

**Rise Communications: Alzheimer's and African American Females  
A Campaign for Education and Early Detection**

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## **Rise Communications**

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### **Executive Summary**

Alzheimer's Disease affects more than six million people in America. Almost a quarter of those are African American. Black Americans, particularly women, are twice as likely to develop Alzheimer's than their white peers. Black women are already at higher risk for chronic disease, such as cardiovascular issues and diabetes, which are risk factors for Alzheimer's. Early diagnosis is crucial in getting effective treatment for Alzheimer's disease. While there is no cure, there are treatment options and recently approved medications from the FDA, that not just treat the symptoms but help slow disease progression.

### **Challenges**

The biggest challenge for African American women is getting an early diagnosis, which is not easy for this group. There are many obstacles in the way of getting proper care. Many Black Americans face challenges when it comes to the healthcare system. This can lead to late diagnosis of many diseases, including Alzheimer's. Some of these challenges include:

- Lack of access to quality healthcare.
- Financial barriers, including lack of insurance.
- Implicit bias among healthcare professionals
- Fear of clinical trials due to past treatments of African Americans (i.e., Tuskegee Experiment).
- Lack of diversity among physicians.

These are systemic issues that continue to be addressed in the healthcare system, but they present barriers to African Americans from receiving proper care. For these reasons, many Black women do not seek medical attention, many citing lack of trust in the healthcare system. They feel as though their concerns are dismissed and they are not taken seriously.

Most importantly, there is also a general lack of education about Alzheimer's within the African American community. The common belief is memory loss and cognitive issues are normal signs of aging and not a cause for concern. With this belief, many women do not seek out care for these symptoms until the disease is in later stages. Initiatives for African American women and their families to understand the common signs and symptoms of Alzheimer's is a crucial piece to obtaining an early diagnosis.

## Strategy

Understanding the concerns and attitudes of black women and their families in Philadelphia about Alzheimer's, helps to provide a baseline of knowledge to inform educational strategies. Gathering information through focus groups and surveys provides insight and helps gain an understanding on how to effectively reach this audience.

Through partnerships with local organizations, such as churches, senior centers and healthcare clinics, information can be disseminated through trusted sources to reach Black women and their families. Appropriate messaging on symptoms of Alzheimer's and where to get help is a key part of this campaign. Presenting information by women that have Alzheimer's, allowing them to share their personal stories, will create trust and situational awareness of the real effects of the disease. Involving caregivers for African American women and healthcare allies will also create additional trust and help to authentically reach this audience. By hearing personal stories, there is a better connection for black women.

Through these and other marketing communications strategies, this campaign aims to effectively provide information to African American women in Philadelphia. As these strategies are implemented, the hope is to not only raise awareness, but increase early diagnoses. We plan to do this by understanding and addressing the knowledge gap in this community.

## Introduction and Background

**Client:** Alzheimer's Association

**Audience:** African American females, ages 75-85 who did not graduate high school, living in Philadelphia at or below the poverty line

More than 6.5 million people are living across the United States with Alzheimer's Disease. This disease disproportionately affects African Americans, who are two times more likely to have Alzheimer's than their Caucasian peers (Alzheimer's Association, 2021). While access to treatment should not be dependent on a person's race, that is one of the issues individuals of color face in America's healthcare system. African Americans do not always have the same access to treatment options and clinical trials as whites. Many patients and caregivers report they feel unheard and often have their concerns dismissed. Caregivers do not feel as though they have

sufficient support from the medical community. This is a direct result of implicit bias in healthcare providers. Though this is something that the medical field is addressing with training, it is still an issue. African American women particularly feel this burden.

