

132nd MAINE LEGISLATURE

FIRST REGULAR SESSION-2025

Legislative Document

No. 1102

S.P. 465

In Senate, March 18, 2025

Resolve, to Raise Awareness of the Importance of Brain Health and Reducing the Risk of Dementia

Received by the Secretary of the Senate on March 14, 2025. Referred to the Committee on Health and Human Services pursuant to Joint Rule 308.2 and ordered printed.

DAREK M. GRANT Secretary of the Senate

Presented by Senator GUERIN of Penobscot. Cosponsored by Senator: BENNETT of Oxford.

- **Sec. 1. Brain health public awareness campaign. Resolved:** That the Department of Health and Human Services shall conduct a public awareness campaign to promote brain health and risk reduction of Alzheimer's disease and other types of dementia. The public awareness campaign may include the use of:
- 1. Education materials for health care providers on the importance of early detection and timely diagnosis of cognitive impairment, validated cognitive assessment tools, the value of Medicare annual wellness visits for cognitive health and the Medicare care plan billing code for individuals with cognitive impairment;
- 2. Materials to increase public understanding and awareness of the early warning signs of Alzheimer's disease and other types of dementia, the value of early detection and diagnosis and how to reduce the risk of cognitive decline, particularly among persons in communities who are at greater risk of developing Alzheimer's disease and other types of dementia; and
- 3. Materials to inform health care professionals and the general public of dementia care coordination services and other resources and services available to individuals living with Alzheimer's disease and other types of dementia and their families and caregivers.
- Sec. 2. Appropriations and allocations. Resolved: That the following appropriations and allocations are made.

HEALTH AND HUMAN SERVICES, DEPARTMENT OF

Maine Center for Disease Control and Prevention 0143

Initiative: Provides one-time funding for a public awareness campaign to promote brain health and risk reduction of Alzheimer's disease and other types of dementia.

GENERAL FUND All Other	2025-26 \$100,000	2026-27 \$0

SUMMARY

This resolve directs the Department of Health and Human Services to conduct a public awareness campaign to promote brain health and risk reduction of Alzheimer's disease and other types of dementia. It provides one-time funding of \$100,000 for the public awareness campaign.