

From: [Angelika Schlanger](#)
To: [Richard Isaacson](#); [Valerie Patmintra](#); [Mike Dockery, MD](#); [Patricia Boyle](#); [Sue Pekarske](#); [John Brady](#)
Cc: [Cianciotto, Melanie](#)
Subject: Communications Committee Meeting Materials (for Jan. 23rd)
Date: Wednesday, January 18, 2023 10:16:59 PM
Attachments: [2. August 11 Communications Committee Call Minutes Draft.doc](#)
[6. Mind Brain Video Recommendations 1 10 23 2.docx](#)
[4. Comms Timeline updated 12.28.22.doc](#)
[1. Comms Cmte Agenda Draft January 23 2023.docx](#)
[8. 2022 Web Traffic Report yearend.docx](#)
[3. December 15 Communications WG Call Minutes Draft clean.docx](#)
[7. MBRF Communications Plan Ideas and Budgets July 2023-2024.pptx](#)

Dear Members of the MBRF Communications Committee,

We are looking forward to our meeting on Monday, January 23rd at 4pm ET via Zoom. We will share proposed updates to the MBRF web site and discuss ideas for our next communications plan.

Attached you will find the agenda and meeting materials, in the order of discussion.

1. Agenda
2. August 11th, 2022 Communication Committee Meeting minutes
3. Dec 15th, 2022 Communications Working Group Meeting minutes
4. Communications Committee Activity Timeline
5. MBRF Web Site Navigation Update: **please click [here](#) for the proposed mock-up.**
(You can hover over the navigation bar on the top to see the proposed changes in that menu, but you are unable to click on any links.)
6. List of Proposed Brain Health Videos for MBRF web site
7. 2023 – 2024 Communications Planning Ideas and Budget Ranges
8. 2022 Web Traffic Report

I look forward to hearing your discussion and seeing you all on the call.

All the best,
Angelika

Angelika Schlanger, PhD
Executive Director
The McKnight Brain Research Foundation
www.mcknightbrain.org



McKNIGHT BRAIN RESEARCH FOUNDATION

Preserving memory, enhancing life

Meeting of the Communications Committee of the Board of Trustees

January 23, 2023

4:00 – 5:00 PM ET

Via Zoom

Zoom Link: <https://us02web.zoom.us/j/3806586657?pwd=eTdSenh2c2dFQVEyYjVoeXVGUzk1dz09>

Meeting ID: 380 658 6657

Meeting Password: 5adXhi

See e-mail invitation sent by Ms. Cianciotto

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

Also Attending: Dr. Angelika Schlanger and Ms. Valerie Patmintra

AGENDA

4:00 pm ET ACTION	1. Call to Order/Welcome/Roll Call a. Minutes from the August 11, 2022 Meeting b. Updated Communications Activity Timeline c. Minutes from Communications Working Group December 15, 2022 Meeting	Dr. Isaacson
4:10 pm ET ACTION	2. MBRF Website Navigation Updates a. Overview of “User personas” b. Review and provide feedback on the proposed updates	Dr. Isaacson Ms. Patmintra
4:25 pm ET ACTION	3. Update on Brain Health Video Series featuring Dr. Isaacson (full series here: https://brainmind.org/course-outline) a. Possibility of licensing and re-branding b. Review list of video topics	Dr. Isaacson Ms. Patmintra
4:35 pm ET ACTION	4. Review and provide feedback on 2023-2024 Communications Planning Ideas and Budget Ranges	Dr. Isaacson Ms. Patmintra
4:55 pm ET ACTION	5. Next Steps and Adjourn	Dr. Isaacson

MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION
COMMUNICATIONS COMMITTEE OF THE BOARD OF TRUSTEES CONFERENCE CALL
August 11, 2022
Draft for Committee Approval

The McKnight Brain Research Foundation's Communications Committee conference call began at 5:30 p.m. Eastern on Thursday, August 11, 2022.

The following MBRF Trustees participated in the call:

Dr. Richard Isaacson, Chair
Dr. Mike Dockery, MBRF Chair
Dr. John Brady
Dr. Sue Pekarske

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

1. Call to Order and Roll Call

Ms. Porter opened the meeting by welcoming MBRF's incoming Executive Director, Dr. Schlanger and thanked her for joining the communications committee meeting. Ms. Porter then took roll of the communications committee members participating in the meeting and noted that Dr. Boyle would be unable to attend.

