

**MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)
EDUCATION COMMITTEE
CONFERENCE CALL
August 7, 2025**

The Education Committee of the MBRF was called to order at 6:00 pm EST on August 7, 2025, by Dr. John Brady.

The following members were present:

Dr. John Brady, Education Committee Chair
Dr. Michael Dockery, MBRF Chair
Dr. Patricia Boyle
Dr. Sharon Brangman
Dr. Roy Hamilton
Dr. Alice Luo Clayton, CEO, Ex-Officio Committee Member

The following member was absent:

Dr. Allison Brashear

Others attending:

Ms. Valerie Patmintra, Senior Communications Advisor
Ms. Melanie Cianciotto, Corporate Trustee
Ms. Maureen Higgins, BRG Communications

1. Call to Order

Dr. Brady welcomed the members of the committee to the call.

2. Minutes of the February 6, 2025, Joint Meeting of the Education & Communications Committees

The minutes of the February 6, 2025, Joint Meeting of the Education and Communications Committees Meeting (Attachment 1) were previously approved and included in the meeting package for information.

3. Updated Activity Timeline

The committee reviewed the updated Activity Timeline (Attachment 2) for information. Dr. Brady shared the objective of the meeting is to discuss how to move forward with the current MBRF education initiatives.

4. MBRF Education Priorities: Brainstorming and Ideation

a. Setting the Stage: Recap of August 5, 2025, Communications Committee Meeting

Dr. Luo Clayton provided a brief overview of the August 5, 2025, Communications committee meeting, noting that the MBRF is looking to build on the momentum of the Brain Works campaign and move to a broader communications focus that shifts from awareness to education-focused.

Take aways from the meeting include:

- BRG shared results and top line analytics from the BrainWorks Campaign to date. The campaign has been incredibly effective in the overarching goal of reaching general consumers and raising the brand awareness of the MBRF.
- The MBRF now has the demographic breakdown of web visitors and social followers and their shared onsite behaviors such as page engagement and downloads to leverage for a more targeted engagement going forward.
- The media placements featuring Trustee comments generated significant website traffic and social media interest.
- As a testament to the campaign's success. the Foundation was recently named a finalist in the media relations campaign category of PR Daily's 2025 Nonprofit Communications Award.

Now the MBRF needs to look at communications more broadly to also include research and education. Initial ideas to "widen the lens" of the MBRF's communications strategy include extending the current partnership with AAFP to reach healthcare providers and leveraging existing partnerships and Dr. Luo Clayton's network to reach and engage with the research community. Communications is ready to take on new content and is the conduit to showcase everything the MBRF is doing.

b. Discussion of Education Priorities

i. Promising Themes (The 'What' & 'Why's)

Dr. Brady opened the discussion by asking the committee members for their thoughts on what the MBRF should focus and concentrate its efforts on, what is important to them, and whether to leverage what's been done to date with communications or do something different?

Feedback from the committee included:

Dr. Boyle added that it's important to continue the momentum that's been made with communications and the BrainWorks campaign, but she agrees with Dr. Luo Clayton's suggestion to expand the focus to also align the MBRF's education priorities and to focus on building more of a presence with the research community.

Specific topics the committee members suggested exploring in order to deepen engagement with the MBRF's key audience include:

Identifying audience groups and developing specific strategies to reach each one with goals in mind (general public, HCP, researchers). Can start with broad themes and tailor messages to apply to each group.

Biggest challenge – identifying what is normal cognitive aging? We don't know if our researchers are studying this. There is a huge push by pharma and the media to make people think any type of forgetfulness needs treatment.

Do we start with family physicians or the general public? Research is in turmoil, not focused because of the current environment.

We need to look at what science has taught us thus far and what it means. We don't know how memory works. What we initially thought of cognition is much broader now.

Where do we need researchers to start focusing to help demystify the cognitive aging process and help define what it means to feel cognitively healthy and robust at different points in life. The MBRF needs to be careful and have messages drawing on recent research that will move people forward in their behavior and lifestyle changes.

The MBRF wants clinical impact but that does not mean that only clinicians should be doing the research. The medical model and healthcare system is almost entirely disease-focused. If we want to better understand normal cognitive, we need to work more closely with cognitive neuroscientists.

The field is moving to what promotes lifespan, health span, and human flourishing; promoting the idea of cognitive health across decades generally does not fall in sphere of physicians trying to treat disease.

When creating deeper education-based messaging, there's an opportunity for the MBRF to mine information from cognitive neuroscience or similar fields to get the message out, drawing on computational science and psychology and brokering an understanding of constructs that are inter-related.

Key question - How do we get translatable? The Foundation has started building awareness and a baseline understanding of cognitive aging; now looking for deeper information to educate the public on what they can do and why certain behaviors are effective.

When looking at translating scientific findings, consider the burden of proof needed for the MBRF's different constituents. Physicians and the general public need relatively sound findings to act on. Research community is more willing to discuss and consider emerging concepts.

This could be an opportunity for the MBRF to be transparent with researchers about what is known in a substantive way and also what we don't know.

ii. Potential Implementation Strategies (The How's)

Feedback from the committee included:

Look at IOM study summary – what can we do to update it, at least try to have a consistent message of what we do know as far as when patients need to be referred. Use that information to help educate providers.

Start by convening small groups of experts to talk about the state of science.

Develop theme/content to lay groundwork with our audiences for an ongoing relationship with different tiers of practitioners who field different information and have different bandwidth.

Is there a way to survey AAFP – What do they want? What questions are they getting? News they can use for their community. What do they want to be informed by?

In the current environment, PCPs want practical translation, practicing doctors may not care about the scientific and academic discussions. Doctors on the frontline needs hard answers to answer patients in the 15 minutes they have to see them. Need to give them something they can use and work with.

Bigger picture idea to engage and discuss with the research community is on the science of cognition.

iii. Discussion Summary

Start building out the strategies, identifying how to maintain success and continue building, and find opportunities to increase our presence with the research community.

Dr. Luo Clayton will work with Ms. Patmintra and BRG to do due diligence on which strategies make the most sense in the near-term and the long term (vision). Information gathering done will be done in between committee meetings, leading up to the October Trustees' meeting.

In the short-term, the MBRF can survey AAFP, continue demographic analysis to identify which segments of the public are most interested in our content and explore opportunities to engage with the research community.

5. Adjourn

Dr. Brady asked if there was any further discussion. Hearing none, he called for adjournment of the meeting at 7:05 p.m. EST.

Respectfully Submitted,

Melanie A. Cianciotto
Corporate Trustee