

From: [Angelika Schlanger](#)
To: [John Brady](#); [Patricia Boyle](#); [Allison Brashear](#); [Sharon Brangman](#); [Hamilton, Roy](#); [Mike Dockery, MD](#); [Lee Dockery J](#)
Cc: [Cianciotto, Melanie](#); [Valerie Patmintra](#)
Subject: Education Committee Meeting Documents - January 29, 2024
Date: Monday, January 22, 2024 4:27:19 PM
Attachments: [1. ED Cmte Agenda Jan 29 2024.docx](#)
[2. 11.27.2023 Education & Communications Committee Meeting Minutes draft 1.12.24.docx](#)
[3. Timeline Education Jan 2024.docx](#)
[4. McKnight Brain Research Foundation Brain Works Partner Resources Updated 1.22.24.docx](#)

Dear Members of the Education Committee and Dr. Lee Dockery,

I hope you all had a lovely weekend. We are excited to gather next week to share updates and receive your feedback on a key component of our campaign, the Brain Works Resource Hub.

Below, and attached, are the meeting documents for your review in advance of the meeting.

1. Agenda
2. Minutes (November 27th, 2023 - Joint Committee Meeting)
3. Education Committee Timeline
4. Partner Resource Recommendations for the Brain Works Hub

Please carefully review document #4, with special attention to pages 1-8, which describes the various components of the proposed Brain Works Hub.

One of the topics on which we seek your guidance and would like to discuss during the meeting, is: if and how we should strategically and selectively engage with organizations that are focused on Alzheimer's or other disease-state conditions. For example, you'll notice that some of the resources included in the Partner Resources Recommendations document were created by organizations primarily focused on Alzheimer's and/or dementia. As part of the campaign, other opportunities for engagement with these types of organizations may arise as a way to provide the MBRF access to broader audiences. During the meeting, BRG will share their rationale for this type of engagement, and we'll seek your guidance on whether these are opportunities you would like us to pursue during the campaign.

Please let us know in advance if you have any questions. We look forward to the discussion and appreciate all of your engagement in this process.

All the best,
Angelika

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



McKNIGHT BRAIN RESEARCH FOUNDATION

Preserving memory, enhancing life

Meeting of the Education Committee of the Board of Trustees

January 29th, 2024

4:00 – 5:00 PM ET

Via Zoom (link in calendar invite)

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

Also Attending: Dr. Lee Dockery, Chair Emeritus; Ms. Melanie Cianciotto, Corporate Trustee; Dr. Angelika Schlanger, Executive Director; Ms. Valerie Patmintra, Senior Communications Advisor; BRG Team – Ms. Jane Barwis, Mr. Shannon McDaniel, Ms. Nicole Grady, Ms. Kate Worthy

AGENDA

4:00 pm ET	1.	Call to Order/Welcome/Roll Call	Dr. Brady
	2.	Approval of Minutes from November, 27, 2023 - ACTION	Dr. Brady
	3.	Education Activity Timeline	
4:10 pm ET	4.	Communications Campaign Update	BRG Team
	a.	Microsite Wireframe and Resource Hub Overview	
	b.	Discussion on Resources and Partners List	
	a.	Next Steps	
4:55 pm ET ACTION	5.	Other Business and Adjourn	Dr. Brady

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

Education Committee Activity Timeline For the Years 2019 – 2024

Updated January 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>	<p>Work toward alignment of messages across the MBIs and MBRF</p> <p>Make substantive judgments on content and quality of educational content/statements developed for or posted on the website</p>	Key Messages Were Approved and Distributed in Spring 2019	<p>July 1 – ONGOING</p> <p>ONGOING</p> <p>Review of Topics and Content for Primary Care Physician (PCP) pages on website February 2021</p>	<p>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.</p> <p>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.)</p>
	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	<p>The committee approved an outline of resources for the PCP Area on McKnightBrain.org</p> <p>The committee approved drafting content for the PCP area of the website based on the approved outline navigation of the section</p>	<p>DONE June 30, 2020</p> <p>DONE September/ October/November</p>	