Following roll call, Dr. Isaacson welcomed everyone to the meeting and asked for approval of the minutes from the last communications committee meeting held on March 16, 2022. Dr. Isaacson called for a motion to approve the March 16 meeting minutes and they were approved.

2. Review of the Patient Education Brochure

Dr. Isaacson presented the two patient education brochures that were sent for the committee member's review before the meeting. Ms. Patmintra noted that based on the committee's feedback shared during the March meeting, she separated the content from the original patient education brochure into two brochures – with one focused on cognitive aging and the other focused on tips to keep your brain healthy. Dr. Isaacson provided positive feedback on the brochures, noting that the content was very easy to read and follow, especially broken out into two separate brochures. Ms. Porter asked Ms. Patmintra to review the photos used on the interior of the brochure to make sure people representing a variety of races are used throughout each brochure.

Dr. Brady echoed Dr. Isaacson's positive comments on the brochures, but noted that the graph on page two of the Cognitive Aging Explained brochure is a little depressing. He asked if we could instead use a graph that shows how the slope of age-related cognitive decline will change if you take the recommended steps to improve brain health. Dr. Dockery echoed Dr. Brady's sentiment and noted that a lot of the steps recommended for brain health are similar to the lifestyle changes to optimize heart health. Dr. Isaacson offered that the Foundation could use some of the charts developed based on the findings from the paper he and Dr. Thambisetty authored showing that after 18 months of following recommended actions for brain health, study participants saved 3-5 years of brain aging.

Dr. Brady noted that would be a nice balance to the “cognitive aging is normal message” and thought it would be great for the brochure to show that there are actions you can take to slow cognitive decline.

He asked Dr. Isaacson if, of the 21 interventions recommended, there were any that worked better than others in showing a slow-down in brain aging. Dr. Isaacson responded that after analyzing the data in depth, he found that all of the study participants were affected by different interventions. The group agreed the take-away from Dr. Isaacson’s research is that you can always adopt a new lifestyle modification to improve your brain health and that people should focus on adopting the recommended actions they may not already be doing. Ms. Patmintra said she would work with the designers to add a graph from Dr. Isaacson’s study, along with a synopsis of the findings and a link to the full paper.

Dr. Dockery agreed with Drs. Isaacson and Brady that the brochures look great, are easy to read and written at just the right level for a patient audience. He then asked Dr. Schlanger if she would be willing to share her thoughts on the brochures. She noted that she also really likes the brochures and thinks they are well organized and designed. She also agreed that it would be nice to include a graph encouraging people to take the steps recommended to optimize brain health.

Dr. Brady then asked how the brochures would be promoted once finalized. Ms. Patmintra responded that the initial plan is to promote the brochures online and through social media advertising. Dr. Isaacson suggested looking into a partnership with an association of family physicians similar to the American Academy of Neurology emails that include patient resources for neurologists. Dr. Brady suggested it could be helpful to reach out to the Director of CME for the American Academy of Family Physicians to ask about ways to get family physicians interested in using the Foundation’s patient resources. The committee then decided to look into ways to promote the brochure once it’s finalized and posted to the website.

3. Consumer Newsletter

Dr. Isaacson then asked the committee for feedback on the consumer newsletter they should have received via email before the meeting. Ms. Porter asked if the title of the section with recipients of the Innovator Awards and Clinical Translational Research Scholarships could be changed to be more inclusive of both groups since the Innovator Awards aren’t scholarships. The committee agreed the title of that section should be change to “Meet Our Award Recipients” and Ms. Patmintra said she would make the change.

Ms. Patmintra then let the committee know that she found out “Memory Matters,” the name the committee liked most for the newsletter, is already in use by Johns Hopkins. The group brainstormed different names and Dr. Isaacson suggested “Mind Your Memory.” The committee agreed to go forward with “Mind Your Memory” as the name for the newsletter. Dr. Schlanger also let the group know that the acronym BRAIN could stand for Brain Research and Information Network and the committee agreed to use that name as a back-up for the newsletter or for a different initiative.

