



McKNIGHT BRAIN RESEARCH FOUNDATION

Preserving memory, enhancing life

Meeting of the Communications Committee of the Board of Trustees

February 15th, 2024

6:00 – 7:00 PM ET

Via Zoom (link in calendar invite)

Members: Dr. Patricia Boyle, Committee Chair; Dr. Michael Dockery, MBRF Chair; Dr. John Brady; Dr. Sue Pekarske

Also Attending: Dr. Lee Dockery, Chair Emeritus; Dr. Angelika Schlanger; Ms. Valerie Patmintra; BRG Team – Mr. Shannon McDaniel; Ms. Nicole Grady; Ms. Kate Worthy;

Not Attending: Dr. Sharon Brangman

AGENDA

6:00 pm ET	1. Call to Order/Welcome/Roll Call	Dr. Boyle
ACTION	2. Approval of Minutes from November 27, 2023	Dr. Boyle
	3. Communications Activity Timeline	Dr. Boyle
	4. 2023 Q4 Media Tracking Report	Ms. Patmintra
6:10 pm ET	5. Roon.com Review and Discussion	Dr. Boyle
6:30 pm ET	6. Communications Campaign Update	BRG Team
	a. Discussion and Review of Influencers	
	a. Campaign Materials and Next Steps	
6:55 pm ET ACTION	7. Other Business and Adjourn	Dr. Boyle

MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)
JOINT MEETING OF THE EDUCATION & COMMUNICATIONS COMMITTEES
CONFERENCE CALL
November 27, 2023

The Joint Meeting of the Education and Communications Committees of the MBRF was called to order at 6:00 pm EST on November 27, 2023, by Dr. Patricia Boyle.

The following members were present:

Dr. John Brady, Education Committee Chair
Dr. Patricia Boyle, Communications Committee Chair
Dr. Mike Dockery, MBRF Chair
Dr. Sharon Brangman, Trustee
Dr. Allison Brashear, Trustee
Dr. Roy Hamilton, Trustee
Dr. Sue Pekarske, Trustee

Others attending:

Dr. Lee Dockery, Chair Emeritus
Dr. Madhav Thambisetty, MBRF Vice Chair
Ms. Melanie Cianciotto, Corporate Trustee
Dr. Angelika Schlanger, Executive Director
Ms. Valerie Patmintra, Senior Communications Advisor
Mr. Shannon McDaniel, BRG Communications
Ms. Kate Worthy, BRG Communications
Ms. Nicole Grady, BRG Communications

1. Call to Order

Dr. Boyle welcomed the members of both committees to the call.

2. Education

a. Minutes of the July 11, 2023 Education Committee Meeting

The minutes of the July 11, 2023, Education Committee Meeting (Attachment 1) were reviewed and approved as presented.

Action Item 1: The minutes of the July 11, 2023, Education Committee Meeting were approved as presented (Attachment 1).

b. Education Activity Timeline

The committee members reviewed the updated Activity Timeline (Attachment 2). Dr. Brady shared that the main update to the timeline is Dr. Schlanger's continued networking efforts

with colleagues in the brain aging space with the goal of identifying opportunities to distribute the MBRF's messages and materials to a broader audience. He noted that Dr. Schlanger has recently helped open new partnership and visibility opportunities for the MBIs as well.

c. Partner Updates

Dr. Schlanger shared a Partner Outreach update (Attachment 3). She highlighted her recent recording of content for Roon's Dementia module, which will go live in the coming weeks. In addition, she shared additional details on her work to promote the MBI's and explore synergies to increase the Foundation's impact, all of which is summarized in the Partnership Outreach update.

3. Communications

a. Minutes of the September 20, 2023 Communications Committee Meeting

The minutes of the September 20, 2023 Communications Committee Meeting will be forwarded by email to the committee for review and approval.

b. Communications Activity Timeline

The committee reviewed the updated Activity Timeline (Attachment 4). Since the last meeting, the MBRF Brochure has been updated to include Drs. Brangman and Hamilton and the McKnight impact number has also been updated. Ms. Patmintra is also working with the MBIs to update their content. A new brochure will be launched in the spring to coincide with the 25th anniversary of the MBRF.