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
		<p>The committee reviewed proposed navigation and drafted content for the Primary Care Physician (PCP) pages of the website</p> <p>Content will be revised and edited to include feedback from the committee and used to build out a mock-up of the PCP section</p> <p>An Update to the Trustees will be provided</p> <p>The PCP section will be shared with suggested primary care physicians for feedback and suggestions.</p> <p>Dr. John Brady, Chair of the Education Committee will be instrumental in helping to develop strategy and content</p>	<p>DONE February 2021</p> <p>DONE February – March 2021</p> <p>DONE April 30, 2021</p> <p>Winter/Spring 2022</p> <p>ONGOING</p>	
<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 but development of content is on hold until PCP content is identified and developed.	Winter/Spring 2022	
<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 copy in development to raise awareness and promote the MBIs and MBRF to individuals, partners, donors	Review of Brochure was conducted and committee concurs with suggestions by Communications Committee	DONE Posted on website January 2021	
<i>"Identify educational opportunities and implement activities...to encourage MBIs...inspire commitment and shared vision"</i>	12 th Annual Inter-institutional Meeting 13 th Annual Inter-institutional at UA 14 th Annual Inter-Institutional Meeting, UAB McKnight Scholars Will be invited to next Inter-institutional Meeting	2020 Meeting was canceled 2021 Meeting will be virtual Meeting was in-person Meeting was in-person Develop Feature on McKnight Scholars on McKnightBrain.org	April 28 & 29 2021 Mar 23-25, 2022 May 3-5, 2023	DONE Will help promote scholarship and engage scholars
	McKnight Scholars Dinner at AAN	2020 Toronto, AAN Meeting was canceled 2021 Virtual AAN Meeting Took place at the April 2023 AAN Meeting Finance C	April 17 – 22, 2021	Held over - MBRF approved funding of \$4,000 to cover travel, hotel for the night, dinner, UM staff travel Approved by full board at February 2023 meeting
	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. 7 th lectureship was by Dr. George Koop March 11, 2019 2020 Lecture was canceled.	Annual Lectureship established honoring the Founding Director of the Evelyn F. and William L. McKnight Brain Institute at the University of Florida Events as part of the William G. Luttge Lecture

			<p>2021 Lecture to be held in Fall 2021</p> <p>2022 Virtual Lectures <u>January 13</u> - Dr. Alexis Stranahan, PhD, UF <u>Feb 24</u> – Dr. Perla Moreno Castilla, PhD, "Rising Star" Luttge Lecturer, NIA <u>March 3</u> – Dr. Dan Nicholson, PhD, Rush <u>March 31</u> – Dr. Kirk Erickson, PhD, University of Pittsburgh</p> <p>2023 Lecture: February 23rd – Dr. Joshua A. Gordon, MD, PhD, Director, National Institute of Mental Health (NIMH)</p> <p>2024 Lecture: February 2, 2024 – Dr. Adam Gazzaley, M.D. Ph.D.</p>	<p>Series were expanded in 2021 to become a Lecture Series.</p> <p>DONE</p> <p>DONE</p> <p>Taking place during UF MBI 25th anniversary event</p>
<i>"work to elevate the importance of age-related cognitive decline and memory loss on the national agenda...(work toward) greater investment in research"</i>	IOM Study	"Public Health Dimensions of Cognitive Health" was released by the IOM (see attached document)	DONE April 14, 2015	Study funded by MBRF and federal agencies (NIA, CDC, NINDS, HHS), AARP, Retirement Research Foundation

