



McKNIGHT BRAIN RESEARCH FOUNDATION

Preserving memory, enhancing life

Joint Meeting of the Communications and Education Committees of the Board of Trustees

Thursday, February 6, 2024

6:00 – 7:00 PM ET

Via Teams (link in calendar invite)

Members: Dr. Patricia Boyle, Communications Committee Chair; Dr. John Brady, Education Committee Chair; Dr. Michael L. Dockery, MBRF Chair; Dr. Sharon Brangman; Dr. Allison Brashear; Dr. Roy Hamilton; Dr. Sue Pekarske

Also Attending: Dr. Lee Dockery, Chair Emeritus; Ms. Amy Porter, Interim Executive Director; Ms. Valerie Patmintra; BRG Team –Mr. Shannon McDaniel; Ms. Maureen Higgins; Ms. Kate Worthy; Ms. Mandy Byrd

AGENDA

6:00 pm ET	1.	Call to Order/Welcome/Roll Call	Dr. Boyle & Dr. Brady
6:05pm ET	2.	Communications Activity Timeline	Dr. Boyle
6:10pm ET ACTION	3.	October 7, 2024 Meeting Minutes	Dr. Boyle
6:15 pm ET	4.	Education Activity Timeline	Dr. Brady
6:20 pm ET ACTION	5.	July 29, 2024 Meeting Minutes	Dr. Brady
6:25 pm ET	4.	Brain Works Campaign and Media Update a. Recommended Partner Resources to Add to the Brain Works Resource Hub	BRG/Ms. Patmintra
6:35 pm ET	5.	Update on the AARP Brain Health Action Collaborative	Dr. Brangman
6:40 pm ET ACTION	6.	Review and Discuss American Academy of Family Physicians Partnership Opportunity	Dr. Brady All
6:50 pm ET	7.	Ideas for an MBRF Education Program	Dr. Brady
6:55 pm ET ACTION	8.	Other Business and Adjourn	Dr. Brady & Dr. Boyle



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Communications Activity Timeline

Updated January 15, 2025

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 has been updated to include new visuals, updated metrics and information on the MBRF and updated content for each of the four MBIs. The updated brochure is being posted to the Foundation’s 25th Anniversary celebration landing page on the website.
MBRF Anniversary Video	Complete	Updating the MBRF Highlights Video for the 25 th Anniversary	V. Patmintra BRG	The MBRF’s anniversary video is featured on the website and was 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 winter 2025 issue of the newsletter is being drafted and will be distributed in mid-February.
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 in the McKnightBrain.org's primary navigation and a hero image highlighting the campaign was added to the homepage carousel to help users flow seamlessly between the two areas of the site.
PCP Education Initiative	Ongoing	Develop content to build a dedicated area of the website for PCP education	V. Patmintra	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.

				A partnership opportunity with the American Academy of Family Physicians and additional ideas to educate and engage with healthcare professionals will be presented to the communications and education committees during the joint meeting on February 6.
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. Resulting from additional social media advertising and promotion, the MBRF's social media following has increased by more than 500% since the Brain Works campaign launched in March.

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 February 24 Trustees' meeting.
Communications Working Group	Began in 2019 Ongoing	Zoom meetings with members of the Communications Working Group	A. Porter V. Patmintra Upcoming Meeting: February 2025	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
Brain Works Public Awareness Campaign	Ongoing		V. Patmintra A. Porter BRG	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 Two Brain Works campaign activities, including ongoing media relations, distribution of an online public service announcement, influencer activation with Dr. Joy and a partnership opportunity with the American Academy of Family Physicians are underway and updates will be shared during the February 6 joint Communications and Education Committee Meeting and at the Trustees February 24 meeting.

**MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)
COMMUNICATIONS COMMITTEE
CONFERENCE CALL
October 7, 2024**

The Communications Committee of the MBRF was called to order at 6:00 pm EDT on October 7, 2024 by Dr. Patricia Boyle.

The following members were present:

Dr. Patricia Boyle, Communications Committee Chair
Dr. Michael Dockery, MBRF Chair
Dr. John Brady
Dr. Sharon Brangman
Dr. Sue Pekarske

Others attending:

Ms. Amy Porter, Interim Executive Director
Ms. Valerie Patmintra, Senior Communications Advisor
BRG Team – Mr. Shannon McDaniel, Ms. Maureen Higgins, Ms. Kate Worthy

1. Call to Order

Dr. Boyle welcomed the members of the committee to the call and noted the BRG team would be joining the meeting shortly to review media highlights from and upcoming initiatives for the Brain Works campaign.