4. Communications Campaign Update

a. Campaign Roadmap and Timeline

Nicole Grady, BRG Communications, reviewed the Campaign Roadmap and Timeline. The campaign is scheduled to launch with a Satellite Media Tour and kickoff media outreach in mid-March 2024. Post-launch activities such as Public Service Announcements and Thought Leadership opportunities will continue through 2024. To help identify Trustees to serve as spokespeople for the campaign, a document will be circulated asking each Trustee to note their interest in serving as a spokesperson, preferred topics they would like to speak on and their availability to participate in media interviews. BRG will provide briefing materials to the Trustees before any interviews.

Dr. Mike Dockery asked for an executive summary of the campaign strategy and three-year plan to help the Trustees refer to all of the important campaign details in one place. Ms. Patmintra said she would work with BRG to develop one overview presentation that summarizes the campaign strategy, launch and post-launch activities to share with the Trustees.

b. Discussion and Approval of Key Terminology and Usage

The committee reviewed the Terminology Guide (Attachment 5). The guide was created to gain consensus on definitions for the key terminology that will be used to develop the campaign messaging. In addition to terminology, the guide contains a Descriptive Verb chart identifying verbs that can be used and those that should be avoided in developing the campaign messaging.

Dr. Brady suggested the definitions may be helpful to include on the campaign microsite, especially as a tool primary care professionals could use.

In reference to the list of verbs, Dr. Hamilton asked of terms suggesting improvement should be removed from the approved list. Dr. Boyle said she felt comfortable using terms like “improve” as opposed to “prevent.” Drs. Brashear and Brangman suggested removing “fortify” and the Trustees agreed. Dr. Lee Dockery offered that with the deletion of “fortify,” the other verbs on the approved list should be safe to use.

Dr. Mike Dockery shared the World Health Organization’s definition of brain health. He feels the definition is better for the general public to understand and should be included in the Terminology Guide. Dr. Brangman shared that the cognitive aging field is evolving and suggested the Terminology Guide serve as a starting point that is reviewed annually. Dr. Hamilton suggested removing reference to a continuum of cognitive decline as it implies everyone is eventually going to develop dementia. Dr. Mike Dockery agreed.

Based on the discussion, edits will be made to the Terminology Guide and the updated version will be sent out to the group for review. As discussed, the Terminology Guide will be a living document that is reviewed and updated regularly to reflect changes in the field.

Action Item 2: The updated Terminology Guide will be sent out to everyone for review.

5. Adjourn

Dr. Boyle asked if there was any further discussion. Hearing none, she called for adjournment of the meeting at 7:15 p.m. EST.

Respectfully Submitted,

Valerie Patmintra
Senior Communications Advisor

Communications Activity Timeline

Updated February 8, 2024

Activity	Date/Status	Action	Responsible Party	Comments
Patient Education Brochures	Complete	Drafted content and designed two new patient education brochures	V. Patmintra	The “Cognitive Aging Explained” and “Keeping Your Brain Healthy” brochures are posted to the website and are now included on the new Helpful Resources page: https://mcknightbrain.org/brain-health-cognitive-aging/helpful-resources/. The brochures will be featured prominently on the Brain Works resource hub and promoted throughout the campaign. As part of the 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	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. With the launch of the campaign, a new section of the website will be built out to include the Brain Works microsite and resource hub. The microsite will be featured as the primary visual on the McKnightBrain

				homepage to launch the campaign and will be integrated into the existing site navigation and architecture.
	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. A blog post featuring Dr. Tatjana Rundek (UM) was posted to the website in late January.
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. Q4 Web and Social Media metrics will be included for review with materials for the February 20 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. Q4 2023 Media Tracking report will be included for review with materials for the February 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: December 6, 2023 Upcoming Meeting: February 2024	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 previewed ideas for creative campaign concepts with the Communications Committee in early October and presented their recommended Campaign Concepts for the Trustees to review and provide feedback on during the October 23 Trustees meeting. Based on the Trustees’ input and results from a creative testing survey, the campaign concept being implemented is <i>Brain Works: Optimize Your Brain Span</i>. BRG is working with the MBRF team on all elements of the campaign to launch in mid-March, immediately following the Cognitive Aging Summit IV.
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2023 Q4 McKnightBrain.org Traffic Report

Quarterly web traffic and social media reach for 2023 is summarized below. With support from consistent Google ads and the Mental Health Awareness Campaign, all four quarters of 2023 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. Google Analytics switched to a new platform in October of 2023, which caused a temporary drop in web traffic numbers in October and losing access to web traffic prior to November 2023 in the platform. A new graph will be used to track 2024 web traffic.

