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**To:** [Kester, Tonykester@aging.sc.gov](mailto:Kester, Tonykester@aging.sc.gov)  
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**Subject:** Upcoming Webinar: New BRFSS Data on Memory Loss

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## Memory Loss and the Public Health Burden: Results from the 2013 BRFSS Cognitive Module

New findings from the 2013 [Behavioral Risk Factor Surveillance System](#) (BRFSS) suggest that a significant portion of midlife and older adults are experiencing worsening memory problems that interfere with daily activities. Join us on **Friday, February 26 from**

**1:30-2:30 p.m. EST** for an in-depth discussion on ***Memory Loss and the Public Health Burden: Results from the 2013 BRFSS Cognitive Module***. The webinar will discuss not only the new 2013 BRFSS findings, but also ways states and localities can leverage this BRFSS cognitive data to address systems change and educate stakeholders. Please [register in advance](#).

Dr. Lisa McGuire, Lead of the [Healthy Aging Program](#) at the [Centers for Disease Control and Prevention](#), will present the aggregated results from 18 states that used the Cognitive Module in their 2013 BRFSS survey. She will highlight key findings – including which populations are experiencing memory loss, how many have talked to a health care provider about their cognitive problems, and the burden cognitive decline has on everyday activities. Dr. McGuire will then describe the implications of these data for the public health community and invite comments from all webinar participants.

Then, Linda Stemnock, BRFSS Coordinator for the [Indiana State Department of Health](#), will share how her department and the Indiana Alzheimer's Association chapters have used the data from both the Cognitive and Caregiver modules to educate policy makers and the public health community about the burden of subjective cognitive decline. Further, Ms. Stemnock will discuss how the data have been incorporated into various Indiana state plans (e.g., Alzheimer's disease, chronic disease). Finally, webinar participants will have the opportunity to share the lessons they have learned about using BRFSS data to advance system changes.

Be sure to [register online](#), mark your calendars, and forward this message to any interested colleagues.

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For additional information or questions, please contact [jshean@alz.org](mailto:jshean@alz.org).

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