

Cianciotto.Melanie

From: J Lee Dockery <jld007@cox.net>
Sent: Friday, February 13, 2015 4:48 PM
To: Cianciotto.Melanie
Subject: Additional Item to the agenda folr the February 19th meeting.
Attachments: Cognitive Aging report - contacts calendar - draft Feb 13.docx; Cog Aging Menu of Communications Options - Jan 14.docx

Importance: High

Hi, Melanie!

Attached is an e-mail below from Cathy Liverman regarding the IOM study.
Please print the e-mail and the attachments and post for additional agenda materials packet—IOM Study report. List both my name and Robert's name for the report.
And, of course, notify every one of the additional agenda materials posted on the website.

Thanks!!!!

Lee

From: Liverman, Cathy [<mailto:CLiverma@nas.edu>]
Sent: Friday, February 13, 2015 10:37 AM
To: SReinhard@aarp.org; SLock@aarp.org; jld007@cox.net; wagsterm@nia.nih.gov; dbabcock@ninds.nih.gov; 1techdoc@gmail.com; vwatkins@aarp.org; paula.walker@nih.gov; kingjo@nia.nih.gov; kaufman@rrf.org; lynda.anderson@cdc.hhs.gov ('lynda.anderson@cdc.hhs.gov'); Peggy.Vaughn@nih.gov
Cc: McCoy, Meg; Domnitz, Sarah; Giammaria, Claire; Gaida, Jeanette
Subject: IOM cognitive aging sponsor call - next Thursday, Feb. 19th at 3 pm (Eastern)

Dear Study Sponsors,

Thanks for a great call in January –lots of ideas on report dissemination!

We discussed having our next call on Thursday, Feb. 19th at 3 pm - Please call: 866-528-2256; access code: 3343986. I will send a calendar invitation.

Issues to discuss include:

- Study update
- Sponsor briefing
- Report release and dissemination

Attached is the updated calendar and list of contacts – we can discuss additions or feel free to email me with ideas.
Also attached is the list of communications options that we discussed on the last call and we can continue to consider.

Look forward to next Thursday's discussion.

Thanks,
Cathy

Cathy Liverman

**IOM – Public Health Dimensions of Cognitive Aging
Draft Dissemination Planning**

2015 March	<ul style="list-style-type: none"> • End of March – send to sponsors, sponsor briefing • Aging in America conference – March 23-27 (Chicago) maybe some type of postcard about upcoming release) • AAGP – March 27-30 • CDC Healthy Brain Research Network meeting 	<ul style="list-style-type: none"> • Develop information to distribute – letting people know that the report is coming soon
April	<ul style="list-style-type: none"> • Public release • Media • Congressional/staff briefings • Regional conferences – White House Summit on Aging (Feb. – July) • American Academy of Neurology (Kristine) • McKnight Research Conference – April 30 (FL) (Dan) 	<ul style="list-style-type: none"> • Academies' Office of News and Public Information will coordinate and will be in touch with media prior to the release • Report and 4-page report brief • In addition to media, dissemination options include action guides, infographic, online interactive quiz or other website, journal articles, lay-friendly publications/materials,
May-June	<ul style="list-style-type: none"> • AGS conference (May 17) – panel discussion being planned • May 6- Leadership Council on Aging –presentation (72 aging organizations, currently chaired by AARP) • International Association for Gerontology and Geriatrics (Dublin, May 15-17) 	
July	<ul style="list-style-type: none"> • White House Summit on Aging? • July 27-28, HHS Conference on Healthy Aging (Jason) • AAIC - Alzheimer's Assoc Int Conference (July 18-23) (Kristine, Tia, Katie) 	
August	<ul style="list-style-type: none"> • Am Society on Aging – Chicago – (Tia) 	
Sept/Oct	<ul style="list-style-type: none"> • ASTHO Annual meeting (Sept 29-Oct 1) • American Delirium Society (Donna) • Council on the Advancement of Nursing Science (Donna) • Am Acad of Nursing – Aging Expert Panel (Donna) 	

