



McKNIGHT BRAIN RESEARCH FOUNDATION

Preserving memory, enhancing life

Meeting of the Communications Committee of the Board of Trustees

August 1, 2024

6:00 – 7:00 PM ET

Via Zoom

Link: <https://us02web.zoom.us/j/3806586657?pwd=eTdSenh2c2dFQVEyYjVoeXVGUzk1dz09&omn=87480541974>

Meeting ID: 380 658 6657

Passcode: 5adXhi

(full details in calendar invite)

- Members:** Dr. Patricia Boyle, Communications Committee Chair; Dr. Michael Dockery, MBRF Chair; Dr. John Brady, Dr. Sue Pekarske
- Also Attending:** Dr. Lee Dockery, Chair Emeritus; Ms. Melanie Cianciotto, Corporate Trustee; Ms. Amy Porter, Interim Executive Director; Ms. Valerie Patmintra, Senior Communications Advisor; 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 |
| 6:05 pm ET
ACTION | 2. Approval of Minutes from February 15, 2024 | Dr. Boyle |
| 6:10 pm ET | 3. Communications Activity Timeline | Dr. Boyle |
| 6:20 pm ET | 4. Brain Works Campaign Update | BRG Team/
Ms. Patmintra |
| | a. Year One Results Report | |
| | b. Brain Works Year Two Campaign Recommendations | |
| | 1) Discuss Media Outreach Strategies | All |
| | 2) Discuss Influencer Engagement Strategies | All |
| | c. Healthy Aging Month Media Outreach Plan | BRG Team/
Ms. Patmintra |
| 6:55 pm ET
ACTION | 6. Other Business and Adjourn | Dr. Boyle |

MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)
COMMUNICATIONS COMMITTEE MEETING
February 15, 2024

The Meeting of the Communications Committees of the MBRF was called to order at 6:00 pm EST on February 15, 2024, by Dr. Patricia Boyle.

The following members were present:

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

Others attending:

Dr. Lee Dockery, Chair Emeritus
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 the committee to the call and noted that Dr. Brangman is unable to attend the meeting.

2. Minutes of the November 27, 2023 Joint Communications and Education Committee Meeting

The minutes of the November 27, 2023, Joint Communications and Education Committee Meeting (Attachment 1) were reviewed and approved as presented.

3. Communications Activity Timeline

The committee members reviewed the updated Activity Timeline (Attachment 2). Dr. Boyle shared that the majority of the communications work has focused on planning and developing materials to support launching the Brain Works campaign in mid-March. She noted that the Communications Working Group continues meeting every other month and will meet later in February to discuss updating the MBI content that's included in the MBRF organizational brochure and that a new version of the brochure will be posted to the website to tie in with the Foundation's 25th anniversary celebration later in the spring.

4. Q4 2023 Website and Media Tracking Report

Ms. Patmintra reviewed highlights from the Q4 2023 Website and Media Tracking report, noting that the top five visited pages to the website in 2023 were the home page, Innovator Award Recipients page, For Researchers page, About Us page, Blog and Innovator Awards page. She noted that this indicates the majority of site visitors have likely been researchers or those interested in

award/scholarship opportunities. Ms. Patmintra also noted that with the launch of the Brain Works campaign, this trend should shift significantly with an increase in traffic from visitors seeking information on cognitive aging and brain health.

5. Roon.com Review and Discussion

Dr. Boyle noted that the Roon Overview document was shared with the meeting materials to help give everyone a sense of how the Foundation's content is featured and presented on the Roon website and app. She mentioned that since Roon's dementia module launched in December concerns have been raised about whether the Foundation should be included on a website focused on dementia and that the committee members are being asked to resolve this question.

After discussing the process that was followed to vet and pursue the Roon opportunity and the updates that have been made to better position the Foundation within the site, the committee members decided that being featured on Roon was not in the Foundation's best interest at the time. Dr. Schlanger agreed to ask the contacts at Roon to remove the Foundation's content from the website.