4. Discussion of New Images and Ideas to Update the McKnightBrain.org Home Page

Dr. Isaacson asked if anyone had feedback on the images Ms. Patmintra sent for review as options to update the home page of the website. Ms. Patmintra let the committee members know that she and the website designers had been brainstorming ideas to update the homepage and thought it would make sense to show a series of different images that change each time you visit the homepage. She also said the images sent for review include images of researchers and medical professionals in addition to families and patients to show the range of content available on the website. The committee agreed they like the idea of rotating images on the homepage and that images 1-5

would be good to include on the homepage. Ms. Patmintra offered to work with the designers to build out comps of the homepage featuring the new images that could be reviewed by the Trustees when they meet on August 29.

Ms. Porter then asked for a recap of the Trustees' action items coming out of the committee meeting. She and Dr. Dockery agreed the patient brochures and name of the consumer newsletter should be action items for approval by the Trustees and that the newsletter content and design could be presented to the Trustees, noting that it has been approved at the committee level. The committee also agreed to share the website homepage ideas with the Trustees for feedback, but not as an action item for approval.

With no additional items to discuss, Dr. Isaacson thanked the group for their time and adjourned the call at 6:35 p.m. Eastern.

MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION
COMMUNICATIONS WORKING GROUP CONFERENCE CALL
December 15, 2022

The McKnight Brain Research Foundation's Communications Working Group conference call began at 2:00 p.m. Eastern on Thursday, December 15, 2022.

The following working group members participated in the call:

Christian Camargo, MD, University of Miami

J. Lee Dockery, MD, Chair Emeritus, MBRF Trustee

Susan Fox-Rosellini, MBA, University of Miami

Kathleen McIntyre, University of Florida

Peggy Ann Noltz, University of Arizona

Vanessa Noonkester, University of Arizona

Valerie Patmintra, MBRF Senior Communications Advisor

Angelika Schlanger, PhD, MBRF Executive Director

Todd Taylor, University of Florida

1. Roll Call and Welcome

Ms. Patmintra opened the meeting, took roll and welcomed those in attendance. Ms. Patmintra thanked the group for making time to join the meeting, especially so close to the holidays. With Dr. Lee Dockery participating as Foundation Trustee and Chair Emeritus, Ms. Patmintra asked if he would also like to welcome the group.

Dr. Dockery thanked the group for their ongoing collaboration and asked Dr. Schlanger if she also would like to say a few words to open the meeting. Dr. Schlanger echoed Dr. Dockery's thanks to the group for their collaboration and offered that she and Ms. Patmintra are happy to serve as resources for any communications needs or questions they may have. Dr. Dockery let the group know that Dr. Isaacson was still on family leave through the end of the year and wouldn't be joining the meeting.

Ms. Patmintra then asked if anyone had comments or feedback on the October 13 meeting minutes that were shared as part of the meeting materials. Ms. Noltz said she had a question about the minutes and asked if Dr. Schlanger's interview with Dr. Barnes was for the Ask the Expert interview series. Dr. Schlanger clarified that she interviewed Dr. Barnes as part of the education initiative underway to determine the best way to educate primary care providers on how to empower their patients to manage their cognitive health. With no additional comments on the minutes, Ms. Noltz motioned to approve the minutes and Ms. Noonkester seconded. Dr. Dockery noted that the minutes were a very comprehensive summary of the October meeting and would be retained for historical reference.

2. MBRF Updates

Ms. Patmintra shared that the second issue of the Foundation's *Mind Your Memory* newsletter was distributed earlier in the afternoon and thanked everyone for sending links to initiatives at their Institutes to be featured in the MBI section of the newsletter. Ms. Patmintra also let the group know that a disclaimer was added to the footer of the newsletter following the group's discussion during the October meeting. Dr. Dockery asked if past newsletter issues were posted to the website and Ms. Patmintra responded that they aren't, but that she would look into formatting options to post past issues to the website. Dr. Dockery noted that having past issues posted to the website like the University of Miami and University of Florida could help boost readership. Mr. Taylor mentioned

that he likes the simplicity of the newsletter and its design and asked what platform is used to design and distribute the newsletter. Ms. Patmintra responded that the MBRF newsletter is distributed with MailChimp and asked everyone to confirm if they received the newsletter directly from the platform. Ms. Noonkester responded that she was added to the list and did receive the second issue directly. Ms. Patmintra asked if any of the MBIs distribute newsletters and how frequently. Mr. Taylor responded that the UF MBI distributes a newsletter bi-monthly using Mail-Poet, an installation in Word Press. Past issues are archived on the MBI website here: <https://mbi.ufl.edu/news-2/mbi-newsletters/>. Ms. McIntyre noted that the CAM Center specifically would begin distributing a quarterly newsletter in 2023.

