

MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)

Meeting of the Communications Committee of the Board of Trustees

Wednesday, March 16, 2022

2:00 – 3:00 pm EST

Conference Call Number 425-436-6342 Passcode 746770 (Pin for Host is 3303)

*(If you are asked to pay 1 cent per minute, please accept the charges.
Some states have a tax on "free" conference calls)*

Members: Dr. Richard Isaacson, Communications Committee Chair; Dr. Michael L. Dockery, MBRF Chair (unable to attend), Dr. Patricia Boyle, Dr. John Brady, and Dr. Sue Pekarske

Also Attending: Ms. Amy Porter and Ms. Valerie Patmintra

AGENDA

- | | | | |
|-------------------------------|----|---|-------------------------------|
| 2:00 pm EST
ACTION | 1. | Call to Order/Welcome/Roll Call
a. Minutes from the October 21, 2021 Meeting
b. Updated Communications Activity Timeline | Dr. Isaacson |
| 2:15 pm EST
ACTION | 2. | Patient Education Brochure
a. Review content draft and provide feedback
b. Review cover options and interior spreads and provide feedback on creative direction | Dr. Isaacson
Ms. Patmintra |
| 2:35 pm EST | 3. | Innovator Awards Announcement Plans and AFAR Webinar Promotion Opportunity
a. Inaugural recipients of the Innovator Awards announced the week of March 9
b. AFAR has invited MBRF to be a promotional partner for a May webinar focusing on the brain and aging | Dr. Isaacson
Ms. Patmintra |
| 2:45 pm EST | 4. | Discuss ways to survey/focus group test PCPs about their educational needs | Dr. Isaacson
All |
| 3:00 pm EST
ACTION | 5. | Adjourn | Dr. Isaacson |

MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION
COMMUNICATIONS COMMITTEE OF THE BOARD OF TRUSTEES CONFERENCE CALL
October 21, 2021
Draft for Committee Approval

The McKnight Brain Research Foundation's Communications Committee conference call began at 3:00 p.m. Eastern on Thursday, October 21, 2021.

The following MBRF Trustees participated in the call:

Dr. Richard Isaacson, Chair
Dr. Patricia Boyle

Ms. Amy Porter, Ms. Melanie Cianciotto and Ms. Valerie Patmintra also participated.

1. Call to Order and Roll Call

Dr. Isaacson opened the call by welcoming Dr. Boyle to the communications committee and thanking her for agreeing to serve on the committee.

Ms. Porter noted that Drs. Dockery and Pekarske were unable to join the call. Dr. Isaacson then asked for approval of the minutes from the last communications committee meeting held on April 26, 2021. Dr. Isaacson called for a motion to approve the April 26 meeting minutes and they were approved.

2. Review of the Communications Timeline

Dr. Isaacson asked Ms. Patmintra to walk through the communications timeline. Ms. Patmintra noted that the communications timeline maps back to the initial communications plan approved in 2019 and that most activities on the timeline have been completed. She mentioned adding content to the website describing the new Innovator Awards program and working to refine and identifying opportunities to promote the PCP section of the website as upcoming activities highlighted in the communications timeline.

3. Two-Year Communications Plan Budget Review

Dr. Isaacson asked Ms. Patmintra to give an overview of the activities included in the new two-year communications plan that was presented to the Board of Trustees during the July meeting. Ms. Patmintra mentioned the expanded social media campaigns, newsletter development and ongoing social media outreach as the key activities outlined in the new communications plan and noted that the discussion at the July Board meeting centered primarily around the differences in the budget options presented for the second year of the campaign. Dr. Isaacson suggested showing the Board comps and budgets from other nonprofit organizations could be helpful as perspective. Dr. Boyle also noted the need to be more concrete in showing what the extra budget will be used to fund. Ms. Cianciotto suggested creating a spreadsheet highlighting the activities outlined in the communications plan and what would be included at each budget level could be a helpful tool to include with the Board materials and to help further the communications budget discussion at the upcoming meeting. Ms. Patmintra agreed to develop the spreadsheet and reach out to similar nonprofits to ask what they invest in communications.

Dr. Isaacson suggested strategic partnerships and co-branding existing assets as a couple ways to keep the MBRF from “re-creating the wheel” and potentially saving resources and costs as we look to build out content offerings on the website. He said he would forward existing content from his work with Cornell and Florida Atlantic University for the communications committee to review and see if co-branding might be a good option.