Formed in 1980, The Alzheimer's Association is the premier organization dedicated to ending Alzheimer's Disease and dementia. They do this through education on early detection and risk reduction, a commitment to accelerating and enhancing research and providing ongoing support and resources to those affected by the disease. One of their impact areas is to advance the diversity, equity and inclusion of Alzheimer's diagnosis, care, and access to treatment. They provide education and resources to underserved communities. This is a difficult task, and more strategy is needed to reach black females in urban areas. Pennsylvania currently ranks as 5<sup>th</sup> highest in the country for reported Alzheimer's cases at 280,000 in 2020. This is projected to increase to 320,000 by the year 2025 (Alzheimer's Association, 2023). Black females with lower education levels in urban areas such as Philadelphia, are at higher risk. Individuals with lower levels of formal education, combined with the stress of living at or below the poverty line, put them at higher risk for the disease. Researchers believe that having more years of formal education can help sustain cognitive function and could contribute to the development of symptoms (Alzheimer's Association, 2023). Additionally, lifelong stress due to low socioeconomic status can be a contributing factor.

Many black patients, especially females, feel some level of discrimination in the healthcare system. This means that black women need to be their own healthcare advocates. Providing education on Alzheimer's is an important step in helping them be their own advocates. Current



studies show that over half of African Americans believe that significant loss of memory and cognitive ability is a normal part of memory loss, rather than a sign of disease (Alzheimer's Association, 2021). Making sure this community is educated on the signs of disease and prevention strategies would go a long way in the fight against Alzheimer's disease in black females.

### **Primary Research**

In developing our strategy for reaching this particular underserved population of black females aged 75-85 who did not graduate high school, living in Philadelphia at or below the poverty line, there are a few different methods of primary research that we plan to conduct.

First, we have a number of different focus groups we would like to conduct, with varying groups of people. To start, the most obvious focus group we would like to conduct is one with our target audience themselves. We plan to meet with women in our target demographic to get them discussing multiple healthcare-related topics. The purpose of this focus group is to meet these women where they are once we start our campaign. Learning where they are is important. We will have them talking about Alzheimer's and what they know about the disease, the healthcare system in general and how they feel they are treated, ask them about their experiences with workers in the healthcare system, and more along those lines. This will give us a good baseline of any trust we need to build, deficiencies we need to fix, and an overall sense of how this group views this system. A good way to recruit participants is to visit the neighborhoods in Philadelphia where these women are living and advertise through community centers, churches, doctor's offices, and hospitals.

The next focus group we plan to conduct is one with caregivers of people who have Alzheimer's, particularly caregivers of African American women who have the disease. While this group may not be the target audience, they have a vital viewpoint that might help us as we develop our marketing strategy. These people know our target demographic better than anyone, and are dealing with the disease itself. Getting them discussing topics like things they wish their mothers (or whoever they are taking care of) knew before being diagnosed with this disease, pieces of advice for women who are at a higher risk of developing Alzheimer's, and just their overall first-hand experience with the disease will help give us a better understanding of what content our target demographic needs to be hearing. I would try to find participants through doctor's offices, support groups, and hospitals for this focus group.

Finally, our other method of primary research will be the survey of our target demographic. The purpose of this survey will be to get a pulse of what exactly this public is like. Questions will relate to their feelings about healthcare, of course, but also other topics: what stressors do they have in their everyday lives, what motivates them, what values do they have, etc. It will be designed with the purpose of knowing the heart and soul of our audience, so that we may market directly to them in a way that will resonate with them completely. We will distribute this survey to willing participants, hoping to find volunteers in the communities they live in. We will canvas churches, community centers, health and wellness centers, doctor's offices, and hospitals for participants in the study. You can find a link to our survey here:

<https://forms.gle/dLzbBjJYi54TZPNz7>

## **Secondary Research**

### **Alzheimer's Disease: Risk Factors for African American Women**

African Americans are more likely to develop Alzheimer's Disease, with women at even high risk than their white peers (Alzheimer's Association, 2021). In fact, black women are twice as likely to develop Alzheimer's than men of all races (Findley et al., 2023). There are many factors that contribute to this. Black women experience more stress due to a lifetime of systemic racism, low socioeconomic status, child-rearing, etc. Black women also tend to have lower education, which is a factor in developing Alzheimer's.

Black women also have significantly more health issues than black men or white women. Black women are 70% more likely to experience obesity than white women, increasing their risk of diabetes and hypertension, both of which are risk factors for Alzheimer's Disease (Findley et al., 2023).