Ms. Fox-Rosellini said the Miami medical school sends a quarterly newsletter/magazine and the MBI does a running In the News monthly feature on its website. She said the medical school asked the MBI not to distribute a competing newsletter, but to include their updates in the overall medical school newsletter. Ms. Nolt and Ms. Noonkester shared that the University of Arizona newsletter is distributed by the psychology department.

Ms. Patmintra mentioned that she is starting to plan ideas for a social media campaign to launch in May timed to Mental Health Awareness month that would include social media posts tied to the topic and potentially working with higher profile bloggers/influencers to help spread the campaign messages. Ms. Patmintra asked the group for feedback on the idea and if any of the MBIs had themed campaigns they were planning for the upcoming year. Ms. Fox-Rosellini said the timing for a May campaign would work well with the Inter-Institute meeting and could be a good opportunity to share content from the meeting. Ms. McIntyre mentioned that tying in the psychosocial effects of COVID-19 could align well with mental health.

Dr. Schlanger asked if the MBIs had best practices or lessons learned from their successful social campaigns they could share. Ms. Fox-Rosellini mentioned that UM's Women in Medicine campaign was successful and Mr. Taylor said UF also has a monthly Women in Neuro social feature that works well. Dr. Schlanger and Ms. Patmintra thanked the group for sharing their thoughts and said they would keep everyone up to date as the May campaign is planned.

Ms. Patmintra then mentioned the Inside Philanthropy article that was shared with the group and thanked Dr. Dockery and Dr. Thambisetty for participating in the interview and sharing their insights on the history and challenges associated with cognitive aging. Ms. Patmintra noted that the interview opportunity was a result of the Foundation's partnership with the American Federation for Aging Research (AFAR) who invited the MBRF to participate and share their expertise as the only organization funding and championing research specifically on cognitive aging. She shared that the interview was initially to gather quotes and background information to be included in a white paper, but evolved into a standalone article and gave Dr. Dockery and Dr. Thambisetty the opportunity to discuss the Foundation's history and collaborative relationship with the MBIs. Dr. Dockery noted that the interview brought about an important conversation on cognitive aging, including the importance of helping people live independently and age successfully to save a burden on the healthcare system.

Dr. Schlanger mentioned that keeping up the relationship with Inside Philanthropy is a great way to promote the relationship between the MBRF and the MBIs and that she welcomes any story ideas the MBIs may have that we could collaborate on and bring to Inside Philanthropy for consideration. She also expressed appreciation to Dr. Dockery and Dr. Thambisetty and Stephanie Lederman with AFAR for doing such a great job with the interview.

3. Social Media Best Practices

Ms. Patmintra then opened the discussion on social media best practices. Mr. Taylor noted that the UF MBI is most active on Twitter and Facebook and has had the most success reaching people via those platforms, but with the interesting time Twitter is experiencing, there's been a lot less activity there recently. He also noted that UF would be launching a LinkedIn page and Instagram account in 2023. Ms. Fox-Rosellini said that the UM MBI uses Facebook for outreach to all of its constituents and sees Twitter as best for scientist and physician communications, but she agreed that Twitter conversations are slowing down and many scientists may be switching to LinkedIn.

Ms. Flothman shared a link to an article noting that 40 percent of Gen Z uses TikTok and social media to get their news and health tips. Ms. Fox-Rosellini and Mr. Taylor agreed that the best social media platforms to use depend on the audience you are trying to reach and Ms. Fox-Rosellini noted that the University of Miami has significant constraints on using Tik Tok. She also shared that the MBI researchers and faculty don't need university approval for their own personal accounts, only departmental social accounts require university approval.