4. Healthy Aging Month Social Media Campaign Results

Ms. Patmintra then presented results from the Healthy Aging Month social media campaign conducted in September using funds remaining from the Dr. Sanjay Gupta video promotion. She noted that by spending \$250 to boost posts and create ads on Facebook, the monthly campaign, which consisted of 2-3 posts per week, generated about 7,000 impressions. She highlighted key lessons learned from the initiative as the posts specifically tied to brain health and asking open-ended questions generated the best responses on Facebook. She also said the campaign showed that while the boosted posts were successful in generating impressions and engagement on Facebook, they didn’t result in a high click-through rate to the McKnightBrain.org website. The key learning here is that more engaging web content needs to be developed to drive people to the website. With additional communications budget, the goal is to develop consumer-friendly expert blog posts, additional video interviews and potentially a podcast series as ways to drive more traffic to the website.

5. Website Suggestions/Feedback

Dr. Isaacson asked Ms. Porter to review the website concerns that have been mentioned since the site launched. Ms. Porter said there have been concerns raised about the font size and amount of white space on the website and that she wanted to see if the committee members shared those concerns and were interested in pursuing a redesign of the website to address those concerns. Dr. Isaacson noted that the website is designed according to industry best practices and is responsive to the type of device people use to view the site, which ensures the font size is appropriate whether you’re accessing the site from a mobile device or computer. He said he doesn’t have concerns with the overall site design and is very happy with the look and functionality of the website. Dr. Boyle agreed that she thinks the site is very attractive and doesn’t think a redesign is warranted at this point.

Drs. Isaacson and Boyle agreed the focus should be on adding new content and driving traffic to the current site rather than pursuing a redesign of the site. While it was agreed a redesign of the website isn’t necessary to address the concerns that have been raised, Ms. Patmintra offered to ask Look Think to do a thorough review of the site and make sure the font size used in all instances is appropriately sized. Drs. Isaacson and Boyle asked Ms. Patmintra to move forward with having Look Think review the font sizes used across the site and update any instances that are too small based on industry best practices and accessibility guidelines.

6. Other Business and Next Steps

Before the meeting adjourned, Ms. Patmintra reported out that the McKnight Clinical Translational Research Scholarships were promoted via AAN’s online channels again this year and that five applications were received for the scholarships. The American Brain Foundation let Ms. Porter and Ms. Patmintra know that scholarship applications were lower than usual again this year due to COVID, but that the applications received are all very promising.

Ms. Patmintra also reported out that she is working to schedule a November meeting with the Communications Working Group to present the communications plan after it has been approved by the Board of Trustees.

With no additional items to discuss, Dr. Isaacson adjourned the call at 4:02 p.m. Eastern.

Communications Activity Timeline
As Outlined in the 2022-2023 Communications Plan
Updated March 8, 2022

Activity	Date/Status	Action	Responsible Party	Comments
Patient Education Brochure	January-March 2022	Draft content and design a new patient education brochure	V. Patmintra	Worked from patient education content posted on the McKnight website to draft content for the new patient education brochure. Worked with designers to come up with different cover designs and titles for the patient education brochure. Content draft and cover designs will be shared with the Communications Committees during their meeting on Wednesday, March 16 and presented to the Education Committee when they meet next. Designs selected by the Communications and Education Committees will be presented to the Trustees for review during their summer meeting. Dr. John Brady sits on both committees and as a primary care physician will be key to content development.
McKnight Brain Website	December 2020 COMPLETE February – March 2022 COMPLETE	Drafted and added content on the MBI Pilot Grants to the website Added content to the website describing the Reserve & Resilience Consortium	V. Patmintra	Added new pages to the Research section of the website describing the current pilot grants funded across the four MBIs. Drafted content summarizing efforts from the Reserve & Resilience Consortium and highlights from each of the three workshops and posted to the Research section of the website.
	March – July 2021 COMPLETE	Develop content to build a dedicated area of the website for PCP education	V. Patmintra	Created web content to educate PCPs on the differences between Alzheimer's disease and cognitive decline and age-related memory loss. Content emphasizes the need for appropriate patient screening and offers vetted screening tools/resources PCPs can use with patients. PCP section of the website was added in early May 2021.

