



McKNIGHT BRAIN RESEARCH FOUNDATION

Preserving memory, enhancing life

Meeting of the Communications Committee of the Board of Trustees

September 20, 2023

5:30 – 6:30 PM ET

Via Zoom

Zoom Link: <https://zoom.us/j/98027869905?pwd=cy92d0VOUc5V3V2Ui9WSkldcmNVUT09>

Meeting ID: 980 2786 9905

Meeting Password: 302636

See calendar invitation sent by Dr. Schlanger

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

Also Attending: Dr. Angelika Schlanger; Ms. Valerie Patmintra; Ms. Jane Barwis, Mr. Shannon McDaniel, and Ms. Nicole Grady, BRG Communications

AGENDA

5:30 pm ET	1.	Call to Order/Welcome/Roll Call	Dr. Boyle
ACTION	2.	Approval of Minutes from April 19, 2023	Dr. Boyle
	3.	Review of Updated Activity Timeline	Dr. Boyle Ms. Patmintra
	4.	2023 Q3 Website and Media Tracking Report	Ms. Patmintra
5:45 pm ET	5.	Presentation of Communications Landscape Analysis Findings	BRG Communications
6:15 pm ET	6.	Discussion of Findings and Campaign Direction	All
6:30 pm ET	7.	Next Steps and Adjourn	Dr. Boyle

MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION
COMMUNICATIONS COMMITTEE OF THE BOARD OF TRUSTEES CONFERENCE CALL
April 19, 2023
Draft for Committee Approval

The McKnight Brain Research Foundation's Communications Committee conference call began at 6:00p.m. Eastern on Wednesday, April 19, 2023.

The following MBRF Trustees participated in the call:

Dr. Patricia Boyle, Chair
Dr. Mike Dockery, MBRF Chair
Dr. John Brady
Dr. Sue Pekarske

Dr. Angelika Schlanger and Ms. Valerie Patmintra also participated.

1. Call to Order and Roll Call

Dr. Boyle welcomed the group to the call and noted she was happy to be serving as the new Chair of the Communications Committee. took roll of who was participating.

2. Activity Timeline

Dr. Boyle then reviewed the current and updated items included in the Communication Activity Timeline, noting that the items in yellow are the activities currently in progress and that most of those items will be covered during the meeting. She noted that since the February Trustees meeting, Dr. Schlanger and Ms. Patmintra have been primarily focused on the RFP process, which will be discussed at the end of the meeting, as well as moving forward with plans to update the website navigation and to implement a social media campaign in May tied to Mental Health Awareness Month.

Dr. Boyle also noted that with the RFP process wrapping up, the plan to create new monthly content for the "Ask the Experts" blog series and leverage content from the PCP landscape analysis to create original articles for the PCP and consumer sections of the website will be moving forward over the next couple months.

3. Activity Timeline

Dr. Boyle then asked Ms. Patmintra to provide an update on the Website and Media Tracking Report that was included with the meeting materials. Ms. Patmintra shared that each month of the first quarter, web traffic has been close to 2,000 monthly visitors, compared to around 1,000 visitors per month for the first quarter of last year. She noted that it's encouraging to see continued slow and steady growth in traffic resulting from ongoing organic outreach efforts and mentioned that if the three-year

communications plan being considered moves forward, traffic to the website will definitely increase at a more rapid pace. Ms. Patmintra also mentioned the Inside Philanthropy Whitepaper that was published in March featuring several quotes from Dr. Dockery and Dr. Thambisetty and highlighting the work of the MBRF. She said she was very encouraged the Foundation was featured so prominently in the Whitepaper after also being featured in a standalone article in the Fall. Ms. Patmintra also mentioned the webinar with AFAR and Prevention Magazine taking place on April 26 from 3-4pm, which will feature a conversation among the two Innovator Award recipients and the editor-in-chief of Prevention. She also noted that Prevention Magazine has an impressive online reach with several hundred people typically participating in the webinar series, so it should be great visibility for the Foundation and the Innovator Award recipients.