4. Updates from the MBIs

After finishing the discussion on social media best practices, Ms. Patmintra asked for any news or updates the MBIs would like to share. Ms. Noltz shared that Dr. Carol Barnes was included in Research.com's list of top female scientists in the world (<https://mbi.ufl.edu/2022/12/01/v-foundation-highlights-uf-healths-efforts-to-fight-brain-cancer/>) and Mr. Taylor shared that ESPN recently highlighted UF Health's efforts to fight brain cancer (<https://mbi.ufl.edu/2022/12/01/v-foundation-highlights-uf-healths-efforts-to-fight-brain-cancer/>).

Dr. Dockery asked if there was any update on announcing a new director for the UF MBI and Mr. Taylor responded that the University hasn't appointed a new director yet, but seems to be getting closer to making an appointment.

5. Next Steps and Adjournment

As the meeting approached the one-hour mark, Ms. Patmintra thanked the group again for their participation and said she would be in touch after the holidays to schedule the next meeting in February.

With no additional items to discuss, Dr. Dockery also thanked the group for their continued participation and wished everyone happy holidays. The call was adjourned at 3:05pm.

Communications Activity Timeline
As Outlined in the 2022-2023 Communications Plan
Updated December 28, 2022

Activity	Date/Status	Action	Responsible Party	Comments
Patient Education Brochure	January-September 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. Based on feedback shared by the Communications Committee during their March meeting, the brochure was separated into two versions – “Keeping Your Brain Healthy” and “Cognitive Aging Explained.” “Keeping Your Brain Healthy” was approved by the Communications Committee in August, was posted to the website in September and promoted as part of Healthy Aging Month. “Cognitive Aging Explained” was approved by the Communications Committee in August pending an update to the chart showing data from Richard’s 2019 research study. The brochure will be posted to the website when the updated graph is approved.
McKnight Brain Website	September 2022 ONGOING	Home Page Refresh and Ongoing Content Development	V. Patmintra	Working from images approved by the Communications Committee in August, the home page of the website will be updated to include a carousel of images that change each time a user visits the home page. Also, working on tweaking the website navigation to more clearly draw in and guide consumer/patient audiences through the site content most relevant to them. Building out content ideas and developing a calendar outlining timing to add a consumer-focused blog to the website as a way to share timely tips and information

				with site visitors and ensure new content is added to the site on a regular basis.
	May 2021 – COMPLETE March 2022 – ON HOLD	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. Efforts to further build out the PCP web content and promote it to relevant audiences are on hold pending the Education Committee’s efforts to bring on a consultant to conduct a landscape review of related content already available from other organizations.
	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. Coordinating with CWG members to interview an expert from one of the MBIs each month as outlined in the calendar presented to the CWG during their October meeting.
Social Media	January – December 2022 ONGOING September 2022	Develop monthly content themes and make regular posts to the MBRF Twitter and Facebook pages	V. Patmintra	Developing themes and drafting content on a monthly basis to make 2-3 posts per week. Leveraging boosted Facebook posts and Google ads to drive additional traffic to the McKnightBrain.org website. Implemented a social campaign focused on Healthy Aging Month in September, which consisted of 2-3 posts per week, distributing the first Mind Your Memory e-newsletter, posting and promoting the “Keeping Your Brain Healthy” brochure. A Healthy Aging landing page and Top 10 Tips downloadable resource were posted at the end of the campaign to summarize the tips and advice offered throughout the month. Campaign efforts reached

				more than 30,000 viewers across Facebook and Twitter in September. Starting to post to LinkedIn as an additional social media channel and brainstorming ideas to leverage social media to drive additional traffic to McKnightBrain.org during Q4 2022.
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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, cognitive aging, cognitive decline, age-related cognitive decline, McKnight Brain Research Foundation, McKnight Brain Institutes. Q3 2022 Media Tracking report will be included for review with materials for the October 27 Trustees meeting package.
Communications Working Group	Began in 2019 ONGOING	Zoom meetings with members of the Communications Working Group	A. Schlanger/V. Patmintra Upcoming Meetings: February 2023 April 2023	Meet with members of the Communications Working Group every other month 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



**Recommendations for Repurposing the Brain Mind Video Series featuring
Dr. Richard Isaacson for use on McKnightBrain.org**

Dr. Isaacson is featured in a series of videos produced for Brain Mind (<https://brainmind.org/course-outline>) to provide educational content on several different facets of maintaining brain health. Dr. Isaacson has offered to speak with Brain Mind about a licensing arrangement allowing the MBRF to add its logo and make slight modifications to the videos to be featured on mcknightbrain.org. A similar arrangement was made with FAU, which now features the same set of videos on its website with the addition of FAU branding.