6. Communications Campaign Update

a. Discussion and Review of Influencers

Kate Worthy, BRG Communications, reviewed a presentation outlining the process of working with influencers and shared examples from BRG's past client work. The BRG team responded to questions about the benefits of working with influencers and asked the committee members if they would be comfortable with BRG reaching out to Drs. Ben Rein and Sanjay Gupta as potential influences to engage to support the campaign's launch in March. The committee members agreed that both Dr. Rein and Dr. Gupta align with the Foundation's mission and would be good fits to activate for the campaign launch. BRG agreed to continue outreach to both and to keep the committee updated on progress and interest.

B . Campaign Materials and Next Steps

Nicole Grady, BRG Communications, noted that in the coming weeks, the committee will receive drafts of the campaign launch press release, frequently asked questions and infographic for review. Once approved, these materials will be released on March 22 to kick off the Brain Works campaign.

7. 25th Anniversary Budget Discussion

Dr. Schlanger reviewed highlights from the 25th Anniversary Outline related to communications initiatives, noting that the Finance Committee has reviewed the outline and budget and requested feedback from the Communications Committee. She noted that additional ideas to acknowledge the foundation's anniversary milestone through more impactful investments -- such as funding an award, scholarship, or lectureship -- will be presented to the Trustees in March, with the committee meeting's focus being on the items related to communications. The three main communications items presented were a 25th anniversary video, anniversary logo, and recording of brief videos of the Trustees and partners discussing the Foundation's outstanding impact over 25 years.

Dr. Mike Dockery noted that the Finance Committee supports a new MBRF video as a priority, but had questions around the benefit of developing an anniversary logo or pursuing the other suggested ideas.

Dr. Lee Dockery suggested that a new scholarship or award in honor of the 25th anniversary could be a more meaningful way to commemorate the milestone with outside audiences. He also mentioned that the goal to request budget approval at the Trustees' February 20th virtual should be moved to the March 19th Trustees meeting to enable more time for review of the various strategies.

The committee agreed with Dr. Lee Dockery's suggestion and decided to table any decision on the 25th Anniversary ideas and budget until the Trustees meeting on March 19th.

8. 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 July 25, 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 both posted on the Helpful Resources page of the website and on the “About Cognitive Aging” and “Brain Health Tips” pages of the Brain Works microsite. 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 of 2023 along with the Foundation’s tip sheet on healthy aging.
MBRF Organizational Brochure	In Progress	Updating the MBRF Organizational Brochure to Post for the 25 th Anniversary	V. Patmintra	The organizational brochure is being updated to include new visuals, updated metrics and information on the MBRF and updated content for each of the four MBIs. Updated content was received from the MBIs this summer and a new version of the brochure will be posted to the website and shared in September to continue the Foundation’s 25th Anniversary celebration.
MBRF Anniversary Video	In Progress	Updating the MBRF Highlights Video for the 25 th Anniversary	V. Patmintra BRG	A new video highlighting the Foundation’s 25-year history and commitment to advancing research on age-related cognitive decline was developed and released at the Inter-Institute Meeting in Gainesville. The video is also featured on the website and included in social media promotion efforts as part of the activities commemorating the Foundation’s 25 th anniversary.

Mind Your Memory Newsletter	Ongoing	Quarterly Newsletter with Consumer-Focused News and Highlights	V. Patmintra	The Mind Your Memory consumer newsletter began distribution in September 2022 and is distributed quarterly to the Foundation’s organizational contacts list and to consumers who sign-up for distribution on the website. The Spring 2024 issue of the newsletter was distributed in early May to a contact list of 700 email addresses. The Summer 2024 issue of the newsletter will be distributed in mid-August.
McKnight Brain Website	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. The Brain Works microsite launched on March 22 as part of the campaign kickoff activities and features a Resource Hub with materials from the MBRF as well as other leading cognitive aging and brain health organizations. The Hot Topics section of the microsite is updated regularly to feature campaign news and consumer-friendly research updates from the MBIs. A Brain Works button is featured as part of the McKnightBrain.org’s primary navigation and a hero image highlighting the campaign is being added to the homepage carousel to help users flow seamlessly between the two areas of the site.
PCP Education Initiative	May 2021 – COMPLETE	Develop content to build a dedicated area of the	V. Patmintra	Created web content to educate PCPs on the differences between Alzheimer’s disease and cognitive decline/age-