4. Website Navigation Updates

Dr. Boyle then spoke about the updates to refresh the website, noting that in August, the committee approved new Hero images for the homepage, which have now been implemented on the home page. She mentioned that each time you visit the home page, one of the five different approved images will appear and aim to depict the different audience types coming to the site. She also noted the three new buckets of content below the hero image which target consumers, primary care providers and researcher and aim to direct each audience group to the content most relevant to them.

Dr. Boyle also noted that during the January meeting, an updated website navigation was approved by the committee to help better guide users to the content that is most relevant to them. She shared that in working with Whereoware to implement the new navigation, they recommended user testing before making such a significant change to the site to ensure the new navigation would truly improve the user experience and help lower the site's bounce rate.

Ms. Patmintra provided details on the process and timing, noting that the goal is to recruit 25 people to review a mockup of the new navigation and respond to a series of questions. Recruiting volunteers will begin in May, with the goal of having the user testing and analysis complete by the end of May and implemented by the end of June. Dr. Boyle asked how the volunteers would be recruited to test the navigation and Ms. Patmintra responded they would be recruited by email sent to the organizational contacts and newsletter distribution list. Ms. Patmintra noted that the CWG members are also being asked to participate and that feedback from the Trustees is welcome as well. Dr. Dockery and Dr. Boyle offered to help recruit participants and Ms. Patmintra said she would send the recruitment email to the Trustees to share with their networks.

5. May's Mental Health Awareness Social Campaign

Dr. Boyle then introduced the topic of social media campaigns, noting the first was in September tied to Healthy Aging Month and the upcoming campaign in tied to May as Mental Health Awareness Month. Dr. Schlanger shared her screen to show the visual concepts proposed to serve as the creative backdrop for the campaign, mentioning that after Dr. Boyle's review it was decided to focus on the second creative option featuring real people. Dr. Boyle noted that she found the cartoon concept too simplistic and the group agreed. Ms. Patmintra noted that since the visuals were first shared with the committee,

the second concept has been built out to depict a variety of individuals across different ages, demographics and gender to illustrate the connection between mental health and brain health. Dr. Boyle asked if everyone was onboard with the visuals shown in the second option and everyone concurred. Dr. Pekarske and Dr. Brady said they really liked all of the people in the visuals shown. Ms. Patmintra asked if the committee approved using all of the visuals presented across different campaign elements or if there were any images the committee would prefer not be used and the committee approved using all of the images.

Dr. Brady asked what the campaign would entail. Ms. Patmintra shared it will include a landing page on the website and targeted ads across Google and Facebook driving back to the landing page, in addition to short video ads on YouTube, which will also drive back to the landing page. She noted that all social posts in May will tie in to the Mental Health theme instead of offering tips and information across various aspects of brain health like in a typical month. Dr. Boyle also noted that the different visuals in the presentation will tie in to weekly blog posts that will be shared throughout the month.

Before moving on to discuss the communications RFP, Dr. Pekarske asked if the group could go back to review the minutes from the January 23 meeting. Dr. Boyle asked if there were any changes to the minutes and Dr. Pekarske asked for an edit to the third paragraph of the minutes where the word “is” was included twice in the sentence about website navigation. Dr. Schlanger agreed to revise the minutes to reflect Dr. Pekarske’s edit. Dr. Brady moved for approval of the minutes as amended, Dr. Pekarske seconded and the minutes from the January 23 meeting were approved.