Quarterly Breakdown of 2023 Traffic

	2022 Quarterly Average	Q1 Totals	Q2 Totals	Q3 Totals	Q4 Totals
Users	2,415	5,245	41,878	3,631	2,568
Sessions	2,888	6,285	53,361	4,506	3,200
Page Views	5,610	10,856	71,654	8,241	6,215
Session Duration	1:15	1:10	:59	1:16	:47
Bounce Rate	-	76.67%	83.40%	70.10%	N/A

Top Visited Pages

1. Home Page: 795 views
2. Announcing Recipients of the 2023 Innovator Awards: 278 views
3. For Researchers: 106 views
4. About Us: 101 views
5. Blog: 95 views
6. Innovator Awards in Cognitive Aging: 84 views

Q3 2023 Social Media Reach

Facebook Page Likes: 123 Page Followers: 202 <i>**13 new page likes and 42 new followers since the Q3 2023 report**</i>					
	Total Reach	New Page Likes	Engagements	Comments & Shares	Link Clicks
October	27,079	3	1,865	56	102
November	28,577	2	1,678	42	112
December	15,228	8	2,156	48	124

Twitter

435 followers (139 new followers since the end of Q3)

Linked In

223 followers (47 new followers since the end of Q3)

Q4 2023 Media Highlights

Why Healthspan May be More Important than Lifespan, November 30, 2023, Time:

https://time.com/6341027/what-is-healthspan-vs-lifespan/?utm_medium=email&utm_source=sfmc&utm_campaign=newsletter+health+default+ac&utm_content=+++20231130+++body&et rid=207289625&lctg=207289625

Now What Was I Looking For? Why Your Short Term Memory Falters and Tips to Make it Better, November 28, 2023, New York Times:

https://www.nytimes.com/2023/11/28/well/mind/short-term-memory-forgetfulness.html?unlocked_article_code=1.DU0.Vxaw.6SAsURVA0Cys&smid=url-share&fbclid=IwAR3ZWdoWrD3nj-WfZt7cq6-waMBC6WmikCvrKY0iCblZRVkeWJNe1SaYek

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.

Roon.com

For Review by the MBRF Communications Committee

Roon, a patient and caregiver navigation tool offering information on three serious health conditions – ALS, Glioblastoma and Dementia, features a library of curated videos on relevant topics of concern to patients, caregivers and their families. Roon launched its Dementia module in December, 2023, featuring [17 recordings](#) from Angelika related to the MBRF’s mission and history, as well as on cognitive aging and brain health.