2. Minutes of the August 1 2024, Meeting

The minutes of the August 1, 2024 Communications Committee Meeting (Attachment 1) were presented for approval. Dr. Pekarske noted that the meeting minutes were done really well and included just the right amount of detail. Dr. Brady motioned for approval of the minutes and the minutes were approved by the committee.

Action Item 1: The minutes of the August 1, 2024 Communications Committee Meeting (Attachment 1) were approved

3. Medscape Education Collaboration Opportunity

Ms. Patmintra presented an opportunity for the Foundation to collaborate with Medscape Education on an upcoming Brain Health and Cognition Hub Medscape is proposing in response to an RFP from Eli Lilly. As a collaborator on the initiative, the Trustees would be asked to review and approve the content being developed for the Hub and the Foundation's branding would be included along with Medscape's. Ms. Porter noted how incredible it is that Medscape

found the MBRF and reached out asking the Foundation to collaborate with them on the initiative. Dr. Brady said while Lilly is trying to corner the market on defining the line between normal cognitive aging and cognitive impairment, the collaboration sounds like a great opportunity as long as the Foundation can maintain its branding. Dr. Brady and Dr. Dockery suggested the opportunity be discussed by the Trustees when they meet on October 14 and asked if it would be possible to receive the proposal for review in advance. Ms. Patmintra agreed to ask the Medscape contact if the Trustees can have until October 14 to decide if the Foundation will participate as a collaborator and if the full proposal will be ready for review by the meeting. In the meantime, she will send the proposal outline to Drs. Brady and Dockery for an initial review.

4. Brainworks Campaign Update

The BRG team joined the meeting and Mr. McDaniel introduced Ms. Maureen Higgins, a Vice President with more than 10 years of experience at BRG, as the newest member of the team supporting the Foundation. Ms. Worthy shared results to date for the Brain Works campaign, which include new placements secured for Healthy Aging Month, and bring the total media coverage secured to 1.1 billion media impressions, 4,000 media placements and 41 total interviews. She noted that media interest in the campaign remains strong and includes high level national media placements with top outlets like Oprah Daily, TIME Magazine, Parade and CBS Eye on Health.

Ms. Worthy then presented the four influencers BRG recommends as candidates for the Foundation to engage for activations later this fall and in the New Year. The influencers are trusted experts with backgrounds in mental health and nutrition. Dr. Boyle noted that she reviewed the influencers in depth and Dr. Joy is her preferred option for the mental health experts. Ms. Worthy said that BRG has a great relationship with Dr. Joy and has had good experiences working with her in the past. Dr. Dockery said he appreciates that BRG has had positive experiences working with Dr. Joy and would support working with her as an influencer.

Dr. Brady asked about the influencer process and how it's decided which of the influencer's social platforms the Foundation's content would be posted on, noting that the suggested influencers have varying numbers of followers across their different social platforms. Ms. Worthy responded that BRG starts conversations with the approved influencers and gauges their level of interest in working together then determines the details around cost, which platforms to use, level of engagement, etc.

BRG then gave an overview of the type of PSA they are working to develop to increase online reach and engagement for the Brain Works campaign. Ms. Patmintra noted that BRG will share a storyboard of the Brain Works PSA when the Trustees meet on the 14th and wanted to make sure the Communications Committee is comfortable with the style of PSA they are planning to create. BRG shared an example of another animated PSA. In response, Dr. Brady shared that he really likes the graphics and animation. The committee members agreed they are excited to see the script and story board next.

5. Adjourn

Ms. Patmintra asked if there were any additional items for discussion. Ms. Porter thanked Dr. Brangman for agreeing to serve as the Foundation's representative on AARP's Brain Health Initiative and asked if she had any updates after attending her first meeting. Dr. Brangman noted that there may be an opportunity for the MBRF to take on a segment of the work being planned for the program and that she is looking forward to learning more as she participates in upcoming meetings. She will also have an opportunity to share information on the Foundation's programs in an upcoming meeting and Ms. Patmintra offered to help with the presentation.