6. Review of Proposals and Budget Levels Submitted

Dr. Boyle gave an overview of the RFP process, noting that following the Trustees meeting in February, Dr. Schlanger and Ms. Patmintra drafted an RFP, which was fielded to five agencies and all five responded with proposals outlining ideas for a three-year communications initiative at three different budget levels ranging from \$1-\$2 million. Dr. Boyle mentioned the rigorous review process Dr. Schlanger and Ms. Patmintra have undergone to arrive at their top three agency selections and noted that the summary document included with the meeting materials outlines their rationale for selecting the top three agencies and also includes a chart ranking the agencies across several categories, including agency capabilities, response to specific aspects of the proposal and anticipated outcomes.

Dr. Schlanger provided additional detail on the agency RFP process mentioning that she and Ms. Patmintra met with the three top agencies to hear additional insights about their proposals, goals and strategies and approaches to the different budget levels. She noted it was helpful that all three agencies came back with the same approach to the three budget levels, separating them by \$1 million, \$1.5 million and \$2 million over the three years.

Based on the meetings and insights gained about each proposal, the agencies are currently ranked with BRG in the lead, followed closely by JPA, and then SCP. Dr. Schlanger noted that the memo outlines additional details behind the scoring and that she and Ms. Patmintra agree both BRG and JPA would be outstanding partners to work with on the communications initiative.

Dr. Schlanger mentioned that while SCP didn't rank as high as BRG and JPA, they are a leading organization in the brain health and aging space and their ability to target strategic partnerships rises to the top. She noted that after speaking to them about their approach and experience, overarching visibility and public facing campaigns aren't their strongest suit. She mentioned that their strength with strategic partnerships could benefit MBRF down the road. are very strong.

Asked what sets BRG apart, Ms. Patmintra responded that their planning process, which would bring all MBRF stakeholders to the table, and effective use of budget, gave BRG has a slight advantage over JPA.

Dr. Pekarske asked if she could bring up two questions, first about the Gretel tool and what it does. She also noted the major distinctions in the projected metrics table and asked if it is realistic that BRG is able to provide such higher outcomes at the same budget level as the other agencies.

Ms. Patmintra responded that Gretel is a proprietary tool JPA developed to monitor mentions of specific topics and identify where conversations on those topics are happening. She also noted that JPA is a very creative agency and their branded research products, like Gretel, help clients monitor and track their share of voice on specific topics.

Ms. Patmintra also said she can understand how in looking at the metrics, BRG does look too good to be true, but she knows from experience that the numbers are accurate and those are the kind of results you can expect working with BRG. She also noted that BRG and JPA were tied in their rankings until the agencies provided their anticipated outcomes and they were compared by budget level. until we dug into the outcomes and budgets.

Dr. Brady asked if the outcomes in the chart are for one year or three years. Ms. Patmintra clarified that the media metrics are for three years and said she would need to go back and confirm if the web traffic numbers represent anticipated monthly visitors after the three years. She mentioned that the metrics provided are estimates based on past projects and meant to help us compare what the different agencies could achieve, but more detailed metrics would be determined to gauge success of the MBRF initiative specifically.

Dr. Brady asked Ms. Patmintra to comment on what the different budget levels include. Ms. Patmintra explained that level one is primarily organic outreach, where level two will include more paid strategies, like media partnerships, PSAs and influencer engagement. Level three even increases the amount of budget that could be put toward those paid initiatives.

Dr. Boyle suggested the mid-tier as a good starting point to see a significant increase in outreach without committing to the highest level. Dr. Boyle also asked if after the three-year initiative the Foundation is happy with their level of awareness would the budget need to be sustained at the same level. Ms. Patmintra mentioned there are several ways to measure success and reallocate budget after reaching your initial visibility goals. It could be focusing outreach around a moment in time or key awareness month or deciding one key paid outreach tactic to implement each year. She said at the end

of three years there will be a lot of opportunity to evaluate where we are and determine how we want to move forward. Dr. Dockery asked if web site maintenance would be part of the overall budget and Ms. Patmintra confirmed it would.

Dr. Pekarske asked if JPA and BRG demonstrated strengths in developing strategic partnerships or if only SCP was strong in this area and Ms. Patmintra and Dr. Schlanger agreed JPA and BRG also confirmed they have background and experience with developing strategic partnerships.