<i>and education by federal health agencies...."</i>		Working Group formed under the lead of Dr. Molly Wagster	CURRENTLY NOT MEETING	
		MBRF has initiated and implemented several of the IOM recommendations.	ONGOING	
		Dr. Lee Dockery was in contact with IOM (now Academy of Medicine) about issuing a report on progress	October 23, 2019 NOT TO BE PURSUED	This would be unusual for the Academy of Medicine to do per Dr. Molly Wagster.
<i>"work to elevate the importance of age-related cognitive decline and memory loss on the national agenda..." continued</i>		Dr. Ralph Sacco, former President of AAN, recommended to AAN that they support adding age-related cognitive decline and memory loss to curricula for requirements	July 11, 2019	Letters were sent from AAN to MBRF, American Board of Psychiatry and Neurology, and ACGME
		Dr. Robert Wah and Dr. Lee Dockery spoke by phone with Dr. Gordon Smith, Chair, AAN Education Committee, and Dr. Jaffar Khan, Chair, AAN Graduate Education Subcommittee, to discuss collaborative steps	August 8, 2019	

		Follow-up communication with Drs. Smith and Kahn and Kathy Malloy re: schedule for review of special requirements by ACGME	<p>DONE September 16, 2019</p> <p>June 2020 NOT TO BE PURSUED</p>	<p>On distribution list for ACGME e-Communication with schedule for review of special requirements</p> <p>Committee feels they've done all they can do at this time.</p>
	<p>Discuss strategy to achieve MBRF Education goals to reach Primary Care Physicians and the Public. Discuss benefits of additional staffing and advisory groups working with the MBRF</p> <p>Identify and hire consultant for feasibility assessment and scoping document assessing the educational needs and opportunities with PCPs regarding cognitive decline.</p>	<p>Consultant (SCP) was selected by the Trustees on September 20, 2022 after a thorough vetting process, and the project kicked off on Oct 10, 2022 with a meeting with a group of Trustees. The study and final report will be completed February, 2023.</p> <p>SCP gave a progress update to Trustees at their Board Meeting.</p> <p>Another update to Trustees took place on Dec 21, 2022.</p> <p>SCP presented the draft scoping document to the Education Committee. The committee provided feedback to SCP. SCP is working to revise the document with a final version presented</p>	<p>Done March 13, 2022</p> <p>October 10, 2022</p> <p>October 27, 2022</p> <p>Dec 21, 2022.</p> <p>Jan 25th, 2023</p>	

		<p>before the Feb 16, 2023 BoT meeting.</p> <p>SCP presented the final report at the February 16, 2023 Board of Trustees meeting.</p> <p>A consultant may be needed to implement the Education Initiative. If so, the Education Committee will make a recommendation to the Trustees on seeking and engaging a firm to implement the initiative</p>	<p>February 16, 2023</p> <p>TBD</p>	
	Education Outreach Initiative to Primary Care Providers and Consumers	<p>Key Messages document was completed for both PCPs and consumers, with input from Trustees</p> <p>Outreach to national organizations has taken place to aligned organizations to explore potential synergies and partnerships; outreach began in March 2023. Updates will be provided to the education committee and board on an ongoing basis.</p> <p>SMRC and UW submitted proposals to advance the MRBF's Brain health initiative. GSA submitted a concept paper.</p>	<p>March 2023</p> <p>Ongoing</p> <p>July 11, 2023</p>	

		<p>The Committee discussed the proposals and did not advance a recommendation for approval to the board.</p> <p>Committee goals and strategies for 2023 - 2027 were identified as part of the Strategic Planning Process. It was decided that the comprehensive campaign objectives will drive the goals and strategies of both the communications and education committees.</p> <p>Committee is reviewing resource hub materials and wireframe for the microsite, for the communications campaign.</p>	<p>Completed in Oct, 2023</p> <p>January 29, 2024</p>	
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**McKnight Brain Research Foundation
Partner Resource Recommendations for the Brain Works Hub**

Updated: 1.22.24

Overview

An important aspect of the Brain Works public education campaign will be creating a strong resource hub on the McKnight Brain Research Foundation's (MBRF) website. The hub will include a mix of the Foundation's existing and new resources in addition to resources from outside organizations with strong expertise and reputations in their respective subject areas. For MBRF's consideration, this document outlines both recommendations of potential partner organizations and a sampling of the types of resources that will be included in the resource hub. The final section of the document includes a summary of each outside organization's background.