To facilitate the influencer review process when the Trustees meet on October 14, Ms. Porter asked Ms. Patmintra to send the proposed influencers to the Trustees with links to their social media platforms and details on what to look for in reviewing each one.

With no additional business to discuss, Dr. Boyle thanked BRG for joining and called for adjournment of the meeting at 7:05 p.m. EDT.

Respectfully Submitted,

Valerie Patmintra
Senior Communications Advisor

Education Committee Activity Timeline
For the Years 2019 – 2024
Updated October 1, 2024

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
<i>"...shall develop information and resources (for the public and scientific community) on prevalence and impact of age-related cognitive decline and memory loss...."</i>	Work toward alignment of messages across the MBIs and MBRF Make substantive judgments on content and quality of educational content/statements developed for or posted on the website	Key Messages Were Approved and Distributed in Spring 2019	July 1 – ONGOING ONGOING	The Education Committee reviews content before it is posted on website, published, or included in print materials or slide presentations, ensuring consistency with key messages. The committee reviews for accuracy, soundness, and alignment with the MBRF mission and current scientific understanding and clinical practice. (The Research Committee also reviews content before making public.)
	A top priority for the committee and MBRF, as approved by the Trustees, is to identify and/or develop educational content for primary care physicians and to oversee the ongoing posting of additional information	The committee approved an outline of resources for the PCP Area on McKnightBrain.org The committee approved content for the Brain Works Microsite, including items featured in the Cognitive	DONE June 30, 2020 DONE Initial content approved between November 2023 and March 2024.	

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
		Aging Resources, Resource Hub, and Hot Topics sections.	ONGOING- Year two of the Brain Works campaign includes identifying partnership and outreach opportunities to reach and engage with healthcare professionals Dr. Brady participated in a brainstorm to discuss potential education program ideas for the MBRF and will share ideas as part of the joint Communications and Education Committee meeting on February 6 Dr. Brady reviewed and provided feedback on a partnership opportunity with the American Academy of Family Physicians and will present the opportunity for the Education Committee's review during the February 6 meeting	

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
<i>And..." assist those living with age-related cognitive decline and memory loss"</i>	Website content developed for individuals, families and caregivers of those with age-related cognitive decline and memory loss	Add links to approved articles as appropriate. Development of content is on hold until PCP content is identified and developed. Cognitive Aging Resources section of the Brain Works microsite includes downloadable guides on "How to Talk to Your Doctor About Brain Health" and "What To Do if a Loved One is Experiencing Signs of Memory Loss"	Winter/Spring 2022 March 2024	
<i>Inform "...how to better maintain brain health..."</i>	Website content developed for individuals on how to protect, maintain brain health	Add links to approved publications and articles	July 1 – ONGOING	Committee Reviews before Posting
<i>"shall review all educational materials..."</i>	Brochure developed to raise awareness and promote the MBIs and MBRF to individuals, partners, donors Brain Works Microsite developed to feature educational materials on Brain Health and Cognitive Aging.	Review of Brochure was conducted and committee concurs with suggestions by Communications Committee. Microsite launched in March 2024	DONE Posted on website January 2021 ONGOING- Education Committee reviews and approves content for the Brain Works microsite Resource Hub and Hot Topics sections	

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
			Dr. Brady and the committee reviewed and provided feedback on the Brain Works PSA before it was distributed in mid-December New partner resources to add to the Brain Works resource hub are being presented to the Education for review and approval prior to the February 6 meeting	
<i>"Identify educational opportunities and implement activities...to encourage MBIs...inspire commitment and shared vision"</i>	12th Annual Inter-institutional Meeting 13th Annual Inter-institutional at UA 14th Annual Inter-Institutional Meeting, UAB McKnight Scholars Will be invited to next Inter-institutional Meeting 15th Annual Inter-Institutional Meeting, UF	2020 Meeting was canceled 2021 Meeting will be virtual Meeting was in-person Meeting was in-person Innovator Awardees attend 2023 (Dr. Tracy) and 2024 Meetings (Cr. Cai)	April 28 & 29 2021 Mar 23-25, 2022 May 3-5, 2023 May 15-17, 2024	DONE Will help promote scholarship and engage scholars