	March 2022 – ON HOLD	website for PCP education		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. The Brain Works Year Two campaign recommendations include ideas for engaging with healthcare professionals via partnerships with relevant membership organizations and exploring options to feature campaign assets as part of the leading electronic medical records systems.
Ask the Experts Blog Series	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. Additional ideas of experts to interview will be developed when the Communications Working Group resumes meeting after the summer break.
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.

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. A comprehensive report of media coverage and website traffic generated from the Brain Works campaign will be included for review with materials for the August 22 Trustees' meeting.
Communications Working Group	Began in 2019 Ongoing	Zoom meetings with members of the Communications Working Group	A. Porter V. Patmintra Last Meeting: February 27, 2024 Upcoming Meeting: September 2024 (will be scheduled in August)	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	V. Patmintra A. Porter PAN Marketing Team	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 Follow up meeting held in June to discuss featuring MBRF on the PAN website, getting feedback on the PAN page drafted for the McKnightBrain website and opportunities to share Brain Works campaign materials to complement the PAN initiative
Brain Works Public Awareness Campaign	Ongoing		V. Patmintra A. Porter BRG	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. The <i>Brain Works: Optimize Your Brain Span</i> campaign launched on March 22 with a Satellite Media Tour, launch of the Brain Works microsite and ongoing media outreach. Results from the first few months of the campaign were shared with the Trustees during the May meeting, along with high level plans for year two of the campaign. Plans for the campaign's second year will be formalized following the meeting. Year One results from the Brain Works campaign and Year Two campaign recommendation will be presented to the Communications and Education Committees when they meet in late July-early August. With support from the Committees, a comprehensive Year Two campaign plan will be shared with the Trustees for approval during the August 22 meeting.

Brain Works Year One Results at a Glance

In March of 2024, The McKnight Brain Research Foundation launched the Brain Works: Optimize Your Brain Span campaign to educate the public about cognitive aging and offer tips to help maintain optimum brain health with age. The highlighted metrics are a result of the communications activities from March 22 – June 28, 2024.



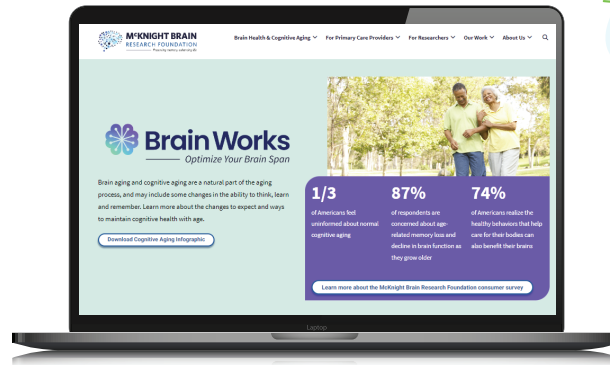
Microsite

5

Materials created

7.8K

Webpage views



Digital Promotion

6.6K

Website clicks

271.4K

Impressions



Media

830.1M Total Impressions

4K Total Placements

29 Total Interviews



well+good FORTUNE



AUTHORITY MAGAZINE



Social Media

21.6%

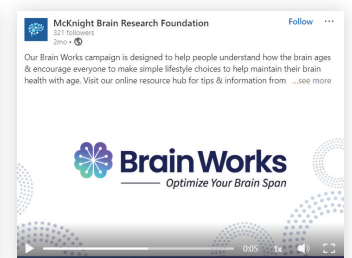
Average new followers

25.2K

Social impression

3.1K

Clicks from social



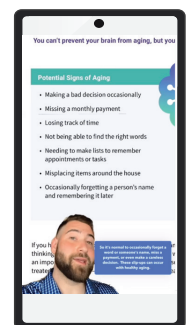
Influencer

866.9K

Impressions

20K

Views & Engagements



Collaborators

30

Resources used on Brain Works Hub

7

Shared Brain Works materials on their owned channels



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Year One Brain Works Results



