



# **McKNIGHT BRAIN**

## **RESEARCH FOUNDATION**

*Preserving memory, enhancing life*

### **Meeting of the Education Committee of the Board of Trustees**

**July 29<sup>th</sup>, 2024**

**6:30 – 7:30 PM ET**

**Via Teams (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; Ms. Amy Porter, Interim Executive Director; Ms. Valerie Patmintra, Senior Communications Advisor; BRG Team – Ms. Nicole Grady, Ms. Kate Worthy

### **AGENDA**

<b>6:30 pm ET</b>	1. Call to Order/Welcome/Roll Call	Dr. Brady
<b>6:35pm ET ACTION</b>	2. Approval of Minutes from January 29, 2024	Dr. Brady
<b>6:40 pm ET</b>	3. Education Activity Timeline	Dr. Brady
<b>6:50 pm ET</b>	4. Brain Works Campaign Update	BRG/
	a. Year One Results Report	Ms. Patmintra
	b. Brain Works Year Two Campaign Recommendations	
	1) Discuss Healthcare Professionals Outreach Strategies	All
	2) Discuss Community Outreach Strategies	All
<b>7:30 pm ET ACTION</b>	5. Other Business and Adjourn	Dr. Brady

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

The Education Committee of the MBRF was called to order at 4:00 pm EST on January 29, 2024, by Dr. John Brady.

The following members were present:

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

The following member was absent:

Dr. Patricia Boyle

Others attending:

Dr. Lee Dockery, Chair Emeritus  
Dr. Angelika Schlanger, Executive Director  
Ms. Valerie Patmintra, Senior Communications Advisor  
BRG Team – Mr. Shannon McDaniel, Ms. Nicole Grady, Ms. Kate Worthy

**1. Call to Order**

Dr. Brady welcomed the members of the committee and Dr. Lee Dockery to the call.

**2. Minutes of the November 27th, 2023, Meeting**

The minutes of the November 27, 2023, joint Education and Communications Committee Meeting (Attachment 1) were approved as amended to reflect edits submitted via email.

**Action Item 1: The minutes of the November 27, 2023, joint Education and Communications Committee Meeting were approved as amended to reflect edits submitted via email. (Attachment 1).**

**3. Updated Activity Timeline**

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

**4. Communications Campaign Update and Discussion**

Ms. Worthy reviewed a draft of the Brain Works microsite landing page, which will feature (from top to bottom): a section summarizing the campaign purpose and call to action; a section featuring the MBRF's resources; the Brain Works resource hub; and a "Hot Topics" section, which would rotate the latest news on cognitive aging and brain health. The Trustees discussed the benefits of having a "Hot Topics" section and recommended that parameters be developed to determine the appropriate items that would be rotated into this section. The Trustees agreed that scientific studies or medical content would need to be vetted by the Trustees. BRG will develop a protocol to share with the Trustees that will describe the vetting process. Dr. Brady suggested that the Education Committee could vet the scientific items.

Dr. Lee Dockery asked whether a question-and-answer section could be added to the site. Mr. McDaniel confirmed that this is possible, but that a vetting process would need to be developed for posting the answers. Dr. Michael Dockery suggested that this is a feature that could be explored and possibly added after the hub goes live.

Ms. Worthy reviewed, in depth, an outline of the partner resources suggested for inclusion on the Brain Works resource hub, which will be a carefully curated list of resources on brain health. The hub will include the MBRF's own resources, as well as those developed by trusted and well-regarded organizations and government agencies that complement the Foundation's own resources. Dr. Michael Dockery shared that the original version of the hub included a category related to brain health disease-related conditions to be inclusive of providing answers to all questions that may come up related to brain aging, but these were removed based on Dr. Michael Dockery's guidance to avoid diluting the MBRF's messaging related to cognitive aging.

The committee discussed the proposed resources and organizations to be included in the hub (Attachment 3). Ms. Grady addressed questions as to why certain organizations were included and clarified that research from all four McKnight Brain Institutes will be represented in the "Research Highlights" section and updated regularly. Dr. Brangman raised questions about whether the site will be able to reach diverse audiences and if the site is best oriented for those who have a higher level of education and own a smartphone. Ms. Grady suggested that one way to reach out to those facing digital barriers is to share the Brain Works resources with community health centers and community-based organizations based in under-served communities.

