



McKNIGHT BRAIN RESEARCH FOUNDATION

Preserving memory, enhancing life

Meeting of the Education Committee of the Board of Trustees

Thursday, August 7, 2025

6:00 – 7:00 PM ET

Via Teams (link in calendar invite)

Members Attending: Dr. John Brady, Education Committee Chair; Dr. Mike Dockery, MBRF Chair; Dr. Sharon Brangman; Dr. Patricia Boyle; Dr. Allison Brashear; Dr. Roy Hamilton; Dr. Alice Luo Clayton, Chief Executive Officer; Ex-Officio Committee Member

Also Attending: Ms. Valerie Patmintra; Ms. Amy Porter; Ms. Melanie Cianciotto

AGENDA

6:00 pm ET	1.	Call to Order/Welcome/Roll Call	Dr. Brady
6:05pm ET	2.	Education Activity Timeline	Dr. Brady
6:10pm ET	3.	MBRF Education Priorities: Brainstorming and Ideation	
	a.	Setting the Stage: Recap of August 5 Communication Committee meeting	Dr. Luo Clayton
	b.	Discussion of Education Priorities	Dr. Brady
	i.	Promising Themes (The 'What' & 'Why's)	
	ii.	Potential Implementation Strategies (The 'How's)	
6:55 pm ET	4.	Other Business and Adjourn	Dr. Brady

Education Committee Activity Timeline
For the Years 2019 – 2025
Updated July 23, 2025

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
<p><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>	<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>	<p>Key Messages Were Approved and Distributed in Spring 2019</p>	<p>July 1 – ONGOING</p> <p>ONGOING</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>
	<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>	<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</p>	<p>DONE June 30, 2020</p> <p>DONE Initial content approved between November 2023 and March 2024.</p>	

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
		Aging Resources, Resource Hub, and Hot Topics sections.	<p>ONGOING-</p> <p>Year two of the Brain Works campaign includes identifying partnership and outreach opportunities to reach and engage with healthcare professionals</p> <p>Dr. Brady participated in a brainstorm to discuss potential education program ideas for the MBRF and shared top level ideas as part of the joint Communications and Education Committee meeting on February 6. Moving forward with an education initiative is on hold until Alice is fully onboarded.</p> <p>Dr. Brady reviewed and provided feedback on a partnership opportunity with the American Academy of Family Physicians and, with approval from the Education and</p>	

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
			Communications Committees, the partnership is moving forward. The Education Committee will be asked to review and approve the materials developed in collaboration with AAFP before they are published.	
<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	<p>Add links to approved articles as appropriate. Development of content is on hold until PCP content is identified and developed.</p> <p>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"</p>	<p>Winter/Spring 2022</p> <p>March 2024</p>	
<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

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
<i>"shall review all educational materials...:"</i>	<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</p> <p>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> <p>Dr. Brady and the committee reviewed and provided feedback on the Brain Works PSA before it was distributed in mid-December</p> <p>The new partner resources approved by the Education Committee in February have been added to add to the Brain Works resource hub.</p>	
<i>"Identify educational opportunities and implement activities...to encourage MBIs...inspire commitment and shared vision"</i>	<p>12th Annual Inter-institutional Meeting</p> <p>13th Annual Inter-institutional at UA</p>	<p>2020 Meeting was canceled 2021 Meeting will be virtual</p> <p>Meeting was in-person</p>	<p>April 28 & 29 2021</p> <p>Mar 23-25, 2022</p>	DONE

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
	<p>14th Annual Inter-Institutional Meeting, UAB</p> <p>McKnight Scholars Will be invited to next Inter-institutional Meeting</p> <p>15th Annual Inter-Institutional Meeting, UF</p> <p>16th Annual Inter-Institutional Meeting, UM</p>	<p>Meeting was in-person</p> <p>Innovator Awardees attend 2023 (Dr. Tracy) and 2024 Meetings (Dr. Cai)</p> <p>Innovator Awardees attend 2021 (Dr. De Biase) and 2024 (Dr. Sedaghat)</p>	<p>May 3-5, 2023</p> <p>May 15-17, 2024</p> <p>May 14 – 16, 2025</p>	<p>Will help promote scholarship and engage scholars</p>
	McKnight Scholars Dinner at AAN	<p>2020 Toronto, AAN Meeting was canceled</p> <p>2021 Virtual AAN Meeting</p> <p>2023 AAN Meeting</p> <p>2024 AAN Meeting</p>	<p>April 17 – 22, 2021</p> <p>April 24, 2023</p> <p>April 15, 2024</p>	<p>Held over - MBRF approved funding of \$4,000 to cover travel, hotel for the night, dinner, UM staff travel</p> <p>Hosted by Dr. Thambisetty</p> <p>Co-hosted by Drs. Brashear and Hamilton</p>
	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.	Annual Lectureship established honoring the Founding Director of the

Duty (from Committee Charter)	Activity/Action	Outcome	Date	Comments
			2024 Lecture: February 2, 2024 – Dr. Adam Gazzaley, M.D. Ph.D. 2025 Lecture: May 2, 2025 – Dr. Ulman Lindenberger , FRS, FBA	Evelyn F. and William L. McKnight Brain Institute at the University of Florida Lecture was part of the UF 25 th 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,
<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.	ONGOING July 17, 2024	Contact information to contacts at AARP; AAN; and the Milken Institute, as well as Grantmakers in Aging has been transferred to Ms. Cianciotto.

MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)
JOINT MEETING OF THE EDUCATION & COMMUNICATIONS COMMITTEES
CONFERENCE CALL
February 6, 2025

The Joint Meeting of the Education and Communications Committees of the MBRF was called to order at 6:00 pm EST on February 6, 2025, 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
Ms. Amy Porter, Interim Executive Director
Ms. Valerie Patmintra, Senior Communications Advisor
Ms. Mandy Byrd, BRG Communications
Ms. Maureen Higgins, BRG Communications
Ms. Kate Worthy, BRG Communications

1. Call to Order

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

2. Communications

a. Communications Activity Timeline

Dr. Boyle reviewed the updated activity timeline, noting that the BRG team would be joining the meeting soon to provide an update on the Brain Works campaign. Since the last meeting, a new page has been added to the website commemorating the Foundation's 25th anniversary. The page includes the 25th anniversary video, video vignettes with several of the Trustees reflecting on the anniversary and an updated version of the MBRF organizational brochure. Dr. Boyle encouraged everyone to visit the [new page](#) and to let her and Ms. Patmintra know if they have feedback or suggestions for the page or the updated organizational brochure. She also noted that strategic partnerships are a key component of the Brain Works campaign second year plan and that a partnership opportunity with the American Academy of Family Physicians would be presented for approval later in the meeting.

b. Minutes of the October 7, 2024, Communications Committee Meeting

The minutes of the October 7, 2024, Communications Committee Meeting were reviewed and approved as presented.

Action Item 1: The minutes of the October 7, 2024 Communications Committee Meeting were approved as presented.

2. Education

a. Education Activity Timeline

Dr. Brady reviewed highlights from the updated Education Activity Timeline. He shared that the committee continues reviewing new resources and content before they are added to the MBRF website or Brain Works microsite. He also noted that he recently participated in a brainstorm with Ms. Patmintra and the BRG team to begin developing ideas to build on the MBRF's awareness efforts and engage new audiences through an education program. Ms. Patmintra noted that a summary document outlining the education opportunity, goals and potential audiences will be shared with as part of the February 24, 2025, meeting materials to help continue the conversation.

b. Minutes of the July 29, 2024, Education Committee Meeting

The minutes of the July 29, 2024, Education Committee Meeting were reviewed and approved as presented.

Action Item 2: The minutes of the July 29, 2024, Education Committee Meeting were approved as presented.

3. Brain Works Campaign Update

a. Media and Social Outreach and Results to Date

Ms. Kate Worthy, BRG Communications, presented a summary of media coverage secured for the campaign to date. Since the campaign launched in March of 2024, more than 1.5 billion media impressions, 4,000 placements and 50 interviews have been secured. She noted that the campaign is tracking very well against the year two media goals and has already surpassed the number of media impressions anticipated for the year thanks to several high-profile media placements featuring the MBRF Trustees.

Ms. Worthy shared that the campaign's digital coverage is also exceeding expectations. Thanks to the recent influencer activation with Dr. Joy and an ongoing advertising strategy, the Foundation now has more than 5,000 likes and followers on Facebook and has increased followers across all platforms by 441 percent. She also noted there have been more than 25,000 visits to the Brain Works microsite since July. In response to Dr. Hamilton's question about the total number of web visits since the campaign launched, an updated version of the results presentation will be shared with the Trustees as part of the February 24, 2025, meeting materials.

b. Discussion and Approval of New Resources for the Brain Works Resource Hub

Ms. Patmintra noted that a document outlining recommended resources to add to the Brain Works resource hub was included with the committee materials and has been approved by Dr.

Boyle and Dr. Brady as committee chairs. Dr. Michael Dockery asked the committee members to review the document and let Ms. Patmintra know if any of the resources outlined are not approved to post to the site by Sunday, February 9, 2025.

4. Update on the AARP Brain Health Action Collaborative

Dr. Brangman gave an update on the AARP Brain Health Action Collaborative noting that it's a great group for the MBRF to be part of because of its wide reach and message alignment with the MBRF. She said the initiative is working to offer content for a wide range of audiences and each organization participating has an opportunity to own a different segment. She is participating in the quarterly meetings with the goal of finding the MBRF's niche and encouraged Ms. Patmintra to join the meetings going forward.

5. Discussion of the American Academy of Family Physicians Partnership Opportunity

Dr. Brady presented the partnership opportunity with the American Academy of Family Physicians (AAFP) for the Trustees' review. He noted that the AAFP not only has 130,000 professional members, they also have great resources like the familydoctor.org website that reach consumer and patient audiences. As the partnership is outlined, the Foundation has the opportunity to reach both AAFP professional members and patients through their various communications channels both with existing Brain Works campaign resources and via new articles and content that would be developed in partnership with the AAFP. He noted that all materials developed together with AAFP would be co-branded for use on the MBRF's website as well.

The Trustees approved of moving forward with the AAFP partnership and securing a contract that includes details of exactly what the partnership will include and each organization's roles and responsibilities.

Action Item 3: The AAFP partnership opportunity was approved to proceed to the next step of securing a contract.

6. Ideas for an MBRF Education Program

Dr. Brady briefly summarized the brainstorm he participated in with BRG and Ms. Patmintra to start coming up with ideas for an MBRF-owned education program and noted that the ideas discussed would be shared with the Foundation's new CEO and all of the Trustees in order to start a broader conversation about leveraging the momentum of the MBRF's awareness work to date to being an education program.

7. Adjourn

Hearing no further discussion, Dr. Brady called for adjournment of the meeting at 7:05 p.m. EST.

Respectfully Submitted,

Valerie Patmintra
Senior Communications Advisor