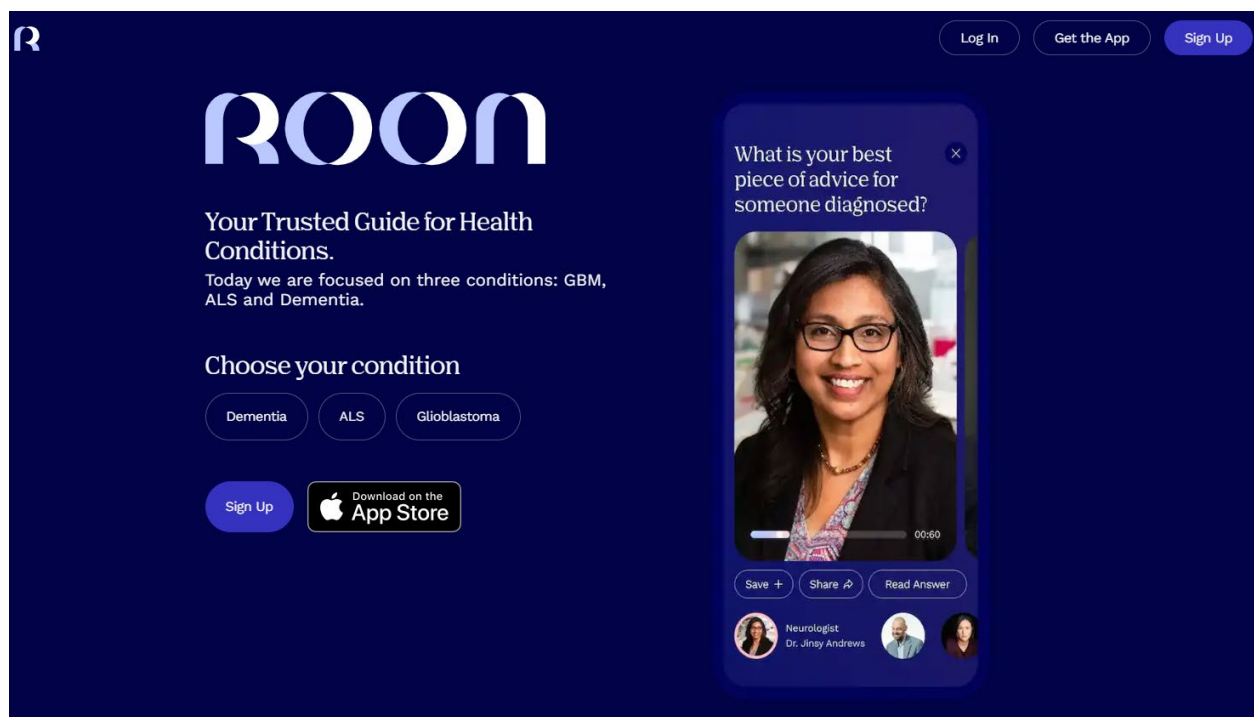
From initial conversations with Roon, it seemed that the module would include both dementia and brain health content. However, although there is some brain health content on the module, the home page is organized by disease state and requires visitors to click on a button labeled “dementia” before getting to the dementia and brain health content.

At our request, Roon has made edits to the site, including relabeling the “Dementia Experts” page, “Experts” to be more inclusive of the different types of experts featured on the page. However, for the foreseeable future, Roon does not have plans to change the entry button to be more inclusive of brain health or cognitive aging.

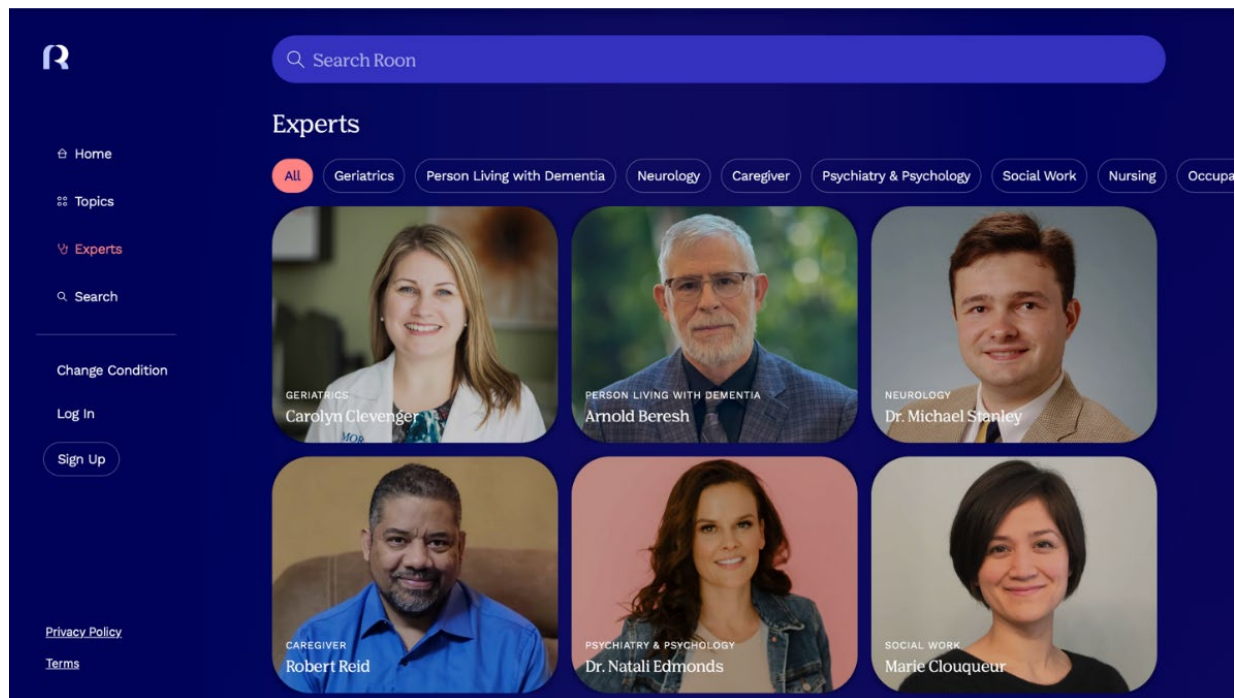
Since the Dementia module launched, it’s been asked if the MBRF should have its content featured on a platform whose entry point and primary focus is on dementia. The Communications Committee is being asked to discuss and resolve this question.

