

# McKnight Brain Research Foundation (MBRF) and McKnight Brain Institute (MBI) Combined Communications Survey Results

## Summary

Thanks to the members of the Communications Working Group for taking time and sharing information with us about the materials and resources currently available at each MBI as well as those in the planning stages. We also outlined the materials and resources the McKnight Brain Research Foundation has as part of our effort to learn from each other and identify what additional resources are needed to help elevate the McKnight Brain Institute brand.

This information will serve as a starting point for the MBRF/MBI Communications Working Group's discussion on how best to raise the level of awareness about the importance of research in cognitive aging and age-related memory loss and, in addition, enhance public understanding of maintaining cognitive function and preserving memory. Please feel free to send additional information you'd like to have included. We will continue to update and add to the survey summary as we move forward with the communications planning process.

A summary of the combined survey results is included below and **a detailed grid with information on the resources each MBI has, or is currently developing, follows.** Thank you again for your willingness to serve as part of this important group.

### Print Resources

- **Fact Sheets:**
  - MBRF – none
  - MBIs – 2 of 4
- **Educational Brochures**
  - MBRF – none
  - MBIs – 2 of 4
- **Research Highlights/Summaries**
  - MBRF – none
  - MBIs – 4 of 4

### Online Resources

- **Website:**
  - MBRF – yes
  - MBIs – 4 of 4
- **Search Engine Optimization**
  - MBRF – no
  - MBIs – 2 of 4
- **E-newsletters**
  - MBRF – no
  - MBIs – 1 of 4

- **Online or Downloadable Brochures/Fact Sheets/Research Summaries**

- MBRF – no
- MBIs – 2 of 4

- **Online Newsroom**

- MBRF – yes
- MBIs – 2 of 4

**Public Support**

- **Online Community**

- MBRF: no
- MBIs: none

- **Health and Lifestyle Blogs**

- MBRF: no
- MBIs: 1 of 4

- **Clinical Trial Recruitment**

- MBRF: no
- MBIs: 4 of 4

**Social Media**

- **Facebook:**

- MBRF – no
- MBIs – 2 of 4

- **Twitter:**

- MBRF – no
- MBIs – 2 of 4

- **Linked In:**

- MBRF – yes
- MBIs -- none

**Media Outreach**

- **Existing list of media contacts:**

- MBRF – no
- MBIs – 4 of 4

- **Prominent media coverage secured in the past year**

- MBRF – yes
- MBIs – 4 of 4

**Translation**

- **Any materials or online resources available in Spanish or other languages:**

- MBRF – no
- MBIs -- no

**McKnight Brain Research Foundation (MBRF) and McKnight Brain Institute (MBI)  
Combined Communications Survey**

**Detailed Results**

**Print Resources**

Communications Resource	MBRF	MBIs
<p align="center"><b>Fact Sheets</b></p>	<p align="center">None</p>	<p><b>UF</b> - Updated annually to illustrate the breadth of neuroscience and neuromedicine research across campus -  <a href="http://mbi.ufl.edu/general-information/mbi-fact-sheet/">http://mbi.ufl.edu/general-information/mbi-fact-sheet/</a></p> <p><b>UM:</b> Memory Disorders Brochure – discusses all of the services offered at UM</p>
<p align="center"><b>Educational Brochures</b></p>	<p align="center">None</p>	<p><b>University of Arizona</b> – case statement</p> <p><b>UM:</b> Memory Disorders Brochure – discusses all of the services offered at UM</p>
<p align="center"><b>Research Highlights/Summaries</b></p>	<p align="center">None</p>	<p><b>UF:</b> Online resources only. Creating a bifold brochure to highlight overall UF-MBI mission and key research areas.</p> <p><b>University of Arizona:</b> case statement, website, annual report</p> <p><b>UAB:</b> research summaries provided online via the faculty page</p>

		<b>UM:</b> Research highlights on website -- at our weekly meetings we distribute the research programs ongoing
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## Online Resources