The chart below breaks down resources by topic including:

- About Cognitive Aging
- Cognitive Aging Self-Assessments
- Tips on Brain Health
- Tips for Talking to Your Healthcare Professional
- Resources for Healthcare Professionals
- Landmark Studies and Reports
- Research Highlights

Next Steps

Following the Trustees review and approval of the suggested partner organizations included below, BRG will assist MBRF in reaching out to the identified partner organizations by email to request linking to their resources from the Brain Works resource hub (list below on page 8). The email proposes a partnership that includes sharing information with key stakeholders along with citation for the original owner of materials. Once permission has been granted, BRG will upload materials and links to the Brain Works hub before the campaign's mid-March 2024 launch date.

The resource hub will continue to evolve and grow as the MBRF team and BRG regularly monitor the included resources to make sure that links and information are updated as needed. The MBRF Trustees and staff are also encouraged to share new resources and studies that can be added to the hub at any time. Reviewing the hub will be a regular agenda item at upcoming education committee meetings as an opportunity for committee members to share new resources to incorporate or any changes that need to be made to current resources. Any new organizations that may be approached as partners with resources to include on the site will be approved by the committee in advance, in addition to any structural changes or expansions proposed to the resource hub.

BRG is also investigating options to include an interactive table of contents or search feature to help make the hub easy for consumers to navigate and find the content that best meets their interests.

Suggested Partner Resources (see table below)

<p>About Cognitive Aging <i>Will introduce cognitive aging to audience; can feature attention grabbing stats from MBRF Consumer Survey</i></p>	<p>Cognitive Aging Self Assessments <i>Includes self-assessments to do at home or for a family member</i></p>	<p>Tips on Brain Health <i>**This section will be organized by topic area ranging from general health to diet and exercise to help maintain brain health to make it easier for users to navigate</i></p>	<p>Tips for Talking to Your Healthcare Professional <i>Includes tips for a patient to speak to their healthcare professional about their concerns related to brain health</i></p>
<p>MBRF's "Cognitive Aging Explained"</p> <p>MBRF's "What is Cognitive Aging?"</p> <p>National Institute on Aging's "What Do We Know About Healthy Aging?"</p> <p>National Institute on Aging's "Memory, Forgetfulness and Aging: What's Normal and What's Not"</p> <p>National Institute on Aging's "How the Aging Brain Affects Thinking"</p> <p>National Institute on Aging's "Cognitive Health and Older Adults"</p> <p>Roan – Answers from brain health experts and organizational leaders – "Angelika Schlanger, MBRF Executive Director"</p>	<p>MindCrowd Memory Test</p> <p>Massachusetts General Hospital's McCance Brain Score</p> <p>AARP's Cognitive Assessment <i>*currently only available to registered AARP members</i></p> <p>University of Texas at Dallas' Center for Brain Health "The BrainHealth Project"</p> <p>The Ohio State University's Wexner Medical Center's "Self-Administered Gerocognitive Exam (SAGE)"</p>	<p>General Tips: MBRF's "10 Tips for Healthy Aging"</p> <p>MBRF's "Keeping Your Brain Healthy" Brochure</p> <p>MBRF's "Tips for Maintaining Cognitive Health"</p> <p>National Institute on Aging's "Making Healthy Lifestyle Choices May Reduce Your Risk of Dementia"</p> <p>American Heart Association's "Life's Essential 8 Fact Sheet"</p> <p>Nutrition/ Dietary Tips: National Institute on Aging's "What Do We Know About Diet and Prevention of Alzheimer's Disease?"</p> <p>American Heart Association's "Life's</p>	<p>American Brain Foundation/ Brain and Life's "Prepare for An Office Visit"</p> <p>Brain Guide's "Prepare for a Wellness Visit or Physical"</p> <p>AARP's "4 Reasons you Shouldn't Shy Away from a Cognitive Screening"</p> <p>Us Against Alzheimer's "Be Brain Powerful- Talk to Your Healthcare Provider"</p>