Dr. Pekarske, Dr. Boyle and Dr. Brady all agreed moving forward with the mid-tier budget sounded like the best approach. Ms. Patmintra concurred that starting with the mid-tier budget will generate a significant amount of visibility and allow the Foundation to determine if it's worth investing more going forward or if the initial results achieve the organization's goals.

Dr. Brady asked if metrics have been defined and how they would be measured over time. Ms. Patmintra explained the Foundation's specific metrics would be determined in the planning sessions, but the sample reports BRG shared show a really nice breakdown of results across multiple activities, including more than media and web metrics. Dr. Schlanger also mentioned the importance of share of voice to measure the percentage of articles on brain health/cognitive aging the MBRF will be included in after outreach begins. Dr. Schlanger noted she was impressed with BRG's ability to increase share of voice for the American College of Preventative Medicine by activating a network of spokespeople across the country and empowering them to act as media ambassadors. She noted that by implementing a communications campaign, the Foundation would want to see its share of voice increase relative to others organizations in the brain health and cognitive aging space.

Dr. Dockery asked why we shouldn't consider the highest budget level since it's only \$500,000 more over three years and could achieve higher results. Dr. Schlanger mentioned the opportunity to potentially increase the budget from the middle level over time and noted that it would be harder to scale back if the highest budget level was approved upfront. Ms. Patmintra agreed a better strategy would be to increase the budget throughout the three-year initiative opposed to starting at the highest level and scaling down.

After further discussion, the Communications Committee members agreed they thought BRG was the best agency partner and that starting with the mid-tier budget was the best approach.

Dr. Brady and Dr. Pekarske motioned to move forward with BRG. They also motioned to approve a total three-year communications budget of \$1.755 (to include consulting fees). Both motions were approved unanimously.

Dr. Dockery requested that the memo be updated to specify if the metrics are over the three years or annual and to include an executive summary of how the decision to select BRG was reached. Dr. Schlanger agreed those items would be added to the Trustees materials and the meeting was adjourned at 7:26.

Communications Activity Timeline
Updated September 12, 2023

Activity	Date/Status	Action	Responsible Party	Comments
Patient Education Brochures	Complete	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, posted to the website in September and promoted as part of Healthy Aging Month. The Communications Committee Chair approved the “Cognitive Aging Explained” brochure and it was posted to the website and promoted in May as part of the Mental Health Awareness Month social campaign. As part of an ongoing relationship with the Gerontological Society of America, the “Cognitive Aging Explained” and “Keeping Your Brain Healthy” brochures were added to GSA’s KAER toolkit in July, along with the Foundation’s tip sheet on healthy aging.
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 was updated to include a carousel of images that change each time a user visits the home page.

				A new version of the website navigation was also developed to more clearly draw in and guide consumer/patient audiences to the site content most relevant to them. The Communications Committee approved the new navigation in January and a user testing plan was developed to test the new navigation before it's implemented on the website. Based on results from the User Testing initiative, the website navigation was updated at the end of July with new headers designed to draw audiences in to the content most relevant to their needs. The organizational content about the Foundation is also now separated across two tabs titled "Our Work" and "About Us." Following completion of the navigation update, new content has been added to the Blog and News pages of the website on a weekly 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/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 will be developed with BRG's engagement.
	Spring 2021 ONGOING	Expert Interview Blog Series	V. Patmintra	Interviewing 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.