The list below includes videos from the series we recommend adding to mcknightbrain.org and an overview of each video. In addition to the videos listed below, we also recommend exploring the time and cost that would be associated with producing an introductory and conclusion video to educate viewers on the MBRF's mission and how it ties in with the content provided in the video series.

1. **Brain Health 101** - <https://brainmind.org/video1> - approximately 5-minute video giving an overview of the series and background on brain function. Reiterates the goal of the series is to review evidence-based ways to live better with optimal cognitive health.
2. **What is Cognitive Aging?** - <https://brainmind.org/video2> - approximately 10-minute video reviewing cognitive aging, it's meaning, and opportunities to sustain cognitive performance.
3. **Diet and Nutrition 1** - <https://brainmind.org/video8> – approximately 10-minute video offering a great overview of Mediterranean and ketogenic diets and macronutrients, like good vs. healthy fats, carbs, etc.
4. **Supplements and Vitamins** - <https://brainmind.org/video10> - approximately 10-minute video discussing the most impactful vitamins based on evidence, with emphasis to try and get the most vitamins from food.
5. **Exercise and Habits** - <https://brainmind.org/video11> - approximately 10-minute video highlighting exercise as the single best thing you can do today to support cognitive health. Talks about the different types and intensity of exercises that are best for brain health and gives specific recommendations.
6. **HIIT Exercise** - <https://brainmind.org/video12> – approximately 5-minute video with exercise demonstrations.
7. **Cognitive Engagement, Educational Attainment, Brain Training** - <https://brainmind.org/video13> - approximately 8-minute video discussing education attainment, cognitive engagement, and brain training and how these can help prevent cognitive impairment and Alzheimer's disease. Includes specific ideas, like learning a language, playing a musical instrument, adult learning, listening to music, etc.
8. **Stress Management** - <https://brainmind.org/video14> approximately 7-minute video discussing how stress impacts brain health and Alzheimer's disease prevention. Reviews the biological connection between stress, RNTs (Repetitive Negative Thinking), and brain health and gives strategies and evidence-based techniques for stress reduction, like mindfulness programs.

9. **Sleep Strategies** - <https://www.youtube.com/watch?v=Nl-mSPWo2k&list=PL---yQEVuzaajfWb0U-k4cxwIC74evESL&index=15> – approximately 8-minute video discussing the biological basis of sleep and how sleep promotes brain health, as well as giving specific sleep recommendations.
10. **Tips for Success - Sticking with the Plan** - <https://brainmind.org/video17> – approximately 10-minute video reiterating there is no one magic pill or single thing to do to prevent Alzheimer's. Discusses the many things that go into preserving brain health and gives tips to sticking with the plan, like having a partner.



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COMMUNICATIONS PLANNING GOALS & BUDGET OUTLINE July 2023 – July 2024



OVERVIEW



- The McKnight Brain Research Foundation is a leader in the field of age-related cognitive decline and memory loss and the only foundation dedicated exclusively to solving the mysteries of the aging brain and helping people achieve a lifetime of cognitive health
- With ***elevating public awareness and understanding of cognitive aging and age-related memory loss*** remaining two of the Foundation's highest priorities, the timing is right to continue investing in communications efforts to build on the initiatives started in 2019
- Assets developed and experience gained over the past four years provide the platform to establish a national presence and elevate the McKnight Brain Research Foundation to become a household name



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ACCOMPLISHMENTS

Over the past four years, the McKnight Brain Research Foundation has developed content and programs targeting consumers, primary care providers and researchers, including:

- New **consumer friendly** brand identity, logo and website with educational and engaging content
 - Increased site traffic from an average of 225+ monthly visitors in 2020 to 750+ monthly visitors in 2022
- Organizational brochure and two patient friendly brochures educating readers on cognitive aging and brain health
- Social media presence on Facebook and Twitter
 - Posting 2-3 times weekly on Facebook and Twitter since 2020 has generated 205 followers and 3.2K average monthly interactions on Facebook and 255 followers on Twitter
- Social media campaign featuring a video interview of Dr. Richard Isaacson and Dr. Sanjay Gupta attracting 6,500+ visitors to McKnightBrain.org
- Two Healthy Aging Month social campaigns in 2021 and 2022 reaching a combined total audience of 10,000 people
- Mind Your Memory quarterly newsletter distributed twice in 2022 reaching a combined audience of 500 organizational and consumer contacts





OVERVIEW



- With the current communications plan and budget ending in June 2023, we've conducted initial research to identify three estimated budget levels and related goals to guide our communications activities for the next fiscal year, July 2023 – June 2024.
- The estimated budget levels and accompanying activities that follow are based on lessons learned from work conducted to date and preliminary conversations with marketing firms.



Option One: Keep Current Budget of \$270,000

- A consistent budget allows for ***continued efforts*** to drive traffic to the website, modestly improve search engine rankings and start building awareness and brand reputation among consumer audiences, meeting goals including:
 - Driving modest additional traffic to McKnightBrain.org – aiming to **attract at least 1,000 – 2,000 users/month (12k-24k/year)**
 - In 2020, we averaged ~200 users/month
 - In 2021*, we averaged ~1,000 users/month
**The Sanjay Gupta interview and promotional efforts led to a significant increase in 2021 users.*
 - In 2022, we averaged ~800 users/month
 - Comps (estimated): AlzU.org – ~43K users/month | AARP - ~13M/month | Alz.org – ~900K/month | geron.org - ~6.2K/month
 - **Lower bounce rate and direct users to explore our educational content** on brain health and cognitive aging, geared toward their audience-specific needs as consumers, researchers, and/or healthcare providers



Option Two: Increase Budget to \$400,000

- Increase budget to \$400,000 to plan and launch a ***comprehensive year-round campaign*** to spread targeted messages and a dedicated call to action working to establish **MBRF as a household name** in 3-5 years and meeting goals including:
 - **Increase social media engagement** and drive additional traffic to McKnightBrain.org (***3000 – 5000 users/month***) by engaging online influencers to post about campaign initiatives and encourage their networks to participate
 - **Synergize with Education Committee initiative** by promoting online videos, webinars and sub-specialty opportunities/conference sessions that may be developed for future “PCP Initiative” strategy
 - Identify themes and organizational initiatives to proactively pitch to targeted media outlets, leveraging MBI experts and Trustees as spokespeople and aiming to **generate 1-2 media placements per quarter**



GOALS AND BUDGET RANGES

Option Three: Increase Budget to a minimum of \$650,000 for at least 3 years (\$2M)

- Increase budget to \$650,000 to allow for a ***12-month comprehensive visibility campaign, plus paid national partnership initiatives*** working to establishing MBRF as a household name and meeting goals including:
 - **Broaden brand recognition for the MBRF** through consistent, proactive media outreach resulting in monthly articles and high-profile media placements including a mix of bylined articles, brain health tips, and key research takeaways
 - **Improve rankings to be in the top 10 organizations** listed on search engines for relevant key words like cognitive aging, cognitive aging research, brain research, brain health, and healthy aging
 - **Generate continuous visit increases and periodic spikes in web traffic (goal 5-10k visits/month)** and significantly increasing Twitter followers and Facebook likes by leveraging online influencers and national media partnerships

**Multi-year contract can be renewable year-to-year.*



NEXT STEPS

- Communications Committee discusses and possibly approves developing an RFP for the budget ranges presented: \$270K, \$400K, and/or \$650K. If approved, that recommendation will be presented to the full Board of Trustees during the February meeting.
- With the Trustees approval, an RFP will be developed seeking proposals to meet the objectives and include specific activities outlined at each of the approved budget ranges. The RFP will require that the proposals include specific and attainable metrics that would be achieved at each budget level.
- In the spring, the RFP will be fielded to our current agency partner, WhereOWare, as well as to up to five additional recommended agencies. The proposals received will be reviewed by the Communications Committee.
- The Communications Committee's recommendations for approval of a specific budget level and agency partner will be shared with the Trustees in order for a decision to be made in time for the next communications plan to begin in July 2023.