Brain Works
Optimize Your Brain Span



Media Coverage by Numbers

Coverage from March 22- June 30, 2024



830.1M+
Impressions



4K+
Placements



29
Interviews



FORTUNE



iHeartRADIO

Brain Works Influencer Launch

MBRF engaged with Dr. Ben Rein, a social media influencer with a neuroscience background, and was featured on Dr. Rein's Instagram and Tik Tok channels.



19K+

Views



1K+

Engagements



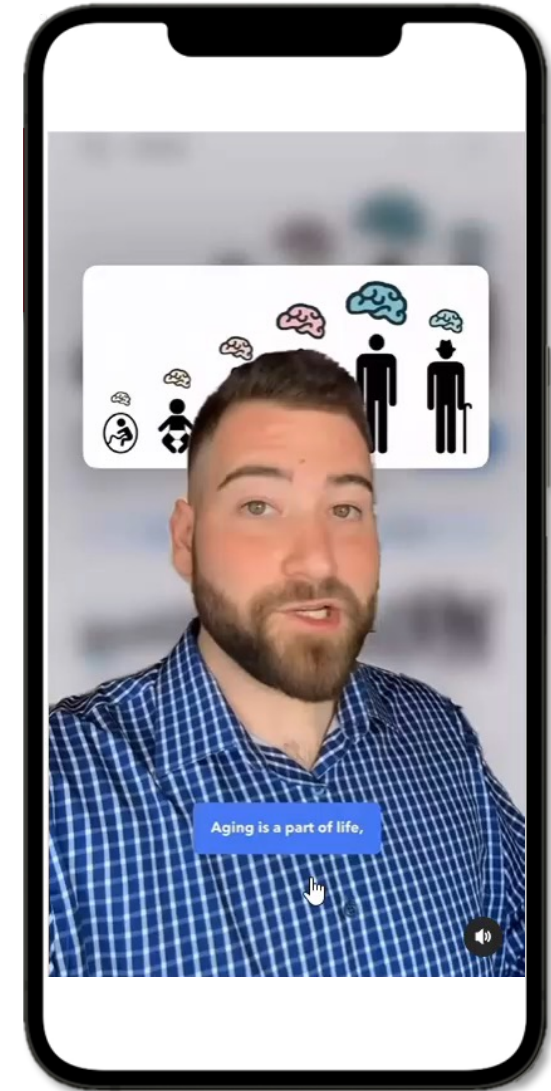
dr.brein ✓

Dr. Ben Rein

Follow

702 Following 713.9K Followers 9.3M Likes

I'm a neuroscientist, and I explain the brain (without all the mumbo-jumbo)



Digital Coverage by Numbers

Coverage from March 22- June 30, 2024



892K+

Social Impressions



21.6%

Avg. Follower Increase



6.6K

Clicks



7.8K+

Webpage Views



Year Two Kick-off (July)

Leveraged **Minority Mental Health Awareness Month** as a key moment in time to educate the public on the important connection between mental health and brain health and the impact mental illness has specifically among minority groups. MBRF Trustees, Dr. Sharon Brangman, Dr. Patricia Boyle and Dr. Roy Hamilton, participated in interviews throughout the month resulting in:



55.2M+

Impressions



26+

Placements



4

Interviews



Providing Advice that Stands Out from the Rest

"Were also finding out the role that stress can play. Chronic stress over many years kind of wears out your brain, and there are many ways that people experience stress. There's emerging research about the role that discrimination and racism may play in this as well."- Dr. Sharon Brangman, CBS