				Interviews with Dr. Steven DeKosky (UF) and Dr. Ronald Lazar (UAB) were recently posted to the website and a post featuring Dr. Tatjana Rundek (UM) is in development with the UM MBI.
Social Media	ONGOING	Develop monthly content themes and make regular posts to the MBRF Twitter, Facebook and LinkedIn 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. Q3 Web and Social Media metrics will be included for review with materials for the October 23 Trustees meeting.
Tracking and Quarterly Reports	Began in 2019 ONGOING	Conduct media tracking and provide quarterly updates.	V. Patmintra	Tracking media and social media metrics and reach throughout the year and providing 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 2023 Media Tracking report will be included for review with materials for the October 23 Trustees meeting package.
Communications Working Group	Began in 2019 ONGOING	Zoom meetings with members of the Communications Working Group	A. Schlanger/V. Patmintra Last Meeting: September 7, 2023 Upcoming Meeting: November 2023	Every other month meetings with members of the Communications Working Group to discuss and engage in ongoing activities, including: - Identifying core competencies needed for each MBI's 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

Precision Aging Network Collaboration	ONGOING	Meeting with members of the Precision Aging Network team to engage on sharing news, events and information about the initiative via the MBRF's website and social media channels		Meeting with members of the Precision Aging Network team to engage on sharing news, events and information about the PAN initiative via the MBRF's website and social media channels. • First meeting held in December 2022 at the suggestion of Dr. Carol Barnes to introduce the MBRF and PAN marketing and communications contacts • Follow up meeting held in September 2023 to discuss featuring PAN on the MBRF website and in upcoming newsletters and Ask the Experts blog posts • PAN featured resources and a link to a blog post featuring Dr. Carol Barnes in their September newsletter
FY2023-2024 Communications Planning	ONGOING		A. Schlanger/V. Patmintra	After approval during the February Trustees' meeting, an RFP was drafted requesting proposals for a three-year visibility campaign at three different budget levels. RFPs were sent to 5 agencies in early April. Proposals were reviewed by the Communications Committee during the committee's April 19 meeting. BRG has fielded a stakeholder survey and interviewed all of the Trustees as part of their discovery process for the communications campaign. Results of the discovery process will be shared with the Communications Committee when they meet on September 20. BRG will preview ideas for creative campaign concepts with the Communications Committee in early October and present their recommended Communications Campaign for the Trustees to review and provide feedback on during the October 23 Trustees meeting.

MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION
COMMUNICATIONS WORKING GROUP CONFERENCE CALL
September 7, 2023

The McKnight Brain Research Foundation's Communications Working Group conference call began at 1:00 p.m. Eastern on Thursday, September 7, 2023.

The following working group members participated in the call:

Susan Fox-Rosellini, MBA, University of Miami
Kathleen McIntyre, University of Florida
Valerie Patmintra, MBRF Senior Communications Advisor
Tasha Smith, University of Alabama Birmingham
Kate Casey-Sawicki, University of Florida
Todd Taylor, University of Florida

1. Roll Call and Welcome

Ms. Patmintra welcomed the group, took roll of those in attendance and let the participants know that Dr. Boyle and Dr. Schlanger were unable to attend the meeting because of a conflicting meeting to review applications for the Innovator Awards in partnership with the American Federation for Aging Research. She also let the group know that unfortunately Dr. Dockery was also unable to attend the meeting, but hopes to join the next meeting. Ms. Patmintra then asked the group to introduce themselves as Kate Casey-Sawicki has recently joined the group to represent the University of Florida. Ms. Casey-Sawicki introduced herself letting the group know that she serves as Assistant Director of UF's BREATHE Center and has also recently started supporting MBI Director, Dr. Jennifer Bizon and Deputy Director, Dr. Gordon Mitchell on strategic planning and special projects and initiatives for the UF McKnight Brain Institute. Ms. Fox-Rosellini introduced herself as the Admin, Outreach and Marketing Director for the University of Miami McKnight Brain Institute, noting she has the longest institutional memory at the MBI. Ms. Fox-Rosellini coordinates research studies and outreach programs for the Neurology Department, the Department Chair and the McKnight Brain Institute at the University of Miami. In her spare time, she also oversees all of the Department's social media activities. Ms. Smith then introduced herself as the Program Director for the University of Alabama at Birmingham MBI where she supports Director, Dr. Ronald Lazar with his many MBI initiatives as well as his lab efforts. She noted that after starting in December, she planned the Inter-Institutional Meeting, which UAB hosted in May and was pleased with the opportunity to meet so many MBI representatives in person. Ms. Patmintra introduced herself as the Strategic Communications Consultant for the Foundation and provided background on the Communications Working Group as a forum to keep all of the MBIs and the Foundation updated on the initiatives happening across the MBIs and opportunities to promote one another's efforts.