In the black community, the concern for developing Alzheimer's is low. Most hold the belief that significant memory loss and cognitive decline is just a normal part of aging. They are twice as likely to not see a doctor if they are experiencing these symptoms, due to lack of education about the disease and its symptoms (Lincoln et al., 2021). Because of this, most black women are not diagnosed with Alzheimer's until the later stages.

### **Access to Care**

Access to healthcare has historically been an issue for African Americans (Brooks, 2021).

Because this population is typically of low socioeconomic status, there are barriers such as lack

of insurance as well as cost concerns. Access to healthcare within their communities is typically low. If they do have access the healthcare tends to be of low quality. Due to the lack of access, African Americans are less likely to receive crucial preventative care (Alzheimer's Association, 2021). Access to preventative care can help identify and treat other diseases, such as diabetes and hypertension, which are risk factors for Alzheimer's. Additionally, African Americans do not believe they have sufficient access to culturally competent providers, which discourages them from seeking care.

### **Racism in Healthcare**

Half of African Americans say they feel they have experienced healthcare discrimination (Coogan et al., 2021). In the case of African American caregivers, 42% say they believe that they have experienced discrimination with their number one complaint being that they feel they are not listened to by healthcare workers (Coogan et al., 2021). Implicit bias is felt in healthcare, which is something medical schools and hospitals are trying to work on through training and hands-on applications. Training healthcare workers to recognize their implicit bias and work around it will be important in combating racism in the healthcare setting. Additionally, diverse representation among physicians and healthcare workers is lacking. While African Americans have the desire to seek out black physicians, this is difficult due to the lack of diversity in the healthcare setting (Alzheimer's Association, 2021).

The problem of racism in healthcare is improving, but still prevalent. Rates of diagnosis, approved treatments and survival rates from Alzheimer's Disease are lowest among African Americans (National Institute on Aging, 2021). Clinical trial participation from African

Americans is historically low with 62% believing research and trials are biased (Lincoln et al., 2021). This stems from a cultural mistrust of practitioners from historical events like the Tuskegee Experiment. Increased cultural competency in the healthcare setting, along with partnerships with organizations that relate to black women, could assist in building trust and allowing for great educational opportunities about the disease.

## **Campaigns**

### **AfricanAmericansAgainstAlzheimer's - Forget Me Not**

UsAgainstAlzheimer's, a national organization dedicated to Alzheimer's research, education and prevention, launched an offshoot of their group called AfricanAmericansAgainstAlzheimer's. This was part of an initiative to bring attention and awareness to the disparate health impact of Alzheimer's to African Americans. They provide education, testing, treatment resources and support for African American communities, with help from notable African American leaders. They used theater to gain the attention of their audience. Their award-winning stage play, *Forget Me Not*, portrays an African American family where the father has just been diagnosed and the impact of Alzheimer's disease has on caregivers, family and friends. The play aims to use theater to educate and bring awareness about early detection and prevention in the African American community.

Apart from traditional outreach, this type of creative outlet brings an emotional appeal to the audience. It makes the situation more relatable, while providing vital information about early detection and prevention. This play has toured 27 cities, reaching thousands of African Americans.

This type of communication is not traditional and is not seen often in public health. Taking the opportunity to entertain, while educating, seems like a less harsh approach to talking about

Alzheimer's, particularly with the skeptical African American audience. From this, we can take away that thinking outside of the box and providing information that is relatable could be something to consider for our campaign.

### **Alzheimer's Association – *Hopeful Together***

The Alzheimer's Association worked to make an impactful campaign about early detection. This campaign is focused on bringing information to families to look out for cognitive changes in loved ones. The featured video is an African American woman and her daughters talking about how early detection makes it easier for them to come up with a plan of care for their mother. Educational pieces outline the benefits of early detection. It details signs and symptoms to look for in loved ones and even provides resources on how to have talks about memory loss. There are also pieces that have information on how the patient and their caregivers can have effective conversations with their doctor.