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
	McKnight Scholars Dinner at AAN	2020 Toronto, AAN Meeting was canceled 2021 Virtual AAN Meeting 2023 AAN Meeting 2024 AAN Meeting	April 17 – 22, 2021 April 24, 2023 April 15, 2024	Held over - MBRF approved funding of \$4,000 to cover travel, hotel for the night, dinner, UM staff travel Hosted by Dr. Thambisetty Co-hosted by Drs. Brashear and Hamilton
	William G. Luttge Annual Lectureship in Neuroscience at the University of Florida	Annual Lectureship by research scientist of National or International prestige in the field of neurosciences	Held in March/April each year in conjunction with Brain Awareness week. 2024 Lecture: February 2, 2024 – Dr. Adam Gazzaley, M.D. Ph.D.	Annual Lectureship established honoring the Founding Director of the Evelyn F. and William L. McKnight Brain Institute at the University of Florida Lecture was part of the UF 25th Anniversary Celebration Event
<i>"work to elevate the importance of age-related cognitive decline and memory loss on the national agenda...(work toward) greater investment in research and education by federal health agencies...."</i>	IOM Study	"Public Health Dimensions of Cognitive Health" was released by the IOM (see attached document) MBRF has initiated and implemented several of the IOM recommendations.	DONE April 14, 2015 ONGOING	Study funded by MBRF and federal agencies (NIA,

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
<i>"work to elevate the importance of age-related cognitive decline and memory loss on the national agenda..." continued</i>		The committee approved content for the Brain Works Microsite, including items featured in the Cognitive Aging Resources, Resource Hub, and Hot Topics sections. The campaign is raising awareness on a national level for the importance of brain health. MBRF Membership in collaborative groups for advocacy and education related to age-related cognitive decline and memory loss	ONGOING July 17, 2024 September 2024	Contact information to contacts at AARP; AAN; and the Milken Institute, as well as Grantmakers in Aging has been transferred to Ms. Cianciotto. Dr. Sharon Brangman was appointed the MBRF representative to the Brain Health Action coalition and attended her first committee meeting.

**MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)
EDUCATION COMMITTEE
CONFERENCE CALL
July 29, 2024**

The Education Committee of the MBRF was called to order at 6:30 pm EST on July 29, 2024, by Dr. John Brady.

The following members were present:

Dr. John Brady, Education Committee Chair
Dr. Sharon Brangman
Dr. Allison Brashear
Dr. Roy Hamilton

The following members were absent:

Dr. Michael Dockery, MBRF Chair
Dr. Patricia Boyle

Others attending:

Ms. Amy Porter, Interim Executive Director
Ms. Valerie Patmintra, Senior Communications Advisor
Ms. Melanie Cianciotto, Corporate Trustee
BRG Team – Mr. Shannon McDaniel, Ms. Nicole Grady, Ms. Mandy Byrd

1. Call to Order

Dr. Brady welcomed the members of the committee to the call.

2. Minutes of the January 29, 2024, Meeting

The minutes of the January 29, 2024, Education Committee Meeting (Attachment 1) were approved as presented.

Action Item 1: The minutes of the January 29, 2024, Education Committee Meeting (Attachment 1) were approved as presented.

3. Updated Activity Timeline

The committee reviewed the updated Activity Timeline (Attachment 2) for information.

4. Brainworks Campaign Update

Ms. Grady shared the Brain Works Year One results with the committee. Something that sets the MBRF and this campaign apart is that the MBRF is talking about issues that other brain health organizations are not talking about.

The committee asked what success looks like. Ms. Patmintra shared there are pre-determined metrics around increasing web traffic, generating media coverage for the Foundation and increasing social followers, with six month and one-year goals that will be used to measure success. She said the campaign is tracking very well at the four-month mark and success is hitting our marks and continuing to grow the campaign from here.

Year Two of the campaign kicked off with Minority Mental Health Awareness Month. Dr. Sharon Brangman, Dr. Patricia Boyle, and Dr. Roy Hamilton participated in interviews throughout the month of July.

The objectives of year two of the campaign are to sustain momentum for the Brain Works campaign, reach consumer audiences, reach healthcare professionals, strengthen the MBRF brand, and drive audiences to the MBRF social and digital assets. Strategies that will be used to meet these objectives include leveraging media relations, MBRF's-owned assets and paid digital strategies, engaging online influencers, creating an Ambassador Network, partnering with organizations conducting in-community outreach, and partnering with professional and membership organizations. Ms. Grady also shared examples of year two campaign activities.

