

MBRF Communications and Education: Synthesis of August 2025 Committee Meetings

Purpose

This document distills the August 2025 Communications and Education Committee meetings, setting the stage for near-term development of detailed year 3 Communication plans and continued deliberation on Education themes and strategies.

Note: *This document should be considered alongside the relevant committee minutes, which provide a more detailed summary of each meeting.*

Key Insights

- **The Brain Works Campaign has been very effective** in raising MBRF's visibility with the general public, especially through media placements and Facebook engagement. As a testament to the campaign's overall success, the MBRF now leads in share of voice for articles on cognitive aging, and Brain Works was recently nominated as a finalist in the Media Relations Campaign category of PR Daily's 2025 Nonprofit Communications Awards.
- **Future communications planning will take a more holistic strategy**- one that centers on research and education as MBRF's core pillars and communications as an essential conduit for engagement with researchers, health care providers, and the general public.
- **Content themes** to consider as we transition from awareness to education:
 - **Synthesizing research on specific lifestyle interventions** —sleep hygiene, nutrition, social connectivity, exercise —to deliver precise, actionable insights on how to measurably support cognitive function across life stages, moving beyond broad health messaging.
 - **Distilling modern cognitive neuroscience research into clear narratives** that make complex discoveries understandable and relevant to everyday cognitive health decisions.

- **Implementation strategies** to consider across Communications and Education:
 - **Leverage campaign analytics** to develop targeted messaging and outreach strategies for women 45+, building on strong engagement among the 65+ demographic.
 - **Reinvigorate MBI relationships** by positioning researchers as media spokespeople and showcasing their research and community outreach initiatives on our website.
 - **Survey AAFP membership** to better understand their needs related to the science of cognitive aging.
 - **Increase research community presence** through strategic conference attendance, panel discussions, and networking events.
 - **Explore MBRF's convening role** to unite leading organizations in addressing research gaps, field status, and opportunities.
 - **Coordinate with leading organizations** like AARP and AHA to deepen their brain health initiatives and leverage their reach.

Next Steps

August-October 2025 will be dedicated to **developing detailed Year 3 communication plans that deepen and customize our messaging**. This timeline ensures strategic alignment with overall MBRF Program Development discussions and supports the campaign's evolution from awareness-building to education-focused initiatives.