	March 2022			Discussing ways to survey/focus group test PCPs about their educational needs during the March Communications Committee meeting. Will start developing an outreach plan to reach PCPs and drive them to the website based on that discussion.
	Spring 2021 – Ongoing March 2022 May-July 2022	Announce and promote the new MBRF Innovator Awards in Cognitive Aging and Memory Loss program Next Award Cycle	V. Patmintra	Added dedicated pages of website describing the new Innovator Awards program, application requirements and relevant dates. Worked with AFAR to draft a press release announcing the award recipients for 2021. AFAR plans to distribute the press release in mid-March. The press release and photos of the award recipients with highlights of their areas of research will be posted to the McKnight Brain website when the press release is distributed. Create a dedicated area of the McKnight Brain homepage to announce the award application window is open and leading to new content pages. Develop web banners the MBIs and other partners can post to their websites linking to the award information and applications on the MBRF website.
	Spring 2021 – Ongoing	Expert Interview Blog Series	V. Patmintra	Interview McKnight Trustees and experts from the MBIs to post the bi-monthly “Three Questions with...” Expert Interview blog series. Interviewed Dr. Ralph Sacco on Tuesday, February 23 and working to post his Q&A to the blog in March.
Social Media	January – December 2022 ONGOING September 2022	Develop monthly content themes and make regular posts to the MBRF Twitter account and Facebook page	V. Patmintra	Developing themes and drafting content on a monthly basis to make 3-4 social media posts each week. Leveraging funds from the Sanjay Gupta video promotion to boost posts and run Google ads driving additional traffic to the McKnight website. Working on plans for a larger social media campaign to

				launch in September tied to Healthy Aging Month.
Generate Visibility Opportunities	March 2022 - Ongoing	Inter-Institutional Meeting	V. Patmintra	Attending Inter-Institutional Meeting in March to identify research stories and experts for potential media outreach and to highlight on MBRF website as upcoming blog posts or Meet the Researchers features. Will post meeting summary and links to presentations to the Events section of the website after the meeting.
Tracking and Quarterly Reports	Began in 2019 Ongoing	Conduct media tracking and provide quarterly updates.	V. Patmintra	Track media and social media metrics and reach throughout the year and provide quarterly updates to the Trustees. Tracking topics include: brain health, age-related memory loss, McKnight Brain Research Foundation, McKnight Brain Institutes. Q1 2022 Media Tracking report will be shared with Trustees on March 23.
Communications Working Group	Ongoing Next meeting to be held on March 15, 2022	Monthly calls and activities with members of the Communications Working Group	A. Porter/V. Patmintra Meeting Schedule – January 2022 March 2022 May 2022 July 2022 Sept 2022 Nov. 2022	Schedule and hold bi-monthly calls with members of the Communications Working Group to engage in ongoing activities, including: - Identifying core competencies needed for each MBI to move forward with communications outreach - Reviewing, vetting and approving materials - Providing input on upcoming studies with relevant consumer/medical media angles - Identifying young researchers and studies of note to highlight on the MBRF website

Patient Education Brochure Content Draft

Spread 1

What is Cognitive Aging?

As we age, our brains age too. Cognitive aging is a natural process that can have both positive and negative effects and these effects vary widely from person to person.

Our brains age at different rates and in different ways. While wisdom, expertise and vocabulary increase with age, other abilities like processing speed, decision-making and some types of memory may decline with age.

It's important to remember that cognitive aging is not a disease. The brain changes associated with aging are part of a natural process that starts at birth and continues throughout the lifespan. Cognitive aging cannot be prevented, but there are steps you can take to optimize your brain and cognitive health.

Callout on page: Cognitive health is the ability to clearly think, learn and remember. It's just one component of overall brain health and is an important component of performing everyday activities.

Memory & Aging

It's normal for older adults to worry about their memory and thinking abilities. These changes are usually associated with mild forgetfulness – often a normal part of aging – and not a sign of a serious memory problem.

Know the Difference

Some normal signs of aging include:

- Making a bad decision once in a while
- Missing a monthly payment
- Losing track of time
- Not being able to find the right words
- Losing things around the house

Serious memory problems make it hard to do everyday things like driving and shopping. Signs may include:

- Asking the same questions repeatedly
- Getting lost in familiar places
- Inability to follow instructions or directions
- Becoming confused about time, people, and places

If you or a loved one is experiencing signs of a serious memory problem, talk with a doctor to determine whether the memory problems are normal and to find out what may be causing them. Memory and other thinking problems have many possible causes, including depression, an infection, or medication

side effects. Sometimes, the problem can be treated, and cognition improves. Other times, the problem is a brain disorder, such as Alzheimer's disease, which cannot be reversed.