Most relatable are the real patient stories; those that share their experience about their diagnosis, treatment, and challenges. The story of Tom and Levi is one of those featured stories. Told from the perspective of the patient, it also outlines the perspective of the caregiver.

From this campaign, we can learn that lists of bite-sized, well-categorized information can be more digestible for audiences. This goes for both caregivers and patients. Also, featuring stories of real people and their journeys help families feel less alone in navigating Alzheimer's. Using these emotional appeals can make a difference in the impact the communication can make to the audience.

**County of Placer, CA (Public Health Division) & Alzheimer's Association – *Know Where Alzheimer's Hides***

This collaborative campaign targeted the residents of Placer County, California with a population of around 405,000. Residents received mailers, were served digital campaigns with public service announcements, as well as social media campaigns. A dedicated website for the campaign featured an African American man with the caption, “Dad is trailing off in his sentences.” There is a prompt to take you to a page where you can learn more about the early symptoms of Alzheimer's. There is also a place for specific Placer County facts relating to the number of residents with Alzheimer's, as well as resources for getting help.

The campaign also features two YouTube PSA videos. One focused on an interracial older couple who are trying to establish healthy habits, such as exercise, eating healthy and making doctor's appointments. This appeals to the prevention aspect of the campaign. The other features an older white couple where the husband has already begun to show signs of Alzheimer's. You can see that his wife seems upset, and the husband mentions he just feels lost. The screen at the end flashes a website from the County of Placer where the audience can get more information about Alzheimer's. Each appeal to a different audience. One that is trying to prevent cognitive issues and the other that's already experiencing them. However, there are resources available for both.

From this, we can take note that it is good to have a well-rounded campaign that can provide information to patients and caregivers in multiple stages of the process. Also making sure you are hitting each kind of media from direct mail to digital and social ads helps you reach all your audiences.

## **Situation Analysis**

After examining the secondary research conducted, there are a few conclusions that we can draw for our campaign. Understanding a lot more about the situation, audience, and problems they are facing will help the campaign with its success. First, it is clear that there is a severe lack of education and awareness when it comes to Alzheimer's disease among our target population. The situation becomes a bit troubling when you look at the statistics regarding the target population. Knowing that this population tends to be diagnosed much later in the progression of the disease means that serious work will need to be done to educate them on the signs a lot earlier in life. The challenge comes from their obvious lack of faith in the healthcare system, which is justified by the examples provided related to low quality care and blatant instances of racism in their experiences. As communicators, part of our job will be to restore this population's faith in the healthcare system, and building trust that was previously not there.

The current outreach and marketing towards this population was also interesting to look at. It is clear that there is an awareness among those in the field that this is an underserved group of people who are suffering the consequences of their lack of education on the subject of Alzheimer's. It is especially important to reach this group due to their higher risk factors, and some organizations are noticing this. We have learned a few things from the various campaigns covered. First, from the AfricanAmericansAgainstAlzheimer's campaign, we see that taking a more subtle and laid back approach might be able to help a skeptical audience. They used entertainment and theater to raise awareness and allow the audience to see someone like them on stage dealing with the same issues. The Alzheimer's Association's campaign allows people to receive information in bite-sized doses, making the information a bit less overwhelming. It also showcased real families and stories to help people feel they are not alone in this fight. Finally,



the Placer, CA Public Health Division’s collaborative campaign with the Alzheimer’s Association shows us that we need to market to more than just our target audience. Targeted marketing to caregivers and family members at all stages of the progression of the disease creates a well-rounded campaign that will help support our target audience on their journey by educating their support system as well as themselves. All in all, there is a challenge that we are facing in bringing education and awareness to this population, and the situation as it stands is relatively bleak. This campaign should aim to turn it around and correct a deficit that is in desperate need of fixing.