Communications Resource	MBRF	MBIs
<b>Website</b>	Yes - <a href="http://tmbmf.org">http://tmbmf.org</a>	<p><b>UF:</b> <a href="http://mbi.ufl.edu/">http://mbi.ufl.edu/</a></p> <p><b>University of Arizona:</b> <a href="http://mbi.ufl.edu/">http://mbi.ufl.edu/</a></p> <p><b>UAB:</b> <a href="https://www.uab.edu/medicine/mbi/">https://www.uab.edu/medicine/mbi/</a></p> <p><b>UM:</b> <a href="https://mbi-umiami.org/">https://mbi-umiami.org/</a> -- website is comprehensive, but needs an update</p>
<b>Search Engine Optimization</b>	No	<p><b>University of Arizona:</b> maintained by Michelle Albert and Research Discovery &amp; Innovation Communications</p> <p><b>UM:</b> Wording well chosen to be 1<sup>st</sup> in Google list</p>
<b>E-newsletters</b>	None	<p><b>UF:</b> The Brainstorm - Distributed to UF-MBI listserv quarterly at minimum. Created with WordPress plugin: MailPoet</p> <p><a href="http://mbi.ufl.edu/events/mbi-newsletters/">http://mbi.ufl.edu/events/mbi-newsletters/</a></p>
<b>Online or Downloadable Brochures/Fact Sheets/ Research Summaries</b>	None	<p><b>UF:</b> Creating a bifold brochure to highlight overall UF-MBI mission and key research areas.</p> <p>Fact Sheet: <a href="http://mbi.ufl.edu/general-information/mbi-fact-sheet/">http://mbi.ufl.edu/general-information/mbi-fact-sheet/</a></p> <p>Broad overview of key research areas: <a href="http://mbi.ufl.edu/research/research-areas/">http://mbi.ufl.edu/research/research-areas/</a></p>

		<p>Research Snapshots: new feature to highlight specific research - <a href="http://mbi.ufl.edu/research/research-snapshots/">http://mbi.ufl.edu/research/research-snapshots/</a></p> <p><b>UAB:</b> website provides research summaries via the faculty page</p> <p><b>UM:</b> IOM Cognitive Aging</p> <ul style="list-style-type: none"> <li>• <a href="#">Brain Health As You Age: Brain Health: You Can Make a Difference!</a></li> <li>• <a href="#">My Life Check – Life’s Simple 7</a></li> <li>• <a href="#">Forgetfulness: Knowing When to Ask for Help [English Version]</a> <a href="#">[Spanish Version]</a></li> </ul>
<p><b>Online Newsroom</b></p>	<p>Yes - <a href="http://tmbf.org/news/">http://tmbf.org/news/</a></p>	<p><b>UF:</b> archive of UF-MBI News and UF-MBI events  <a href="http://mbi.ufl.edu/category/mbi-research-news/">http://mbi.ufl.edu/category/mbi-research-news/</a>  <a href="http://mbi.ufl.edu/category/mbi-events/">http://mbi.ufl.edu/category/mbi-events/</a></p> <p><b>UAB:</b> News items are posted to the website  <a href="https://www.uab.edu/medicine/mbi/news-events">https://www.uab.edu/medicine/mbi/news-events</a></p>

## Public Support

Communications Resource	MBRF	MBIs
Online Community	No	None
Health and Lifestyle Blogs	No	<p><b>UF:</b> actively seek, encourage and shepherd essays by UF-MBI researchers to be featured in “The Conversation”</p>
Clinical Trial Recruitment	No	<p><b>University of Arizona</b>            Nancy Sweitzer, Meredith Hay, Lee Ryan “Evaluation of the Safety and Efficacy of Angiotensin 1-7 to Enhance Cognitive Function in Participants Undergoing Coronary Artery Bypass Graft (CABG) Surgery”</p> <p><b>Clinical Trials Under Review:</b>            Robbie Brinton, Kathleen Rodgers, Gerson Hernandez “Allopregnanolone as Regenerative Therapeutic for Alzheimer’s: Phase 2 Clinical Trail”</p> <p><b>Examples of human subject studies:</b>            Matt Grilli’s studies on cognitive neuroscience of memory and how memory changes with age at the Evelyn F. McKnight Brain Institute Satellite Clinic at Hacienda at the River.</p> <p>Lee Ryan’s study on genetics and health-related factors effect on cognitive functioning during aging.</p> <p>Gene Alexander’s interdisciplinary collaborative study on blood pressure effects on cognition</p> <p>Roberta Brinton’s study exploring cognitive performance and vasomotor symptoms.</p> <p>Ying-hui Chou’s collaborative study to examine the association of aging in increase fronto-parietal involvement; neurocognitive disconnect related to</p>