Talking with your doctor to find the cause of the problem is an important first step to determining the best course of action.

Spread 2

Brain Health Facts

It's a fact: your brain ages just like the rest of your body. It shrinks in size, slows down in speed, and becomes less adaptable to change as you age. While research on how to maintain brain health later in life continues at a rapid and expanding pace, we know there is growing hope and expectation that living longer, fuller cognitive lives is possible.

Brain health refers to how well your brain functions across several areas. Aspects of brain health include:

- **Cognitive health** – how well you think, learn and remember
- **Motor function** – how well you make and control your movements, including balance
- **Emotional function** – how well you interpret and respond to emotions (both pleasant and unpleasant)
- **Tactile function** – how well you feel and respond to sensations of touch, including pleasure, pain and temperature.

Brain health can be affected by age-related changes in the brain; injuries, such as stroke or traumatic brain injury; mood disorders, like depression, substance abuse or addiction; and diseases, like Alzheimer's disease.

Tips to Maintaining Brain Health

Growing evidence shows that making behavioral and lifestyle changes can help you maintain cognition and brain health later in life.

Adopting a combination of healthy behaviors, which have also been shown to reduce cancer, diabetes and heart disease, will help you achieve maximum benefits for both your brain and body. And the good news is, it's never too late to adopt healthy habits.

Start adopting these 8 strategies today to protect your brain health now and in the future.

Exercise

Break a sweat and engage in regular cardiovascular exercise that elevates the heart rate and increases blood flow to the brain and body. Several studies have linked regular physical activity with a reduced risk of cognitive decline.

Quit Smoking

Evidence shows that smoking increases risk of cognitive decline. Quitting smoking can reduce that risk to levels comparable to those who have not smoked.

Keep a Healthy Heart

The risk factors for cardiovascular disease and stroke — obesity, high blood pressure and diabetes — also have been shown to negatively impact cognitive health. Preventing and managing high blood pressure and cholesterol will help protect the heart and take care of the brain.

Eat a Healthy and Balanced Diet

Following a diet that's low in fat and high in vegetables and fruit has also been linked to reducing the risk of cognitive decline. Although research on diet and cognitive function is limited, certain diets, like the Mediterranean and Mediterranean-DASH (Dietary Approaches to Stop Hypertension), may help maintain brain health.

Get Enough Sleep

Not getting enough sleep may result in problems with memory and thinking, yet a third of American adults report regularly getting less than the recommended 7-8 hours of sleep. Help protect your brain by getting better sleep.

Stay Socially Engaged

Social and intellectual engagement is important to brain health. Pursuing interesting and meaningful social activities will help you keep connections with others. Try volunteering at a local church or animal shelter or just share the activities you enjoy with friends and family.

Continue Learning and Welcome Challenges

Challenging and activating the mind by doing puzzles, building furniture or playing games are good ways to encourage strategic thinking. Taking an online class or learning a new language will also help keep your mind sharp.

Don't Forget Mental Health

Some studies also link depression with increased risk of cognitive decline. Managing stress and seeking medical attention for any symptoms of depression, anxiety or any other mental health concerns will help optimize your brain health.

Spread 3

Exercise for Brain Health

Physical activity is a valuable part of any overall body wellness plan and is associated with a lower risk of cognitive decline.

Many recent studies have linked regular physical activity with benefits for the brain. In fact, exercise has been linked to stimulating the brain's ability to maintain old network connections and make new ones that are vital to cognitive health, as well as increasing the size of a brain structure important to memory and learning and improving spatial memory.

Beneficial Exercises

Be sure to consult a doctor about your overall health before starting any new exercise program.

Aerobic exercise, such as brisk walking, is thought to be more beneficial to cognitive health than non-aerobic stretching and toning exercise. Research is ongoing, but aiming to move for about **30 minutes on most days** is shown to have many benefits.

Engage in **cardiovascular exercise** to elevate your heart rate, if you're able to do so safely. This will increase the blood flow to the brain and body, providing additional nourishment while reducing potential dementia risk factors like high blood pressure, diabetes and high cholesterol.

Incorporating other physical activities you may enjoy, like walking with a friend, taking a dance class, joining an exercise group or golfing may also be mentally or socially engaging. Activities can be as simple as bike riding, gardening or walking the dog.