To help prepare for the discussion, the screen shots below show how the MBRF’s content is featured and accessed within Roon.

Roon Homepage

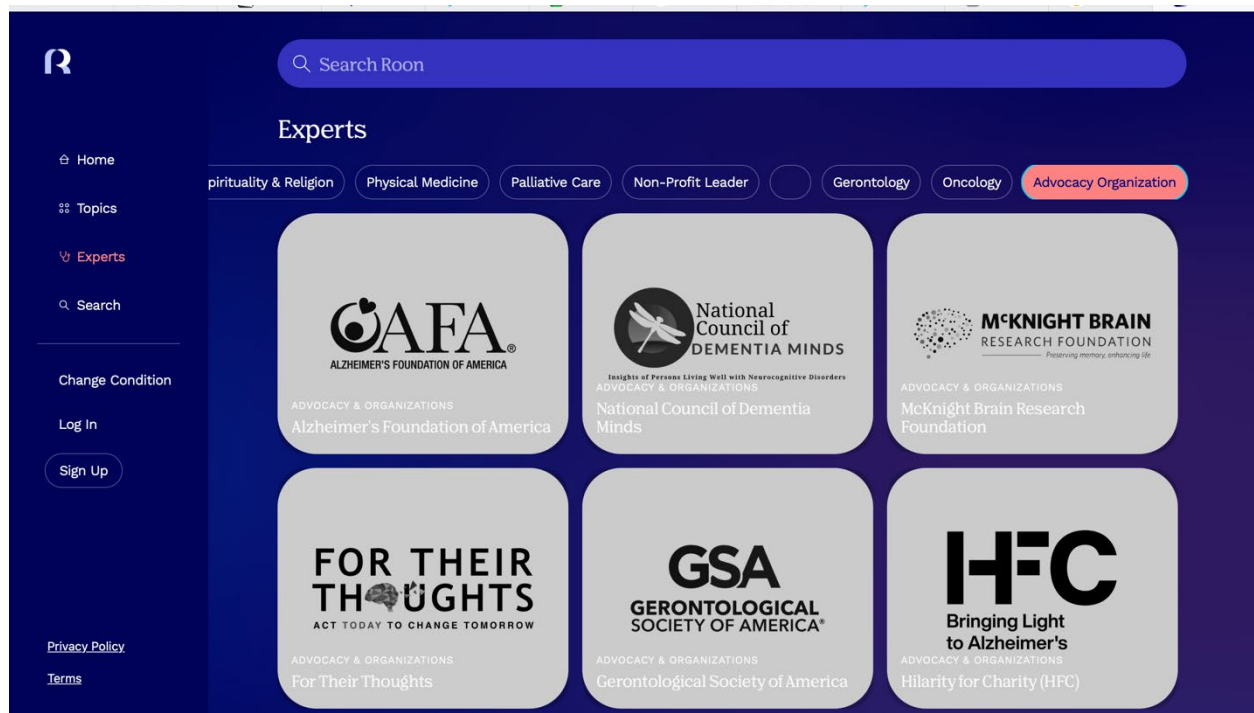


Experts Landing Page



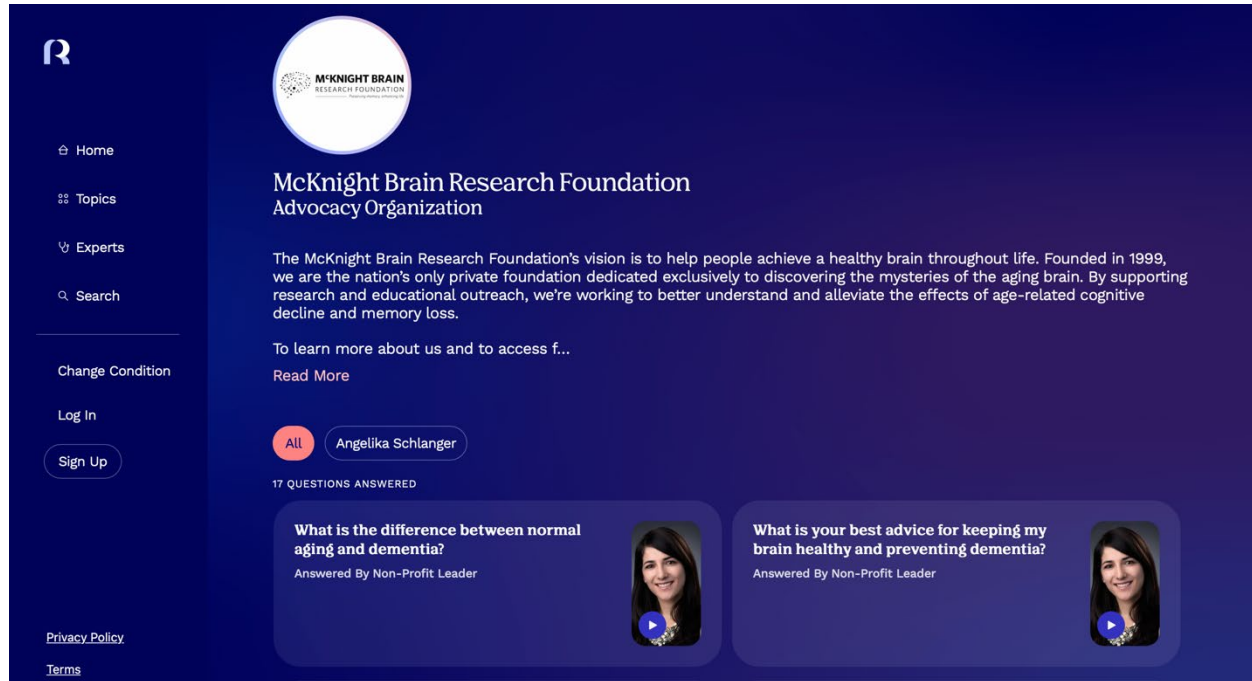
Advocacy Organizations Landing Page

Clicking on the Advocacy Organizations tab under, “Experts,” takes you to the page below, which includes the MBRF and other organizations, including the Gerontological Society of America (GSA). GSA is another non-disease focused organization that was recently added to the platform. Roon may add more non-disease focused organizations down the road.



The McKnight Brain Research Foundation's Organizational Page

The MBRF's videos can be found under the MBRF's organizational page, as well as under the "Topics" of "Brain Health and Prevention" and "Nonprofits and Advocacy." Searching for terms such as "brain health" and "cognitive aging," also yields results that include the MBRF's videos.



For reference, the overview Roon provided to share with the committee in October is below:

<https://www.roon.com/>

Roon is a patient and caregiver navigation tool for serious health conditions. We built a Q&A based platform with a curated list of trusted medical experts --physicians, allied health professionals, patients, caregivers-- answering common health questions in video format. The questions range from the very medical (e.g. What is donepezil?) to the spiritual (e.g. How should I talk to my family about my own death?) and everything in between (e.g. How do I set up a living will?). We use technology to make that information personalized and navigable with a simple and comforting design. In just the last 3 months we have released versions of the app for glioblastoma and ALS with over 3,500 educational videos and over 3,000 questions. In ALS, a disease with just 5,000 people diagnosed per year, we had near 4,000 sign ups in the first two weeks. It's free to users.

We will launch our dementia companion app in about 4 weeks and are building out our list of experts and non-profits. **We know that in dementia most of our users will likely be caregivers and family who will be concerned about their own brain health, and so we have built an entire section of the app dedicated to brain health, cognitive aging, and dementia prevention.** In the future, we envision that Roon could become the trusted resource for navigating not just serious health conditions but also general health & wellness.

Joshua Lang is a cardiologist on faculty at Brigham and Women's Hospital and founding medical director at Roon. He started on this journey building Roon after his sister died of ALS during his fellowship.