		<p>cognitive decline in aging.</p> <p>Jessica Andrew-Hannah studies on healthy lifestyle and mindfulness in aging using android app “Where is my Mind”.  <a href="http://psychology.arizona.edu/academics/clinical-areas-study">http://psychology.arizona.edu/academics/clinical-areas-study</a></p> <p><b>UF:</b> Centers and programs receive assistance from our marketing and business development teas for clinical trial recruitment.</p> <p><b>UAB:</b>  McKnight Brain Aging Registry  Changes in visual cortical connectivity following central vision field loss  Eye movements after training</p> <p><b>UM:</b>  Website, Flyer and Phone for the 85+ Study</p>
<b>Videos</b>	None	<p><b>UF:</b> We regularly produce videos to highlight our researchers’ work and expertise. These are used on websites, social media channels, The Conversation, etc.</p> <p><a href="https://www.youtube.com/watch?v=4WZfRgDiQxU">https://www.youtube.com/watch?v=4WZfRgDiQxU</a></p> <p><a href="https://www.youtube.com/watch?v=lfZMG6Tj304&amp;t=65s">https://www.youtube.com/watch?v=lfZMG6Tj304&amp;t=65s</a></p> <p><a href="https://www.youtube.com/watch?v=iqITHf3d5G8">https://www.youtube.com/watch?v=iqITHf3d5G8</a></p>



## Social Media

Communications Resource	MBRF	MBIs
<b>Facebook</b>	No	<p><b>UF:</b> launched in July  <a href="https://www.facebook.com/UFMBI">https://www.facebook.com/UFMBI</a></p> <p><b>UM:</b> @Umiamineuro – a few posts are done on the neurology page</p>
<b>Twitter</b>	No	<p><b>UF:</b> launched in July  <a href="https://twitter.com/UFMBI">https://twitter.com/UFMBI</a></p> <p>Also recently launched Reddit Science AMA as a new social media platform</p> <p><b>UM:</b> @Umiamineuro – a few posts are done on the neurology page</p>
<b>Linked In</b>	<p>Yes - Executive Director and Trustees on LinkedIn: Amy Porter, Robert Wah, Richard Isaacson</p>	None