		<p>Essential 8™ - How to Eat Better Fact Sheet</p> <p>Fitness/ Exercise Tips: Brain Mind's "Physical Exercise and Habits" Video</p> <p>Brain Mind's "4 Minute HIIT Exercise"</p> <p>American Heart Association's "Life's Essential 8™ - How to be More Active Fact Sheet"</p> <p>Mental Health and Stress Management: MBRF's "Mental Health and Brain Health – What's the Connection?"</p> <p>National Institutes of Health "Reducing Stress"</p> <p>Social Connection and Purpose: MBRF's "The Healing Effects of Social Connection"</p> <p>MBRF's "The Purpose of Purpose"</p> <p>Engage Your Brain: AARP's Music on our Minds: The Rich Potential</p>	
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		of Music to Promote Brain Health and Mental Well-Being National Institute on Aging's "Cognitive Health and Older Adults"	
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Resources for Healthcare Professionals <i>Resources designed for HCPs to continue their education in brain health and learn the latest information</i>	Landmark Studies and Reports <i>Includes links to well-known or landmark studies in the brain health/ cognitive aging field</i>	Research Highlights <i>Will feature recent peer-reviewed published, research studies related to leaders in field, Trustees, or MBI research</i>
<p>MBRF's "Cognitive Assessment Screening Tools" including Mini-Cog[®]-MoCA Cognition, and Mini-Medical State Examination</p> <p>AAFP's "Cognitive Evaluation" section includes link to MoCA and Mini-Cog in addition to AD8 Dementia screening and RUDAS</p> <p>MBRF's "For Primary Care Providers"</p> <p>AAGP's "Webinar: Outpatient Cognitive Assessment"</p> <p>AAFP's "Talking with Older Patients: A Clinician's Handbook"</p> <p>Gerontological Society of America's "KAER Toolkit"</p> <p>Gerontological Society of America's "Brain Health, Cognitive Impairment, ADRD"</p> <p>Gerontological Society of America's "Momentum Discussions Podcast"</p> <ul style="list-style-type: none"> • "Cognitive Aging and Optimizing Cognitive Health" 	<p>National Academies "Cognitive Aging: Progress in Understanding and Opportunities for Action"</p> <p>CDC's Morbidity and Mortality Weekly Report (MMWR) "Modifiable Risk Factors for Alzheimer Disease and Related Dementias Among Adults Aged ≥45 Years — United States, 2019"</p> <p>The Lancet "Dementia Prevention, Intervention, and Care: 2020 report of the Lancet Commission"</p> <p>The Journals of Gerontology "The 87%: Guest Editorial"</p>	<p>MBRF's "New University of Florida Study Finds Seniors Over Age 85 Who Exercise Scored Higher on Cognitive Tests"</p> <p>MBRF's "New Research Shows Adopting Healthy Lifestyle Behaviors Can Reduce the Risk of Cognitive Decline and Dementia"</p> <p>American Academy of Neurology's "Cognitive Activity and Onset Age of Incident Alzheimer Disease Dementia"</p> <p>American Academy of Neurology's "Even in Midlife, Disrupted Sleep Tied to Memory, Thinking Problems Later On"</p> <p>The American Journal of Geriatric Psychology "Purpose in Life May Delay Adverse Health Outcomes in Old Age"</p> <p>National Institutes of Health's "Individualized</p>

featuring MBRF Executive Director Angelika Schlanger, PhD and Dr. Alison Brashear <ul style="list-style-type: none"> • GSA Enrich “Brain Health, Cognitive Impairment, ADRD” National Association of Community Health Centers’ “Early Detection and Reducing Risk Factors for Dementia” Webinar Us Against Alzheimer’s Brain Health Academy – HCP-focused Video Series		Clinical Management of Patients at-risk for Alzheimer’s Dementia”
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Organizational Backgrounds

