$4.5 million grant) to fund a public health campaign—the California Healthy Brain Initiative—for caregivers and for those living with dementia.

As part of the California Healthy Brain Initiative, Shasta County Health and Human Services Agency (HHSA) launched a multimedia campaign on May 4 to increase awareness around Alzheimer’s Disease and related dementias.

The Healthy Brain Initiative helps communities throughout the state to prioritize brain health and caregiving. The campaign focuses on reducing stigma around the disease through encouraging memory screening and increasing awareness of the symptoms of dementia. The campaign also directs caregivers of those with Alzheimer’s and dementias to services within Shasta County. Community partners including ShiningCare, Dignity Health Connected Living, and Passages Caregiver Resource Center offer support groups, consultations, and respite care.

The campaign also offers education for people of all ages on how to reduce the risk of developing Alzheimer’s through healthy lifestyle choices, including eating well and proper

exercise. Advertisements—radio, print, bus shelter ads and billboards—direct people to local resources, including recreation groups and local hiking and walking maps, healthy recipes, and local food markets.

Find additional local resources and healthy brain tips at www.shastahealthybrain.com.

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