Ms. Patmintra mentioned that both the February 22 and April 19 meeting minutes were sent for review with the meeting materials and asked if anyone had feedback or edits to the minutes. Ms. Fox-Rosellini and Ms. McIntyre said they didn't see any errors in the meeting minutes and both meeting minutes were approved.

2. MBRF Updates

Ms. Patmintra then moved into the MBRF Updates, sharing that Dr. Schlanger has fostered a relationship with the Gerontological Society of America (GSA) and, as a result, she and one of the Foundation's Trustees, Dr. Allison Brashear, were recently featured on one of the GSA's Momentum podcasts focused on cognitive aging. Ms. Patmintra let the group know that in the 25-minute podcast, Dr. Schlanger and Dr. Brashear were able to provide

information on cognitive aging, the differences between normal cognitive aging and neurological disorders, as well as touching on the various research initiatives happening at each of the MBIs. She also let the group know that GSA recently added several of the Foundation's materials to their online KAER toolkit, which is intended to help primary care providers start conversations on brain health with their patients. Ms. Patmintra shared a link to the page of the MBRF website highlighting the recent initiatives with GSA with the group via the meeting chat.

Ms. Patmintra also thanked the group for completing the stakeholder survey that was distributed earlier in the summer and noted that the feedback shared from the Communications Working Group members and the MBI leadership would be very valuable as the Foundation works to plan its communications initiative. She noted that working in collaboration with the communications agency partner who was selected in May, the communications plan will be presented to the Trustees for their feedback and approval during the October 23 meeting. Ms. Patmintra said the campaign will be a great opportunity to break through and reach the public and healthcare providers much more broadly than in the past and will be a collaborative effort with the MBIs to both bring awareness to the importance of their work and engage with the MBI researchers as spokespeople for the initiative. She noted that an update on the campaign direction will be shared following approval by the Trustees.

Ms. Patmintra also noted that she is working on content for the Foundation's September newsletter and asked the group to please send her news announcements or research highlights from their MBI that they would like highlighted in the newsletter.

3. MBI Updates

Ms. Patmintra then asked the group to please provide updates from the MBIs. Mr. Taylor noted that the UF MBI has had several developments since the April meeting, most notably to the MBI leadership. He noted that Dr. Gordon Mitchell, Director of the UF Center for Breathing Research and Therapeutics (BREATHE), has been named a Co-Deputy Director of the MBI, joining Drs. Steven DeKosky and Jada Lewis. He also noted that Dr. Adam Woods has been promoted to Co-Director of the UF Center for Cognitive Aging and Memory Clinical Translational Research, joining Dr. Sara Burke. Mr. Taylor also noted that over the summer the UF MBI launched Florida's first mobile stroke unit and the University of Florida was just named the top public university in the country by the Wall Street Journal. The group congratulated the team from UF on their accomplishments.

Ms. Fox-Rosellini then gave updates from the UM MBI, first noting that Dr. Rundek has assumed the role of restructuring the MBI, which includes transitioning to the Director and Associate Director leadership positions the other MBIs have in place. She noted that Dr. Rundek is now Director of the MBI and may be expanding to have two Associate Directors soon. Ms. Fox-Rosellini said she would keep the group updated as the new Associate Directors are named. She also mentioned that the University of Miami Neurology department was very pleased with the latest US News and World Report rankings, which ranked the department as number 20, up five points from the previous rankings. The department also recently received a top 15 ranking for neurology programs by the National Institutes of Health (NIH) and Dr. Rundek has received several individual accolades since the last CWG meeting.