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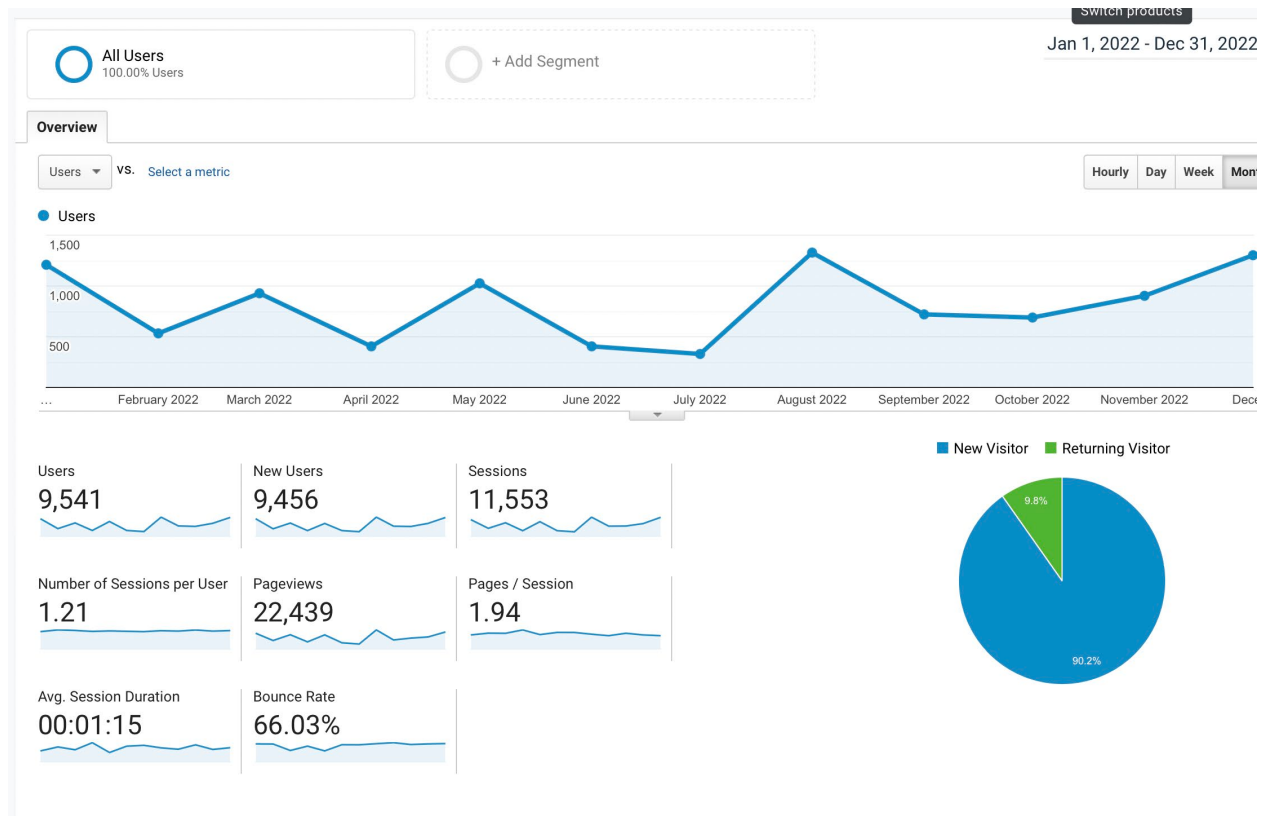
THANK YOU!



2022 McKnightBrain.org Quarterly Traffic Report

	Q1	Q2	Q3	Q4
Users	2,643	1,814	2,344	2,860
Page Views	6,207	4,453	5,346	6,433
Sessions	3,152	2,138	2,797	3,466
Session Duration	1:09	1:12	1:18	1:20

2022 McKnightBrain.org Traffic Totals



Definition of Key Terms

User: Any person who has visited the website. The moment a person lands on any page of the site, they are identified as a User.

Page Views: Total number of pages loaded by Users on the website, including when Users load the same page of the website.

Sessions: A group of user interactions within the website that take place within a given time frame. A single session may include multiple page views, events and social interactions. Sessions track the number of times a user interacts with the website.

Session Duration: How long a visitor remains on the website. Average session duration for direct traffic is 44 seconds.