The committee and BRG discussed the upcoming presidential election and the media's interest in the candidates' cognitive health. BRG and Ms. Patmintra noted that they don't expect the Trustees to comment on specific presidential candidates and have developed messaging to help if those questions are asked in interviews. Instead, they suggest using it as an opportunity to talk about signs of what is normal and not what is not normal aging. When BRG receives a request from a media outlet, in addition to vetting the media outlet and reporter, they look at the angle the media outlet and reporter are approaching the story from and try to get the reporter's questions in advance as much as possible.

Ms. Patmintra shared she is working with BRG to put together a diverse group of influencers to be considered for upcoming digital influencer activations.

Ms. Patmintra highlighted the idea of creating a network of Brain Works Ambassadors, which includes leveraging relationships with MBI investigators and determining ways the MBRF can help further their community outreach initiatives .

Another strategy for the MBRF to reach deeper in communities and engage with healthcare professionals is by creating strategic partnerships with Community Partners HCP-serving organizations to directly reach their members and the audiences they serve. Dr. Brady suggested contacting Electronic Medical Records (EMR) companies to try and identify a way to embed our material in their systems to be shared with patients.

The committee discussed how social determinants of health should be part of every interview that takes place. BRG confirmed this is an important topic reporters want to cover and said they will continue working to secure interview opportunities on the topic as part of their ongoing media outreach.

5. Adjourn

Dr. Brady asked if there was any further discussion. Hearing none, he called for adjournment of the meeting at 7:30 p.m. EST.

Summary of Action Items:

Respectfully Submitted,

Melanie A. Cianciotto
Corporate Trustee



Brain Works – Optimize Your Brain Span
Microsite Partner Resources Recommended Additions
January 2025

About Cognitive Aging: *Explanation of cognitive aging and the how the brain changes as it ages*

[National Institute on Aging: How the Aging Brain Affects Thinking](#)

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Tips on Brain Health: *Tips and advice that could help maintain brain health through lifestyle factors like nutrition, exercise, mental health and stress management, social connection and brain engagement.*

Multiple Lifestyle Factors: [AARP: 8 Surprising Signs You Could Be at Higher Risk for Memory Problems](#)

Nutrition/ Dietary Tips:

[AAFP: Nourish Your Brain](#)

[American Heart Association: Food for thought: How diet affects the brain over a lifetime](#)

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Tips for Talking to Your Healthcare Professional: *Tips for the public to help facilitate a conversation with their healthcare professional about their concerns related to brain health for themselves or a loved one.*

[AARP: 4 Reasons You Shouldn't Shy Away From a Cognitive Screening](#)

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Research Highlights: *A resource library of recent peer-reviewed, published research studies from leaders in the cognitive aging and brain health field, McKnight Trustees, or McKnight Brain Institute researchers.*

[Neurology Today: Racial Discrimination Contributes to Cellular Aging and Neurodegeneration, Study Finds](#)

Summary: A study conducted by a multitude of investigators from various universities uncovers how more frequent episodes of racial discrimination were associated with proportionately greater resting-state functional connectivity between the locus coeruleus and the precuneus, connectivity alterations that are associated with DNA methylation age acceleration. MBRF Trustee, Dr. Roy Hamilton is included in this study.

The Conversation: How food preferences are linked to cognition and brain health – and why a balanced diet is superior

Summary: A collaborative study between Fudan University in China and the University of Cambridge in the UK sought to examine how food preferences are associated with cognitive function, mental health, metabolism, brain imaging and genetics. They found that those who preferred a healthy balanced diet had better brain health, cognitive function and mental health than others.

The American Academy of Family Physicians Partnership Opportunities for the McKnight Brain Research Foundation

The Opportunity

The American Academy of Family Physicians (AAFP) is honored to represent 130,000 family medicine students, residents and active physicians. Our members work in communities across the country, serve communities large and small, and are on the front lines of health care. They have the unique privilege of working with patients of all ages and stages of life, and the AAFP has the unique privilege of supporting them in every stage of their careers as they work to provide high quality patient care.