Tips to a Brain Healthy Diet

Many foods, including blueberries, leafy greens, and curcumin (found in the spice turmeric), have been studied for their potential cognitive benefit. These foods were thought to have anti-inflammatory, antioxidant or other properties that might help protect the brain. So far, there is no evidence proving that eating or avoiding a specific food can prevent age-related cognitive decline.

While research on the relationship between diet and cognitive function is somewhat limited, it does point to the benefits of two specific diets that can reduce heart disease and may also be able to reduce the risk of cognitive decline: the DASH (Dietary Approaches to Stop Hypertension) diet and the Mediterranean diet.

The Dietary Approaches to Stop Hypertension (DASH)

The DASH diet aims to reduce blood pressure and recommends:

- Eating a diet that is low in saturated fat, total fat and cholesterol; and high in fruits, vegetables and low-fat dairy.
- Consuming whole grain, poultry, fish and nuts.
- Decreasing intake of fats, red meats, sweets, sugared beverages and sodium.

The Mediterranean Diet

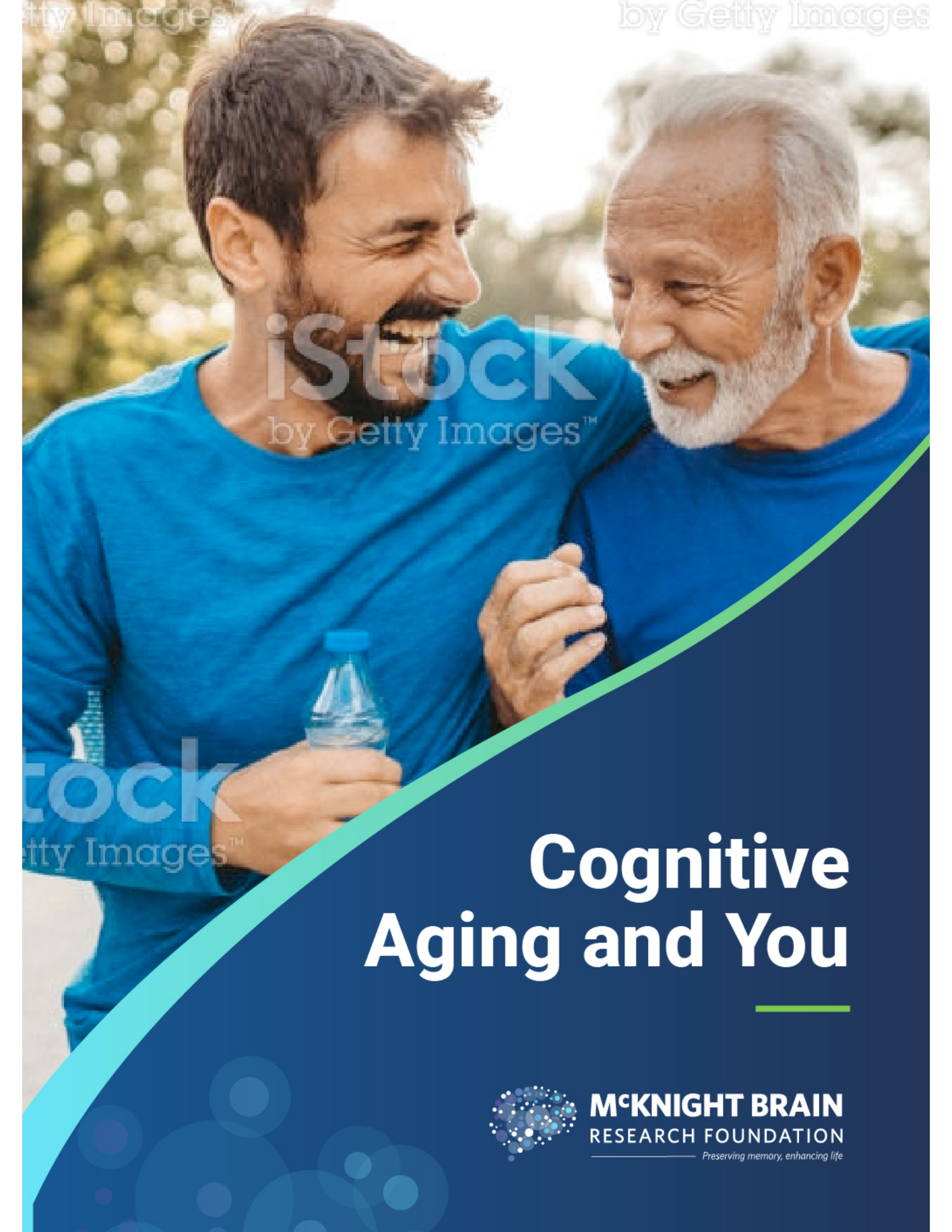
The Mediterranean Diet incorporates different principles of healthy eating, typically found in the areas bordering the Mediterranean Sea and recommends:

- Focusing on fruit, vegetables, nuts, and grains.
- Replacing butter with healthy fats, like olive oil.
- Limiting red meat.
- Using herbs to flavor food instead of salt.
- Eating fish and poultry at least twice a week.

Spread 4

About the McKnight Brain Research Foundation

Pull in the first two pages from the organizational brochure – About the McKnight Brain Research Foundation and the McKnight Impact



Cognitive Aging and You



McKNIGHT BRAIN
RESEARCH FOUNDATION

Preserving memory, enhancing life



McKNIGHT BRAIN
RESEARCH FOUNDATION

Preserving memory, enhancing life

Tips to Maintain Brain Health



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Preserving memory, enhancing life



Cognitive Aging Explained

How You Can Age Successfully



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Preserving memory, enhancing life



How to Keep Your Brain Healthy

What You Need to Know
About Cognitive Aging

For Immediate Release:

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Inaugural Winners Selected for the 2021 McKnight Brain Research Foundation Innovator Awards in Cognitive Aging and Memory Loss

***Lindsay De Biase (UCLA) and Saul Villeda (UCSF) receive \$750,000 each
to lead transformative research in the field of cognitive aging***

NEW YORK and ORLANDO— The American Federation for Aging Research (AFAR) and the McKnight Brain Research Foundation (MBRF) are pleased to announce the 2021 recipients of **The McKnight Brain Research Foundation Innovator Awards in Cognitive Aging and Memory Loss: Lindsay De Biase, PhD**, of the University of California Los Angeles (UCLA) and **Saul Villeda, PhD**, of the University of California San Francisco (UCSF). Aiming to build a cadre of outstanding research scientists across the United States to lead transformative research in the field of cognitive aging, 2021 marked the inaugural year of the grant collaboration between AFAR and MBRF.



Lindsay De Biase, PhD, is an Assistant Professor in the Department of Physiology in the David Geffen School of Medicine at UCLA. With the support of the Innovator Award in Cognitive Aging and Memory Loss, Dr. De Biase will investigate the possibility that microglia shape synapse health during aging via modification of the extracellular matrix (ECM). The ECM is a meshwork of proteins and sugars woven tightly around neurons that potently regulates synapse stability. Recent studies and Dr. De Biase's preliminary data show that microglia express numerous genes involved in building up and breaking down the ECM and that they can engulf ECM components. Dr. De Biase will use multiple technical approaches to elucidate links between microglial-ECM interactions, synapse stability, and cognitive performance in aging mice and rats. The overarching goal of her research is to identify molecular pathways for therapeutic modulation of microglial-ECM interactions to preserve cognition.



Saul Villeda, PhD, is an Associate Professor in the Department of Anatomy in the Eli and Edythe Broad Center of Regeneration Medicine and Stem Cell Research at the University of California San Francisco. With the support of the Innovator Award in Cognitive Aging and Memory Loss, Dr. Villeda will investigate the rejuvenating potential of caloric restriction-induced blood factors on the aged brain at the cellular, molecular, and cognitive level. Caloric restriction counters age-related impairments in cognitive function in the aged brain. Dr. Villeda's lab and others have shown that systemic interventions, including administration of blood plasma derived from young or exercised aged animals rejuvenates cognition at old age. The rejuvenating effects of caloric restriction mirror those observed with a youthful circulation, raising the possibility that caloric restriction similarly functions through blood factors to exert its beneficial effects. The proposed studies aim to identify molecular mechanisms that can be targeted to promote cognitive rejuvenation at old age, with the potential for therapeutic implications in neurodegenerative disorders.

"I am honored to receive this support and very excited by the potential of this new line of investigation to expand our understanding of how non-neuronal cells shape cognitive aging," notes Dr. De Biase. "This new source of support from the McKnight Brain Research Foundation and AFAR allows us to launch novel lines of

CNS aging research and use cutting edge approaches to link our cellular and molecular-level findings with cognitive performance and behavior.”