1. [AARP](#)
2. [American Academy of Family Physician's \(AAFP\)](#)
3. [American Academy of Neurology \(AAN\)](#)
4. [American Association of Geriatric Psychiatry \(AAGP\)](#)
5. [American Brain Foundation \(ABF\)](#)
6. [American Heart Association \(AHA\)](#)
7. [Brain Mind](#)
8. [Center for BrainHealth](#)
9. [Centers for Disease Control and Prevention \(CDC\)](#)
10. [Gerontological Society of America \(GSA\)](#)
11. [Mass General Hospital](#)
12. [National Academies](#)
13. [National Association of Community Health Centers \(NACHC\)](#)
14. [National Institute on Aging \(NIA\)](#)
15. [National Institutes of Health \(NIH\)](#)
16. [Ohio State University Wexner Medical Center](#)
17. [ROON](#)
18. [Us Against Alzheimer's](#)

Appendix

Template Outreach Email

Dear X,

I am reaching out on behalf of the McKnight Brain Research Foundation to discuss a collaboration for the upcoming launch of our public awareness campaign. The goal of the campaign is to educate consumers on normal brain aging and the changes that can be expected.

As part of our program, we will be creating a resource hub that includes a variety of materials and assets to help consumers and healthcare providers better understand normal cognitive aging and brain health. In addition to the McKnight Brain Research Foundation's resources, we would like to include resources from a variety of partners, including your organization, allowing us to expand the information shared via the hub to include various different elements of brain health and cognitive aging.

As a leading organization focused on [Insert partner expertise area], we would love to feature [Insert organization]'s [Insert specific resource] on our resource hub. Please let us know if your organization is interested in sharing resources on cognitive aging via your website or social channels and we'd be happy to share the Foundation's existing resources or the new materials we are developing to support the public awareness campaign.

Please let us know what you think and if you have any questions. We are happy to set up time to further discuss the campaign with you and talk through opportunities to highlight your organization's resources and ways you could help us promote our library of brain health tools to the public.

Thank you,
XXX

AARP



Organization Overview: AARP is a national nonprofit organization that advocates for the rights and well-being of individuals aged 50 and older. AARP provides resources and support to help seniors live their best lives, covering a wide range of topics such as health, finances, employment, and community involvement.

Primary Focus: Advocacy and Support for Seniors

Audience:

- Primary: Individuals aged 50 and older, retirees, and senior citizens; Secondary: Caregivers, family members, and individuals interested in aging-related issues.

Channel Overview and Reach:

- [Facebook](#): 2.2M Followers
- [X](#): 140.5K Followers
- [LinkedIn](#): 90K Followers

American Academy of Family Physicians



Organization Overview: Founded in 1947, the AAFP represents 129,600 physicians and medical students nationwide. It is the largest medical society devoted solely to primary care.

Primary Focus: Family physicians conduct approximately one in five office visits – 48 percent more than the next most visited medical specialty. Family physicians provide more care for America’s underserved and rural populations than any other medical specialty. Family medicine’s cornerstone is an ongoing, personal patient-physician relationship focused on integrated care.

Audience:

- Healthcare Professionals and Patients

Channel Overview and Reach:

- [Facebook](#): 80K Followers
 - [X](#): 57.2K Followers
 - [LinkedIn](#): 27K Followers
-

American Academy of Neurology

Organization Overview: The American Academy of Neurology is an organization that represents more than 40,000 members and is dedicated to promoting the highest quality patient-centered care and enhancing member career satisfaction.

Primary Focus: AAN's goal is to demonstrate and assert the value of neurology and brain health to policymakers, patients, the public, and other major stakeholders.

Audience:

- Patients, Policy makers, Public

Channel Overview and Reach:

- [Facebook](#): 42K Followers
 - [X](#): 42K Followers
 - [LinkedIn](#): 30K Followers
-

[American Association of Geriatric Psychiatry](#)



Organization Overview: The American Association for Geriatric Psychiatry (AAGP) is a professional organization dedicated to advancing the mental health and well-being of older adults.

Primary Focus: The association focuses on providing educational resources and promoting research in geriatric psychiatry. This includes conferences, webinars, and publications to disseminate knowledge and best practices.