Ms. Fox-Rosellini also updated the group on the outreach program the UM MBI has underway to reach disparate communities in the Miami area, which is called Aging Like a Pro. As part of the program, MBI researchers and center directors are going out in the community via the Miami, Dade and Broward county library system and giving talks on topics of interest to the public. She mentioned that the current goal is to be on the ground and reaching as many people as possible in person, but moving into 2024, they may explore utilizing Zoom as a way to expand the program's reach. The current events are reaching 40-50, even up to 100 people at a time. Ms. Fox-Rosellini also noted that she has been working closely with Dr. Schlanger on the expansion of the program. She also mentioned that Dr. Galvin, Chief of the University of Miami's Division of Cognitive Neurology, organizes two symposiums per

year on topics related to Alzheimer's disease and prevention. His symposiums target a mix of the research community and the general public and the last one attracted an audience of nearly 200.

Ms. Smith provided updates from the UAB MBI, noting that in June, the UAB team met in person with colleagues from the McCance Center for Brain Health, as well as Harvard and Yale Universities to discuss their respective brain health initiatives. The Brain Health Summit was held in Boston and the group is working on plans to submit a combined grant to NIH to cover all three sites' brain health initiatives. She noted that each group is targeting a different aspect of the community with their brain health awareness and education outreach. Harvard and the McCance Center for Brain Health are focused on reaching primary care providers, Yale is focusing its community-level outreach and education targeting a specific population of 7,000 individuals and, with the Brain Health Advocacy Mission (BHAM), UAB is working to address brain health directly with patients in the primary care setting. Ms. Smith also mention that the BHAM initiative recently reached the one-year mark, which completed the pilot program. The initiative is now focused on collecting data for a long term registry study to recruit participants willing to address the 12 brain health factors that make up the McCance Brain Health Score. She said as the registry is developed, it will serve as a base of people to participate in additional brain health studies.

After the MBI updates were complete, Ms. Patmintra asked the group if they had preferences for days of the week or times to hold a standing bi-monthly meeting. Ms. Smith and Ms. Fox-Rosellini both shared that earlier in the week is more convenient for them and that the noon -1pm time frame works best. The UF MBI team agreed and Ms. Patmintra said she would work with Dr. Boyle and Dr. Schlanger to find a standing meeting time going forward that meets those parameters.

With no additional items for discussion, Ms. Patmintra closed the meeting with a reminder for everyone to please continue sharing news and research updates with her and to send names of experts she can interview for the Ask the Experts blog series. The meeting was adjourned at 1:55pm ET.



2023 Q3 McKnightBrain.org Traffic Report

Web traffic and social media reach for the first three quarters of 2023 are summarized below. With support from consistent Google ads and the Mental Health Awareness Campaign, the first three quarters of 2023 have outperformed the 2022 quarterly average.