“This award provides a mechanism in which innovative and often times high-risk high-reward research is supported at the very early stages,” states Dr. Villeda. “This new AFAR-MBRF program provides validation and encouragement to pursue areas of research in which we seek to develop therapeutics that can treat cognitive decline in the aging brain by targeting molecular mechanisms of aging in blood independent of the brain itself.”

The MBRF Innovator Awards in Cognitive Aging and Memory Loss are supported by a \$4.5 million grant from the McKnight Brain Research Foundation and will support six investigators over a period of five years.

"With our new Innovator Awards in Cognitive Aging and Memory Loss, MBRF is extending its mission of supporting research in the field of cognitive aging and memory loss by targeting outstanding mid-career scientists who have already demonstrated a firm commitment to cognitive aging research and shown the potential to become leaders in the field," says Michael Dockery, MD, Chair of the McKnight Brain Research Foundation board of trustees. "We look forward to seeing the impact of Dr. De Biase and Dr. Villadela's research."

AFAR has long supported the careers of talented investigators and research on cognitive health. “By providing research funding, AFAR and MBRF are building a cadre of outstanding research scientists across the United States who have the potential to lead transformative research in the field of cognitive aging,” says Stephanie Lederman, EdM, Executive Director, AFAR.

Learn more about **The McKnight Brain Research Foundation Innovator Awards in Cognitive Aging and Memory Loss** [here](#).

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About AFAR

The American Federation for Aging Research (AFAR) is a national non-profit organization that supports and advances pioneering biomedical research that is revolutionizing how we live healthier and longer. For four decades, AFAR has served as the field’s talent incubator, providing more than \$184 million to more than 4,200 investigators at premier research institutions nationwide. A trusted leader and strategist, AFAR also works with public and private funders to steer high quality grant programs and interdisciplinary research networks. AFAR-funded researchers are finding that modifying basic cellular processes can delay—or even prevent—many chronic diseases, often at the same time. They are discovering that it is never too late—or too early—to improve health. This groundbreaking science is paving the way for innovative new therapies that promise to improve and extend our quality of life—at any age. Learn more at www.afar.org or follow AFARorg on Twitter and Facebook.

About the McKnight Brain Research Foundation

Founded in 1999, the McKnight Brain Research Foundation is the nation’s only private foundation devoted exclusively to discovering the mysteries of the aging brain. Over the past two decades, the Foundation has funded more than \$180 million in research specifically targeting cognitive aging and age-related cognitive decline and memory loss through direct contributions and strategic initiatives in partnership with the four McKnight Brain Institutes and the National Institute on Aging through the Foundation for the National Institutes of Health. With this funding, we’re supporting research and investigation to better understand and alleviate the effects of age-related cognitive decline and memory loss. Learn more about the Foundation at: www.mcknightbrain.org or follow McKnight Brain on Twitter and Facebook.

Live Better Longer Webinar Series

Everyone ages, but how do our bodies age, and what can we do today to stay healthier tomorrow?

Find out in a new online discussion series, **Live Better Longer**, presented by the American Federation for Aging Research in partnership with [Prevention magazine](#).

In short sessions, **AFAR experts from around the world join Prevention's Editor-in-Chief Sarah Smith** to discuss the research-backed science driving wellness choices and innovative therapeutics to extend our years of health at any age.

The Opportunity

The McKnight Brain Research Foundation is invited to serve as a promotional partner for the May 2022 webinar focusing on the brain and aging. AFAR has invited **Sara Burke, PhD**, Associate Director of the UF Center for Cognitive Aging and Memory, to participate in the webinar and share her research on understanding the roles of diet and metabolic function in relation to memory loss in aging and neurological disease.

The other expert participating is **Duke Han, PhD**, a diplomat of the American Board of Professional Psychology in clinical neuropsychology and an associate professor of behavioral sciences at the Rush Alzheimer's Disease Center.

Partnership Details

AFAR treats the webinar as a partnership – with *no fiscal sponsorship* asked of MBRF.

AFAR produces and hosts the webinar. MBRF is only asked to help promote it and will be given logo visibility in the promotional assets and webinar slides.

MBRF Response is requested by late March.

See past webinar episodes and learn more about the Live Better Longer webinar series here:
<https://www.afar.org/events/may25webinar>.