Audience:

- Psychiatrists, Geriatricians, Nurses, Social workers, Researchers

Channel Overview and Reach:

- [Facebook](#): 3.2K Followers
- [X](#): 1.8K Followers
- [LinkedIn](#): 2K Followers

[American Brain Foundation](#)



Organization Overview: The American Brain Foundation invests in research to defeat brain diseases and disorders. They are a national foundation for the brain dedicated to the relentless pursuit of improved prevention, treatment, and cures for brain diseases and disorders.

Primary Focus: They focus on educating the public about various brain diseases and disorders, their impact on individuals and families, and the importance of research is a key focus. This includes providing resources and information to increase awareness and understanding.

Audience:

- Researchers and Scientists, Healthcare Professionals, Patients and Families

Channel Overview and Reach:

- [Facebook](#): 91K Followers
 - [X](#): 7.8K Followers
 - [LinkedIn](#): 1K Followers
-

American Heart Association



Organization Overview: For nearly 100 years, the American Heart Association has been fighting heart disease and stroke and helping families and communities thrive. Explore the map below to see how your support has made a difference in our nation and in the places you and your loved ones call home.

Primary Focus: The AHA's primary focus is to be a relentless force for a world of longer, healthier lives.

Audience:

- Patients, Donors, Doctors, Researchers

Channel Overview and Reach:

- [Facebook](#): 1.3M Followers
 - [X](#): 320.6K Followers
 - [LinkedIn](#): 815K Followers
-

Brain Mind



Organization Overview: BrainMind is a private community of top brain scientists, entrepreneurs, investors, philanthropists, and academic institutions collaborating to accelerate impactful innovation in brain science.

Primary Focus: The mission of BrainMind is to support and cultivate the most important and impactful ideas in brain science – focusing our collective energy on critical gating discoveries and structurally underserved areas.

Audience:

- Researchers, Scientists, Patients

Channel Overview and Reach:

- [Facebook](#): 1K Followers
 - [X](#): 224 Followers
-

Center for Brain Health



Organization Overview: Center for BrainHealth® – part of The University of Texas at Dallas – is a nonprofit research institute redefining how people understand and address the brain’s health and performance.

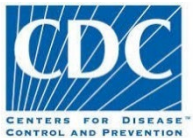
Primary Focus: The Center for BrainHealth conducts leading-edge research and creates science-backed programs that empower people to be more proactive about their own brain health.

Audience:

- Researchers, Scientists, Patients

Channel Overview and Reach:

- [Facebook](#): 12K Followers
 - [X](#): 7K Followers
 - [LinkedIn](#): 4K Followers
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Centers for Disease Control and Prevention

Organization Overview: The Centers for Disease Control and Prevention (CDC) is a national public health agency based in the United States. Its mission is to protect public health and safety through the control and prevention of diseases, injuries, and disabilities. It operates under the Department of Health and Human Services (HHS).

Primary Focus: The CDC conducts public health campaigns and educational initiatives to promote healthy behaviors, prevent chronic diseases, and raise awareness about various health issues.

Audience:

- Scientists, Researchers and Healthcare Professionals

Channel Overview and Reach:

- [Facebook](#): 4.2M Followers
 - [X](#): 5.5M Followers
 - [LinkedIn](#): 2M Followers
-

Gerontological Society of America



Organization Overview: The Gerontological Society of America (GSA) is the nation's oldest and largest interdisciplinary organization devoted to research, education, and practice in the field of aging. It focuses on all aspects of gerontology; medical, biological, psychological and social. Their goal is to Elevate the public understanding of, and regard for, aging with meaning.

Primary Focus: As we continue to lead longer and healthier lives, there is an unprecedented opportunity to benefit from the accumulated insights and experiences of older adults — but we must ensure that the world makes the most of this opportunity and that we all have the supports we need to enable meaningful lives as we age.

Audience:

- Researchers, Students, Elderly Populations

Channel Overview and Reach:

- [Facebook](#): 27K Followers
- [X](#): 19K Followers
- [LinkedIn](#): 13K Followers

Mass General Hospital



Organization Overview: Mass General has the largest hospital based research program in the U.S. Guided by the needs of patients, Mass General delivers care grounded in leading edge research, advanced treatment offerings and the latest clinical trials.