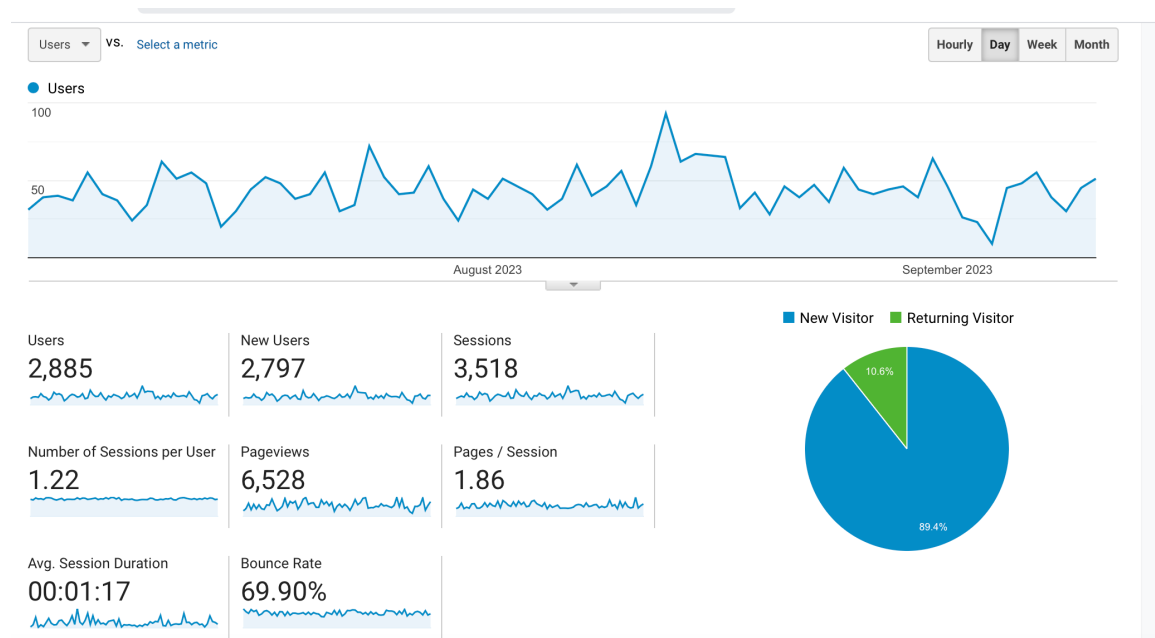
With the Mental Health Awareness Campaign concluding at the end of May, we enjoyed spill-over effects from the additional paid Google and social advertising in June, boosting our second quarter numbers to an all time high. Going into July and August, we resumed our normal conservative Google Advertising and leveraged boosted posts on Facebook to expand our reach and audience. This, combined with the drop in online engagement that typically occurs in the summer months, resulted in lower web traffic and social engagement in July and August.

The third quarter numbers reported here are also lower than usual since we are reporting halfway through September. We will update the tracking document and include the full Q3 numbers with the materials for the October 23 Trustees' meeting.

Monthly Breakdown of Q3 2023 Traffic

	2022 Quarterly Average	Q1 Totals	Q2 Totals	Q3 Totals (through September 13)
Users	2,415	5,245	41,878	2,885
Sessions	2,888	6,285	53,361	3,518
Page Views	5,610	10,856	71,654	6,528
Session Duration	1:15	1:10	:59	1:07
Bounce Rate	-	76.67%	83.40%	69.90%

Q3 2023 McKnightBrain.org Traffic Totals



Q3 2023 Social Media Reach

Facebook					
Page Likes: 110 Page Followers: 160					
	Total Reach	New Page Likes	Engagements	Comments & Shares	Link Clicks
July	27,079	1	2,880	63	24
August	28,577	1	1,546	38	129
September (through Sept. 13)	8,228	1	885	22	12

Twitter

326 followers (11 new followers since the end of Q2)

Linked In

176 followers (14 new followers since the end of Q2)

Q3 2023 Media Highlights

Large Amount of Sedentary Time Linked with Higher Risk of Dementia in Older Adults, September 23, 2023:

<https://news.usc.edu/210133/sedentary-behavior-dementia-risk/>

Regular Naps May Help Keep Brains Younger by as Much as 6.5 Years, June 28, 2023:

<https://www.medicalnewstoday.com/articles/regular-naps-might-help-keep-brain-younger-by-as-much-as-6-5-years>

Our 12 Best Health Tips from a Year of Well + Being, September 12, 2023:

<https://www.washingtonpost.com/wellness/2023/09/12/best-health-tips-wellbeing/>

What is the MIND Diet and Can it Prevent Dementia, August 31, 2023:

<https://www.nytimes.com/2023/08/31/well/eat/mind-diet-dementia.html>

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.