November	<ul style="list-style-type: none"> Gerontological Society of America (Nov. 18-25) – Orlando (Donna, Sara, Lisa, Andrea, and Bob) 	<ul style="list-style-type: none"> Abstracts due in March – Bob to take lead in drafting
Contacts		
White House Summit and HHS Conference	<ul style="list-style-type: none"> WH – Nora Super HHS – Don Wright 	http://www.whitehouseconferenceonaging.gov
NIA	<ul style="list-style-type: none"> Peggy Vaughn Vicki Cahan 	vaughnms@mail.nih.gov
CMS	<ul style="list-style-type: none"> Shari Ling 	Involved with ACA cognitive evaluation Shari.Ling@cms.hhs.gov
Admin for Community Living	<ul style="list-style-type: none"> Jane Tilly 	Jane.Tilly@acl.hhs.gov
HRSA	<ul style="list-style-type: none"> 	
National Alzheimer's Project Act	<ul style="list-style-type: none"> Hunter McCain 	
Gerontological Society	<ul style="list-style-type: none"> James Appleby 	
American Geriatrics Society	<ul style="list-style-type: none"> Nancy Lundebjerg 	NLundebjerg@americangeriatrics.org
Society for Neuroscience	(several McKnight board connections)	
Academy of Neurology	<ul style="list-style-type: none"> Ralph Sacco 	
Alzheimer's Association	<ul style="list-style-type: none"> Cyndy Cordell 	
Easter Seals	<ul style="list-style-type: none"> Cheryl Irmiter 	<ul style="list-style-type: none"> cirmiter@easterseals.com
American Assoc of Geriatric Psychiatry	<ul style="list-style-type: none"> Susan Schultz 	<ul style="list-style-type: none"> susan-schultz@uiowa.edu
Assoc of American Medical Colleges	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
American Psychological Association (APA) Office on Aging	<ul style="list-style-type: none"> Deborah A. DiGilio 	<ul style="list-style-type: none"> ddigilio@apa.org
Brain Initiative	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> talk with Bruce Altevogt – IOM
Congressional contacts	<ul style="list-style-type: none"> Rep. Jan Schakowsky (Illinois) 	<ul style="list-style-type: none">
Media – ONPI (Office of News and Public Info.) will handle most of this but if there are specific connections you have – please let us know		
AARP	<ul style="list-style-type: none"> Discussion with AARP staff on Feb. 6 	
Journal of Gerontological Nursing	<ul style="list-style-type: none"> Donna to explore 	

**Cognitive Aging Report Dissemination:
IOM Planned Activities and Options Possible with Additional Funding**

IOM Planned Activities (included in current budget)

- **Materials**
 - 4-page lay summary
 - 5-question digital quiz to inform general audience about key facts and misconceptions - links to report (can be put on sponsor websites)
 - 1-page fact sheet about cognitive aging
 - Series of 3-4 small infographics for use on websites and social media (e.g., illustrating compelling statistics or key findings) to drive traffic to the report
 - Professional formatting of key boxes, figures, and tables (will be available for free download)
 - Postcard promoting the report for distribution at conferences and meetings
 - User-friendly resource page on the IOM website
- **Events**
 - Congressional/federal briefings
 - Public release event with webcast
 - Committee member travel to conferences
 - Post-release webinar to extend Q&A opportunity for stakeholders (tentatively planned for May to coincide with Older Americans Month)
- **Outreach**
 - Marketing e-mail sent to listservs and key stakeholders
 - Collaboration with sponsors and other organizations to promote the report and share materials
 - Press release
 - Social media promotion through IOM and NAS channels
 - Facebook and Twitter ads driving traffic to the report

Options Possible with Additional Funding

(including staff time, design, printing, and distribution [as applicable])

- **Materials**
 - Stakeholder-specific action guides (2- to 4-page summaries of key findings and next steps relevant to specific audiences; could include general public, health care providers, public health/community organizations, industry/consumer organizations, researchers, and policy makers) (\$3,000 each)
 - Pamphlet to inform adults of all ages about cognitive aging and what can be done to protect cognitive health (for distribution in PCP and geriatricians' offices and public health and community facilities) (\$35,000)
 - Poster outlining steps to protect cognitive health (companion piece to pamphlet, for posting in exam and waiting rooms, bulletin boards of community facilities) (\$15,000)
 - Professionally-designed PowerPoint presentation with key messages and next steps for use by committee members and others (\$1,000–\$5,000)
 - Short animated video defining cognitive aging and what can be done to protect cognitive health (\$15,000–\$30,000)
 - Health literacy consultant/pretesting of materials (\$10,000)
 - Translation of all materials (\$10,000)
- **Events**
 - Stakeholder-specific webinars (coordinated with distribution of action guides) (\$6,000)
 - Committee member travel to conferences (\$10,000)
 - Retrospective event in April 2016 to gather key stakeholders, examine the report's impact, identify barriers to progress, and discuss still-needed actions (\$35,000–\$50,000)
- **Outreach**
 - Facebook and Twitter ads to promote materials and events (\$5,000)
 - Search engine optimization (\$5,000)

Total: \$165,000-\$199,000