"While the concerns are natural, it's imperative for people to understand that cognitive aging is a natural part of the aging process and often doesn't signify anything more serious. Just like the body, the brain also ages. The process starts at birth and continues through the lifespan."- Dr. Roy Hamilton, KevinMD

"A recent MBRF survey found that 87% of Americans are concerned about experiencing age-related memory loss and a decline in brain function as they grow older. "But, many don't know is that age-related memory loss is not always a sign of a serious cognitive problem. Most people do not understand that age-related memory loss is usually associated with mild forgetfulness and is a normal part of brain aging and not necessarily a sign of a serious memory problem." – Dr. Patricia Boyle, Fortune

"When multitasking, we don't lay down memories properly, leading to frustration when searching for misplaced items. With normal cognitive aging, you can usually retrace your steps and find the missing object. However, with severe problems like dementia, you might be unable to retrace your steps, or the object might be in a strange place. Our brains are overloaded due to constant information from news and social media, which consumes brain energy."- Dr. Sharon Brangman, Black Health Matters

"Picking up new hobbies that exercise your brain, like doing a puzzle, learning a new language, or taking an online class, can improve memory and concentration. And it doesn't have to be anything too complex: a jigsaw puzzle, simple word search, or game of Uno or checkers can do the trick. As long as you're using your "thinking cap," you're helping your brain."- Dr. Madhav Thambisetty, Well+Good



Year Two Brain Works Campaign Recommendations



Year Two...



Year Two Objectives



- ✓ **Sustain momentum for the Brain Works campaign** on normal brain aging and the changes to expect with age
- ✓ **Reach consumer audiences**, including underserved and minority communities
- ✓ **Reach health care professionals**, including primary care physicians and nurses
- ✓ **Strengthen the MBRF brand** as a leading resource for healthy cognitive aging
- ✓ **Drive audiences to the MBRF social and digital assets** to access tools and information

Year Two Strategic Approach



- ✓ **Leverage media relations** as a primary driver of campaign visibility
- ✓ **Leverage MBRF's-owned assets and paid digital strategies** to extend online reach
- ✓ **Engage online influencers** to share the campaign messages and resources
- ✓ **Create an Ambassador Network** encouraging partners to share Brain Works messages and resources
- ✓ **Partner with organizations conducting in-community outreach** to reach underserved populations
- ✓ **Partner with professional and membership organizations** to reach HCPs encouraging them to discuss brain aging with their patients

Year Two Campaign Activations



MBRF will execute the following activities to continue a steady drumbeat of campaign visibility and media coverage following the initial launch

- ✓ Ongoing Media Outreach
- ✓ Ongoing Digital Activations
- ✓ Community Outreach
- ✓ HCP and Community Partner Outreach



Ongoing Media Outreach

Following the successfully Minority Mental Health Awareness Month outreach, BRG will continue proactively reaching out to media around key moments in time and significant milestones related to health and aging.



Ongoing News Engine Strategy

- ✓ Keep pulse on current news related to cognitive health
- ✓ Create calendar of key health observances of relevant topics
- ✓ Deploy content aligned with key moments and milestones
- ✓ Pitch consumer media outlets that reach all target audiences, as well as HCP-focused trade outlets



Sample Activations and Angles

- ✓ Healthy Aging Month (September): Know Your Brain: Better Understanding How Your Brain Ages
- ✓ Holidays (November/December): The Holidays are a good time to check in with loved ones and monitor their memory issues
- ✓ HCPs (January): Patients Asking About How to Start New Year on Right Foot? Talk to Them About Cognitive Aging

Media Relations Extensions

Additional media tactics will be deployed to generate additional media coverage on normal cognitive aging and drive traffic to the Brain Works microsite

News Releases



- ✓ Issue national news releases timed to major MBRF milestones or key awareness months
- ✓ Wide reach from the news release will complement proactive outreach to media outlets