Dr. Hamilton advised that the cognitive self-assessments listed in the hub should be tested for validity. He also suggested adding a disclaimer clearly stating that MindCrowd is a research study. Ms. Grady affirmed that the goals of including cognitive self-assessments is so that visitors could use these as tools at home and discuss their results with their doctors.

Dr. Michael Dockery suggested that each link be reviewed by members of the committee and that the links be divided up and assigned to the members. He also pointed out that, at times, the resource hub may include organizations that are more disease-focused in nature for the strategic purposes of expanding the MBRF's reach to new audiences.

**Action Item 2: Dr. Schlanger will divide up the links from the resource hub and assign them to committee members for their scientific/medical review.**

**5. Adjourn**

Dr. Brady asked if there was any further discussion. Hearing none, he called for adjournment of the meeting at 5:00 p.m. EST.

**Summary of Action Items:**

**Action Item 1: The minutes of the November 27, 2023, Education Committee Meeting were approved as amended to reflect edits submitted via email. (Attachment 1).**

**Action Item 2: Dr. Schlanger will divide up the links from the resource hub and assign them to committee members for their scientific/medical review.**

Respectfully Submitted,

Dr. Angelika Schlanger  
Executive Director



## Education Committee Activity Timeline For the Years 2019 – 2024

Updated July 17, 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	Key Messages Were Approved and Distributed in Spring 2019	July 1 – 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.
	Make substantive judgments on content and quality of educational content/statements developed for or posted on the website		ONGOING	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	<p>The committee approved an outline of resources for the PCP Area on McKnightBrain.org</p> <p>The committee approved content for the Brain Works Microsite, including items featured in the Cognitive Aging Resources,</p>	<p>DONE June 30, 2020</p> <p>DONE Initial content approved between</p>	



Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
		Experiencing Early Signs of Memory Loss”		
<b><i>Inform "...how to better maintain brain health..."</i></b>	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
<b><i>"shall review all educational materials..."</i></b>	<p>Brochure developed to raise awareness and promote the MBIs and MBRF to individuals, partners, donors</p> <p>Brain Works Microsite developed to feature educational materials on Brain Health and Cognitive Aging.</p>	<p>Review of Brochure was conducted and committee concurs with suggestions by Communications Committee.</p> <p>Microsite launched in March 2024</p>	<p>DONE Posted on website January 2021</p> <p>ONGOING- Education Committee reviews and approves content for the Brain Works microsite Resource Hub and Hot Topics sections</p>	
<b><i>"Identify educational opportunities and implement activities...to encourage MBIs...inspire commitment and shared vision"</i></b>	<p>12<sup>th</sup> Annual Inter-institutional Meeting</p> <p>13<sup>th</sup> Annual Inter-institutional at UA</p> <p>14<sup>th</sup> Annual Inter-Institutional Meeting, UAB</p>	<p>2020 Meeting was canceled 2021 Meeting will be virtual</p> <p>Meeting was in-person</p> <p>Meeting was in-person</p>	<p>April 28 &amp; 29 2021</p> <p>Mar 23-25, 2022</p> <p>May 3-5, 2023</p>	DONE

<b>Duty (from Committee Charter)</b>	<b>Activity/Action</b>	<b>Outcome</b>	<b>Date</b>	<b>Comments</b>
	McKnight Scholars Will be invited to next Inter- institutional Meeting 15 <sup>th</sup> Annual Inter-Institutional Meeting, UF	Innovator Awardees attend 2023 (Dr. Tracy) and 2024 Meetings (Cr. Cai)	May 15-17, 2024	Will help promote scholarship and engage scholars
	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 25 <sup>th</sup> Anniversary Celebration Event
<i><b>"work to elevate the importance of age- related cognitive decline and memory loss on the</b></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,

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
<i>national agenda...(work toward) greater investment in research and education by federal health agencies...."</i>		MBRF has initiated and implemented several of the IOM recommendations.	ONGOING	
<i>"work to elevate the importance of age-related cognitive decline and memory loss on the national agenda..." continued</i>		<p>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.</p> <p>MBRF Membership in collaborative groups for advocacy and education related to age-related cognitive decline and memory loss</p>	<p>ONGOING</p> <p>July 17, 2024</p>	<p>Contact information to contacts at AARP; AAN; and the Milken Institute, as well as Grantmakers in Aging has been transferred to Ms. Cianciotto</p>

