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**Subject:** Influencers for Review and Discussion for Monday's Meeting  
**Date:** Wednesday, October 9, 2024 3:44:27 PM  
**Attachments:** [BRG McKnight Influencer Map Fall 10.4.24.docx](#)

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Hello Everyone,

I hope you're all doing well! Before Monday's meeting, we wanted to share the attached document outlining four influencers the Foundation could potentially engage for a fall and New Year activation. These individuals are well respected and trusted mental health and nutrition experts that we feel align well with the Foundation's messaging on the importance of prioritizing mental health and following a healthy diet as important components of overall brain health.

BRG and I both vetted the influencers based on the criteria proposed with our first influencer engagement and they meet all of the criteria except they are not MDs or published researchers as suggested for any neurology experts we would engage. Patricia also reviewed the suggested influencers and agrees their content is appropriate, they don't promote unproven treatment options or share inaccurate medical advice.

Please see details on the influencers in the attached document and you can use the links below to find social content from each one. Please also feel free to Google or do a Google News search to evaluate their online presence overall.

We will discuss the proposed influencers as part of the Communications Committee updates on Monday and would like to have your approval for BRG to begin outreach to the four individuals in this document following the discussion. Details on the specific influencers we plan to activate and the type of activation will be shared for review after BRG has conversations to gauge their interest.

Please let me know if you have questions or any feedback you'd like to share on the influencers before Monday's meeting.

Thanks! I'm looking forward to seeing you all in Dallas soon!  
Valerie

**Dr. Joy Harden Bradford – @hellodrjoy**

[Instagram](#)

[Facebook](#)

**Dr. Alfiee – @dralfiee**

[Instagram](#)

[Facebook](#)

**Kylie Sakaida, MS, RD, LDN – @nutritionbykylie**

[Instagram](#)

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**Sammi Haber Brondo –@veggiesandchocolate**

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### Fall Brain Works Activation


Digital Influencer Activation Launch Recommendations  
For Consideration: October 2024


#### Overview


As part of the outreach for the Brain Works campaign, BRG recommends tapping additional digital influencers from a variety of different backgrounds to bring the campaign messaging to life and reach target audiences through sources they already feel a connection to and trust.

Included below is a group of four online voices well known in the mental health and nutrition spaces on social media with wide-reaching audiences that include our target groups. These voices are all sought for their expertise and trusted voices and will allow McKnight Brain Research Foundation to leverage existing platforms to educate consumers on the lifestyle habits that can impact cognitive health. Their various follower counts will allow us to secure a broad reach for those on the high end and active engagement for those on the lower end. BRG has reviewed each of the four influencers to make sure their content is appropriate, and they don't promote fad or unproven treatment options or share inaccurate medical advice.

This map will serve as a bank of voices with the goal of activating two voices over the next several months. Once we have conversations with approved candidates, we will work with them to create a budget proposal based on the type of activation and number of posts.

Mental Health Influencers		
Influencer	Activation Potential	Platforms and Reach
<b>Dr. Joy Harden Bradford – @hellodrjoy</b> 	<p>Dr. Joy Harden Bradford is a licensed psychologist, the host and founder of the podcast “Therapy for Black Girls,” and the author of the book “Sisterhood Heals” which emphasizes the importance of healthy relationships. She is committed to reducing the stigma related to mental health in the Black community by making mental health topics more accessible and relevant.</p> <p>Dr. Joy is a strong influencer fit for the Brain Works fall activation because she is an influential voice in the black community and enables her to connect with minority audiences on a personal level. Her social channels are also focused on taking care of mental health and combating</p>	<p><a href="#">Website</a> <a href="#">Podcast</a> <a href="#">Podcast website</a> <a href="#">Instagram</a>: 49.9K followers <a href="#">TikTok</a>: 10.7K followers <a href="#">Facebook</a>: 19K followers <a href="#">X</a>: 15.6K followers <a href="#">LinkedIn</a>: 6.1K followers</p>

	stigmas, which in turn can help protect brain health by reducing stress and depression.	
<b>Dr. Alfiee – @dralfiee</b>  	<p>Dr. Alfiee is a psychologist, scientist, and host of the podcast “Couched in Color.” Her social content is focused on mindfulness, mental health disparities, and burnout prevention. For over 25 years, Dr. Alfiee has been a trailblazer in mental health and suicide prevention for Youth and Young Adults of Color (including LGBTQAI+ and those w/disabilities) along with educating the public about culturally relevant burnout prevention, mindfulness and gratitude practices.</p> <p>Dr. Alfiee is a strong influencer fit for the Brain Works fall activation because she is an influential voice in minority communities across the country. Her social channels spread encouraging, uplifting, and educational messages about taking care of our mental health, which in turn can help protect brain health by reducing stress and depression.</p>	<a href="#">Website</a> <a href="#">Podcast</a> <a href="#">Instagram</a> : 32.7K followers <a href="#">TikTok</a> : 2.3K followers <a href="#">Facebook</a> : 943 followers <a href="#">LinkedIn</a> : 6.9K followers <a href="#">X</a> : 12.8K followers <a href="#">YouTube</a> : 962 subscribers

Diet/Nutrition Influencers		
Influencer	Activation Potential	Platforms and Reach
<b>Kylie Sakaida, MS, RD, LDN – @nutritionbykylie</b>  	<p>Kylie is a nationally registered dietitian and content creator. She works as a GI and Weight Management Outpatient Dietitian at Cedars-Sinai Medical Center in Los Angeles in addition to having a full-time career on social media, where she shares practical nutrition tips, evidence-based information, and easy-to-follow healthy recipes.</p> <p>Kylie is a strong influencer fit for the Brain Works fall activation due to her influential voice in the nutrition space and large following across several social platforms. Her social channels are focused on making easy and nutritious meals that taste good. Her content taps into the healthy lifestyle behavior of nutrition that can help preserve brain health.</p>	<a href="#">Instagram</a> : 1.6M followers <a href="#">Facebook</a> : 419K followers <a href="#">TikTok</a> : 2.7M followers <a href="#">YouTube</a> : 1.53M subscribers <a href="#">LinkedIn</a> : 776 followers

**Sammi Haber Brondo –**  
**@veggiesandchocolate**



Sammi Brondo is a registered dietitian, author of a cookbook, and a certified Intuitive Eating Counselor. She is also a content creator and encourages others that nutrition should be fun and simple through her engaging videos and simple recipes.

Sammi is a strong influencer fit for the Brain Works fall activation because of her strong presence on Instagram and TikTok. Her social channels are focused on helping people create a healthy relationship with food. Her content taps into the healthy lifestyle behavior of nutrition that can help preserve brain health.

[Website](#)

[Instagram](#): 244K followers

[Facebook](#): 970 followers

[TikTok](#): 96.2K followers

[Pinterest](#): 6.4K subscribers

[LinkedIn](#): 347 followers