## Media Outreach

Communications Resource	MBRF	MBIs
<p><b>Existing list of media contacts</b></p>	<p>No</p>	<p><b>UF:</b> maintains media contacts using Meltwater</p> <p><b>UAB:</b> Media coverage handled through UAB media relations department</p> <p><b>University of Arizona:</b> contacts maintained by: Elaine Cunningham, Luann Snyder, University Development Program Communications Office, Research Discovery &amp; Innovation Communications Office, Office of University Communications</p> <p><b>UM:</b> Central Communications department has excellent relationship with all local media – TV, print, radio</p>
<p><b>Prominent media coverage secured in the past year</b></p>	<p>philanthropynewsdigest.org: “McKnight Brain Research Foundation Awards \$1.65 M”</p>	<p><b>UF:</b> Using Meltwater, we are able to track coverage of our researchers in the media. <a href="http://mbi.ufl.edu/category/rdesearchers-in-the-media/">http://mbi.ufl.edu/category/rdesearchers-in-the-media/</a></p> <p>Additionally, many of our researchers’ articles in The Conversation are published by prominent national newspapers, magazines and online publications.</p> <p><b>University of Arizona:</b></p> <p>NSF Induction: <a href="https://tucson.com/news/local/university-of-arizona-neuroscientist-carol-barnes-elected-to-national-academy/article_721d6ba3-6375-5a14-a0e2-345bc4ebbb53.html">https://tucson.com/news/local/university-of-arizona-neuroscientist-carol-barnes-elected-to-national-academy/article_721d6ba3-6375-5a14-a0e2-345bc4ebbb53.html</a> <a href="https://uanews.arizona.edu/story/ua-psychologist-elected-national-academy-sciences">https://uanews.arizona.edu/story/ua-psychologist-elected-national-academy-sciences</a> <a href="http://www.wildcat.arizona.edu/article/2018/06/n-q-a-carol-barnes">http://www.wildcat.arizona.edu/article/2018/06/n-q-a-carol-barnes</a> <a href="https://www.insidetucsonbusiness.com/people-in-action/people-in-action/article_c65897c8-69dc-11e8-a5b1-3f5d0b0077e2.html">https://www.insidetucsonbusiness.com/people in action/people-in-action/article_c65897c8-69dc-11e8-a5b1-3f5d0b0077e2.html</a></p>

		<p><b>MOCA:</b>  <a href="https://moca-tucson.org/press/moca-lga-gala-2018-carol-barnes/">https://moca-tucson.org/press/moca-lga-gala-2018-carol-barnes/</a>  <a href="https://www.youtube.com/watch?v=bM7kt8stBbg">https://www.youtube.com/watch?v=bM7kt8stBbg</a>  <a href="https://www.embi.arizona.edu/news/2018/02/dr-barnes-receives-moca-local-genius-award">https://www.embi.arizona.edu/news/2018/02/dr-barnes-receives-moca-local-genius-award</a></p> <p><b>Better Brain Health Video:</b>  <a href="https://uanews.arizona.edu/story/ua-team-tackles-better-brain-health?utm_source=uanow&amp;utm_medium=email&amp;utm_campaign">https://uanews.arizona.edu/story/ua-team-tackles-better-brain-health?utm_source=uanow&amp;utm_medium=email&amp;utm_campaign</a></p> <p><b>UAB:</b> <a href="http://www.uab.edu/medicine/magazine/208-missing-memories-helping-patients-and-caregivers-in-the-present-investigating-prevention-strategies-for-the-future">http://www.uab.edu/medicine/magazine/208-missing-memories-helping-patients-and-caregivers-in-the-present-investigating-prevention-strategies-for-the-future</a></p> <p><a href="https://www.uab.edu/news/people/item/8715-uab-experts-help-write-healthy-brain-guidelines">https://www.uab.edu/news/people/item/8715-uab-experts-help-write-healthy-brain-guidelines</a></p> <p><a href="https://newswise.com/articles/study-shows-brain-structures-make-some-people-resilient-to-alzheimer-s-disease">https://newswise.com/articles/study-shows-brain-structures-make-some-people-resilient-to-alzheimer-s-disease</a></p> <p><b>UM:</b> <a href="https://mbi-umiami.org/heres-how-much-exercise-you-need-to-keep-your-brain-healthy/">https://mbi-umiami.org/heres-how-much-exercise-you-need-to-keep-your-brain-healthy/</a></p> <p><a href="https://www.frontiersin.org/articles/10.3389/fnagi.2018.00177/full">https://www.frontiersin.org/articles/10.3389/fnagi.2018.00177/full</a> (most recent )</p>
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## Translation

Communications Resource	MBRF	MBIs
<p style="text-align: center;"><b>Are any of the materials or online resources you offer available in Spanish or other languages?</b></p>	<p style="text-align: center;">No</p>	<p><b>UM:</b> Just one resource but mostly no. However all studies can be conducted in both languages</p>
<p style="text-align: center;"><b>Describe any other materials or resources offered by your Institution</b></p>	<p style="text-align: center;">None</p>	<p style="text-align: center;">None</p>