Primary Focus: At Mass General the brightest minds in medicine collaborate on behalf of our patients to bridge innovative science with state-of-the-art clinical medicine.

Audience:

- Patients, Researchers, Doctors

Channel Overview and Reach:

- [Facebook](#): 107K Followers
 - [X](#): 59.9K Followers
 - [LinkedIn](#): 174K Followers
-

[National Academies](#)



Organization Overview: The National Academies of Sciences, Engineering, and Medicine provide independent, objective advice to inform policy with evidence, spark progress and innovation, and confront challenging issues for the benefit of society.

Primary Focus: The National Academies provide independent, trustworthy advice and facilitate solutions to complex challenges by mobilizing expertise, practice, and knowledge in science, engineering, and medicine.

Audience:

- Researchers, medical professionals

Channel Overview and Reach:

- [Facebook](#): 71K Followers
- [X](#): 93.2K Followers
- [LinkedIn](#): 23K Followers

[National Association of Community Health Centers \(NACHC\)](#)



Organization Overview: The leading voice for the nation's 1,400 Community Health Centers, providing high-quality healthcare.

Primary Focus: The National Association of Community Health Centers (NACHC) was founded in 1971 to promote efficient, high-quality, comprehensive health care that is accessible, culturally and linguistically competent, community directed, and patient-centered for all.

Audience:

- Community health centers, patients

Channel Overview and Reach:

- [Facebook](#): 14K Followers
- [X](#): 14.4K Followers
- [LinkedIn](#): 19K Followers

[National Institute on Aging](#)



National Institute on Aging

Organization Overview: NIA, one of the 27 Institutes and Centers of NIH, leads a broad scientific effort to understand the nature of aging and to extend the healthy, active years of life.

Primary Focus: NIA leads a broad scientific effort to understand the nature of aging and to extend the healthy, active years of life. NIA is the primary federal agency supporting and conducting Alzheimer's disease research.

Audience:

- Public, Researchers

Channel Overview and Reach:

- [Facebook](#): 26K Followers
- [X](#): 24.8K Followers
- [LinkedIn](#): 7K Followers

[National Institutes of Health \(NIH\)](#)



Organization Overview: The National Institutes of Health (NIH), a part of the U.S. Department of Health and Human Services, is the nation's medical research agency — making important discoveries that improve health and save lives.

Primary Focus: NIH's mission is to seek fundamental knowledge about the nature and behavior of living systems and the application of that knowledge to enhance health, lengthen life, and reduce illness and disability.

Audience:

- Public, Researchers

Channel Overview and Reach:

- [Facebook](#): 577K Followers
- [X](#): 1.6M Followers
- [LinkedIn](#): 720K Followers

[Ohio State University Wexner Medical Center](#)



Organization Overview: When you choose the nationally ranked experts at The Ohio State University Wexner Medical Center, you're choosing the highest quality care and access to the most advanced treatments that can't be found elsewhere. We're caring for your family's health today while working to discover tomorrow's cures. When it comes to your health, the choice is clear.

Primary Focus: OSU Wexner is improving lives through innovation in research, education & patient care.

Audience: Patients, Researchers, Students

Channel Overview and Reach:

- [Facebook](#): 99K Followers
- [X](#): 35.2K Followers
- [LinkedIn](#): 86K Followers

[ROON](#)



Organization Overview: App promoted as "Your trusted guide for health conditions". *New platform*

Primary Focus: Currently focused on three conditions: Glioblastoma, ALS and Dementia.

Audience:

- Patients
-

[Us Against Alzheimer's](#)



Organization Overview: Founded in 2010 to disrupt and diversify the movement to cure Alzheimer's.

Primary Focus: Through urgent and inclusive mobilization, Us Against Alzheimer's has worked to dramatically increase funding for Alzheimer's and dementia research.

Audience:

- Patients, Donors

Channel Overview and Reach:

- [Facebook](#): 100K Followers
 - [X](#): 15.7K Followers
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