# 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.



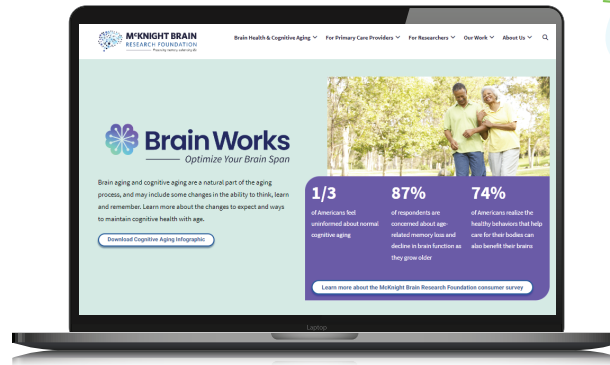
## Microsite

5

Materials created

7.8K

Webpage views



## Digital Promotion

6.6K

Website clicks

271.4K

Impressions

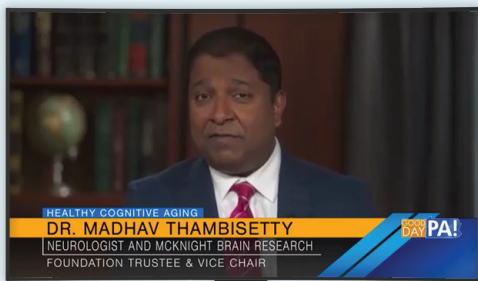


## Media

830.1M Total Impressions

4K Total Placements

29 Total Interviews



well+good FORTUNE



AUTHORITY MAGAZINE



## Social Media

21.6%

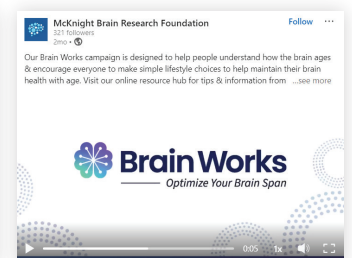
Average new followers

25.2K

Social impression

3.1K

Clicks from social



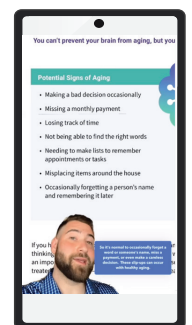
## Influencer

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



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# *Year Two Brain Works Campaign Recommendations*



**Brain Works**  
*Optimize Your Brain Span*



# 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



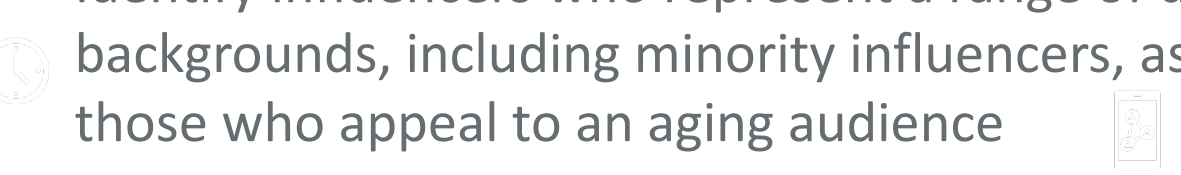


Focus Google Ads on relevant key words and topic areas to drive to Brain Works microsite

# 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*





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**BrainWorks**  
Optimize Your Brain Span

### **Media Terms**

**Media Impressions:** Cumulative number of people reached across all placements

**Placements:** Total number of campaign mentions

### **Online and Social Media Terms**

**Views:** Number of times the online content was viewed

**Engagements:** Number of shares, likes and comments on the online content

**Social Impressions:** Number of times our social content was seen, including multiple views from individual users

**Average Follower Increase:** Percentage increase in followers across the Foundation's social media channels (Facebook, Linked In and Twitter)

**Clicks:** Number of users who actively engaged with a link

**Webpage Views:** Total number of pages loaded by users on the website, including when users load the same page of the website.