Syndicated Article



- ✓ Create a syndicated news article for wide distribution to local media outlets
- ✓ Tied to specific milestones such as Healthy Aging Month to share controlled messages on topic

Media Relations Extensions

Additional media tactics will be deployed to generate additional media coverage on normal cognitive aging and drive traffic to the Brain Works microsite

Public Service Announcement



- ✓ Create a PSA to educate on cognitive aging and offer brain health tips
- ✓ Distributed online tied to key search terms related to brain health and cognitive aging

Radio Media Tour



- ✓ Conduct a remote radio and online media tour featuring an MBRF Trustee
- ✓ Extends Brain Works campaign messaging to reach audiences in local and small markets

Ongoing Digital Activations

Social Media Strategy



Develop monthly content calendars



Create and utilize engaging graphics and visuals



Deploy content aligned with key moments and milestones

Paid Digital



Use paid social posts to directly reach audiences based on social media searches

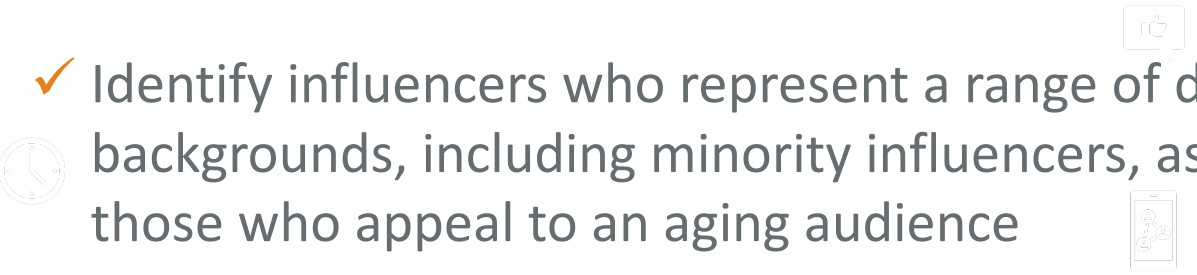


Focus Google Ads on relevant key words and topic areas to drive to Brain Works microsite

Digital Influencer Extension

Build on the success of the Brain Works launch influencer activation with continued influencer engagement

Influencer Mapping

- ✓ Research and build a map of a variety of trusted online voices with a mix of areas of expertise and content style 
- ✓ Focus on influencers in areas such as brain health, memory, aging, overall health, mental health, nutrition or social interaction. 
- ✓ Identify influencers who represent a range of demographic backgrounds, including minority influencers, as well as those who appeal to an aging audience 
- ✓ Select influencers with credible voices and engaged online audiences and vet their backgrounds



Community Outreach Ambassadors

Leverage relationships with MBI investigators engaged in community outreach to create a network of Brain Works Ambassadors with trusted relationships in their communities.

Step One: Listen and Learn

- ✓ Hold meetings to learn about efforts and opportunities
- ✓ Adapt current materials as needed
- ✓ Learn what is working and challenges to inform future community programs
- ✓ Conduct in Fall 2024/Early 2025

Step Two: Program Announcement

- ✓ Announce at the May 2025 Inter-Institute Meeting in Miami
- ✓ Engage Ambassadors:
 - Share campaign materials/ messages with communities
 - Share over social platforms
 - Participate as media spokespeople
- ✓ Activate in Spring/ Summer 2025
- ✓ MBRF will promote Ambassador efforts

HCP and Community Partners

Create strategic or sponsored partnerships with brain health, community health, aging or caregiver-focused organizations, HCP/medical associations to directly reach audiences and members.



Types of Partners

- ✓ Brain Health Organizations
- ✓ Community Health Organizations
- ✓ Aging and Caregiver Organizations
- ✓ HCP/ Medical Professional Associations



Types of Activations

- ✓ Bylined articles to run on partner channels
- ✓ Health fair materials
- ✓ Online toolkit of materials for HCPs



Thank You





Healthy Aging Month Media Outreach Plan

Overview

Healthy Aging Month is observed every year in September to raise awareness for the importance of prioritizing the physical and mental health of older adults and serve as a reminder that as we age, our minds and bodies change. Throughout the month, like-minded organizations join together to promote ways people can stay healthy as they age. The goals of the month align well with the Brain Works campaign objectives to help people understand the changes in the brain that occur with age and the steps they can take to maintain their brain health across the lifespan.