The AAFP has engaged in a variety of physician education initiatives on brain health over the last several years, including developing and validating a [Cognitive Care Kit](#), as well as a variety of projects in various stages focused on dementia and Alzheimer's. Much of this work is also accompanied by [patient-facing education](#). This education – on both the physician and patient fronts – has focused primarily on screening and treatment for disease states rather than cognitive aging.

By leveraging the AAFP's channels and the McKnight Brain Research Foundation's trusted resources and information, we can expand the reach of the BrainWorks campaign – both to empower patients to talk with their doctors about cognitive health and to equip physicians with additional tools to support their patients as they age.

Background on AAFP Channels

The AAFP has a variety of channels reaching both patients and family physicians.

Patients

- **FamilyDoctor.org:** The AAFP's patient-facing website is designed as a destination where patients can find easy-to-digest health information to prepare for a conversation with their physician or for their next appointment. By design, the information on the site should reassure and empower rather than intimidate or frighten. FamilyDoctor.org receives approximately 600,000 pageviews each month.
- **Social media channels:** The AAFP maintains X, Facebook, Pinterest and Instagram accounts for FamilyDoctor.org. Each month, the FamilyDoctor.org social media accounts have about 600,000 impressions and an engagement rate of 2.1%.

Family Physicians

- **AAFP News:** AAFP News is the AAFP's weekly e-newsletter, which is delivered to 65,000 subscribers each day. Content opportunities include amplification of content appearing on another channel, a house ad in the newsletter or a piece of engagement-focused content, such as a poll question or other interactive piece.
- **AAFP.org:** With 8 million page views per month, AAFP.org is a trusted resource for family physicians and their care teams. Content types include blog posts, news stories, content hubs, and placement of links and resources on related topical pages.
- **Family Medicine Today:** This subscriber-only, third-party newsletter is delivered to 60,000 family physicians each morning. We have the opportunity to refer physicians to key resources through the use of PSA placed among the news curated from the week's headlines.
- **Inside Family Medicine:** In January 2024, AAFP launched a podcast with three different series. Inside Family Medicine features episodes on advocacy (Fighting for Family Medicine), CME (CME on the Go) and general family physician topics (Inside Family Medicine).
- **Social Media:** AAFP's social media accounts are tailored to different audiences depending on the platform and the account. We currently have accounts on X, Facebook, Instagram, LinkedIn, YouTube and Threads. Our social media accounts have about 1.2 million impressions per month with an engagement rate of about 2.5%.

Partnership Recommendation

Our recommendations for partnering with the McKnight Brain Research Foundation are designed to expand the Brain Works campaign reach to the patients and family physicians who look to AAFP as a trusted source for information. We propose creating new content and leveraging the Foundation's existing content to give patients and family physicians an initial introduction to the topic of cognitive aging. Resources would be added to FamilyDoctor.org and promoted to our patient and family physician audiences.

Components:

- Patients
 - Review and revise this article: [Brain Training for Seniors - familydoctor.org](https://familydoctor.org/brain-training-for-seniors/)

- Create a new piece of editorial content, like an article or tip sheet, featuring MBRF research, sources and tips for patients.
 - Promote the articles on FamilyDoctor.org's social media channels.
 - Include the article on the FamilyDoctor.org home page for 60 days – broken into four 15-day blocks
- Physicians
 - Promote the new editorial content via AAFP's organic social media content
 - Place two PSAs in Family Medicine Today promoting the new article

Additional Partnership Opportunities

- Patient Focus:
 - Create a Cognitive Aging page for FamilyDoctor.org, similar to this page: [Cleanliness Guide for New Parents | Family Doctor](#)
 - Promote the Cognitive aging page via FamilyDoctor.org's organic social media channels.
 - Include the Brain Works resource hub link on the FamilyDoctor.org home page for 60 days – broken into four 15-day blocks
- Physician Focus
 - Write a news story or blog post highlighting the resources available on FamilyDoctor.org for family physicians to use with their patients.
 - Highlight the editorial content in AAFP's organic social media channels, with the network of AAFP's 55 chapters, in the weekly e-newsletter and in the patient resources section of the clinical guidance on brain health on AAFP.org.
 - Highlight brain health, cognitive aging and the resources available on an episode of Inside Family Medicine.
 - Includes promotion of the episode via AAFP's social channels.