Conducting media outreach tied to Healthy Aging Month gives the Foundation an opportunity to serve as a primary resource on cognitive aging and brain health tied to a key awareness month when media will be covering the topic of healthy aging.

Suggested MBRF Trustees to Serve as Media Spokespeople

- Dr. Patricia Boyle
- Dr. Sharon Brangman
- Dr. Roy Hamilton
- Dr. Madhav Thambisetty

Media/ Message Training

Prior to all media interviews, MBRF Trustees will receive a briefing document that gives background on the media outlet and reporter, message points to cover during the interview and any specific interview questions that are secured in advance.

Media Outreach

Starting in early September, BRG will conduct media outreach to key consumer media outlets, including those focused on older adults and aging, with the goal of securing interest in interviewing MBRF experts and including information from the Foundation on how important maintaining cognition is to healthy aging.

Key Data Points and Messages

- The American population is aging. Between 2020 and 2060, the number of people aged 65 and older is projected to increase by nearly 70 percent and the number of persons aged 85 and older will nearly triple in the U.S. (US Census Bureau)
- By 2060, nearly one in four Americans is projected to be an older adult. (US Census Bureau)
- To meet the challenges of this demographic shift, it is more important than ever that we help people maintain their cognitive health and remain independent later in life.
- 87 percent of people aged 65 and older may experience cognitive changes due to the normal aging process to varying degrees. (MBRF)
- The way the brain changes with age is part of a natural process that begins at birth and continues throughout the lifespan. While you can't prevent your brain from aging, research is increasingly showing there are steps you can take to optimize your brain and cognitive health at any age.

- A study of almost 3,000 older adults showed that healthy lifestyle factors — physical activity, not smoking, not drinking heavily, following the Mediterranean-style diet, and engaging in mentally stimulating activities — can have important benefits. People who engaged in four or five of these behaviors had a 60% lower risk of developing Alzheimer’s compared to those who only followed one or none. People who followed two or three of the activities had a 37% lower risk. (National Institute of Aging)
- 87% of Americans are concerned about experiencing age-related memory loss and a decline in brain function as they grow older. (MBRF 2023 Survey)
- 1/3 of Americans feel uninformed about normal brain aging. (MBRF 2023 Survey)
- More than one-quarter of Americans miss the connection that taking better care of their body will also help them take better care of their brain. (MBRF 2023 Survey)
- The McKnight Brain Research Foundation’s Brain Works campaign aims to educate the public on cognitive aging as the first step to alleviating fear and empowering people to make the lifestyle changes that can help preserve brain health.

Additional Media Outreach Activities

- **Syndicated Editorial Content:**
To further MBRF’s media coverage with controlled messaging, BRG will create a syndicated news article focused on the topic of healthy aging that will be distributed to local media outlets nationwide.
- **Digital Strategy:**
To incorporate Healthy Aging Month in our social media efforts for September, we will also develop relevant content and images reflecting the awareness month’s theme to post to the Foundation’s X (Twitter), LinkedIn, and Facebook channels. The September social media playbook can also be converted to third-party posts and shared with MBRF partners to help amplify the messages.
- **Digital Influencer Engagement**
Building on the success of the Brain Works launch influencer activation with Ben Rein, PhD, BRG recommends tapping one influencer who is a trusted resource for older adults/aging audiences and can reach their audience with the MBRF’s messages during Healthy Aging Month. With approval from the Communications Committee, BRG will identify a few leading influencers representing different ethnicities and backgrounds including, physicians, nutritionists, general lifestyle experts, etc., for the committee to review and select one influencer to activate during the month.