**SWOT Analysis**

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<p><b>There is a large amount of knowledge and resources available to the public related to Alzheimer’s disease.</b></p> <p><b>There are many community-based organizations in Philadelphia that hold influence over the target audience.</b></p>	<p><b>The African-American population has a deep mistrust of the healthcare system in America.</b></p> <p><b>Low-income families do not have the same access to healthcare and resources that those in more affluent communities do.</b></p>	<p><b>Younger family members and caregivers have access to the internet and social media and can be reached a lot easier than traditional methods.</b></p> <p><b>Leveraging community organizations or churches can help build the trust of the target audience.</b></p>	<p><b>Continued racist acts or biases against African Americans in the healthcare system will hinder any trust that is built.</b></p> <p><b>Cost of care and access to medicine or treatment plans could be too high for this population to afford.</b></p>

**Problem Statement:** The low-income population of African American women, aged 75-85, living in Philadelphia, PA are a severely underserved group when it comes to Alzheimer's awareness and education, despite being one of the highest risk groups for the disease. If they are not put at the forefront of the marketing and communications outreach in regards to education and awareness, this population will continue to suffer and lose their lives to this disease at an alarming rate.

### **Goals and Objectives**

#### **Short Term Goal**

- Increase awareness of early Alzheimer's symptoms in African American women 75-85 living in Philadelphia by 30% by the end of 2024.

#### **Long Term Goal**

- Increase the number of African American women between 75-85 receiving early intervention and diagnosis for Alzheimer's in Philadelphia by 25% by the end of 2026.

#### **Short Term Objectives**

- Form partnerships with at least 3 Philadelphia organizations to provide support and access to Alzheimer's education information to African American women aged 75-85 and their families by the end of 2024.
- Educate African American women and caregivers on available care options in Philadelphia, increasing visits to healthcare professionals for cognitive issues by 25% by the end of 2024.

## **Long Term Objectives**

- Communicate and increase the understanding that memory and cognitive loss are not just a normal part of aging to African American women by 50% by 2026.
- Increase educational programs about Alzheimer's available in underserved neighborhoods of Philadelphia, specifically for African American women by 25% by the end of 2026.
- Increase participation of African American women aged 75-85 living in Philadelphia in clinical trials for Alzheimer's by 30% by the end of 2026.

## **Culturally Relevant Strategies**

- Campaign via email and social media messages to Philadelphia community organizations to establish partnerships and educational avenues for the target audience. Establishing these partnerships will gain an ally in our educational efforts, one that our target audience trusts in their community. It plays on this group's emphasis on community well-being to get our foot in the door.
- Advertising campaigns including actual members of their community and real families will help give the campaign a better sense of authenticity. This community often feels overlooked and seeing themselves in advertising could help gain support and awareness. It also aids in dampening the apprehension and distrust surrounding the medical community that this community feels.
- Content designed specifically for caregivers/family members of those potentially affected by Alzheimer's is crucial in developing support. Family values are incredibly important

to this target audience, and hearing information and persuasion from their loved ones will help them get on board with the messaging.

- Gaining the support of local church leaders, i.e. pastors, priests, etc. is a great way to gain the favor of this group. Opinion leaders like these can be highly influential in the decision-making of a group. Trusting and having faith that these leaders will not steer you wrong will be a great way to gain support.

### **Culturally Relevant Messages to the Target Audience**

1. The cognitive deficiencies that you are facing as you get older may not just be the normal signs of aging. There could be underlying causes, particularly Alzheimer's Disease, that are causing this.
2. You are at a much higher risk than other groups for this disease. Luckily, there are many preventative health care options that you can partake in to help keep you in the best condition as possible.
3. Taking the proactive steps on your own now may not prevent this disease from occurring, but it can help alleviate some of the stress that your family will have to endure to take care of you. Doing this now will only make it easier on them (and you) in the future.

### **Theories and Persuasive Approaches**

#### **Social Learning Theory**

Social Learning Theory states the people can learn new behaviors by observing others (Health Communication Capacity Collaborative, 2014). In this process, it starts with observing others,

considering the consequences of taking the same action, thinking about what might happen if they emulate this behavior, comparing others' experiences and finally deciding to engage in the new behavior.

The principles of this theory can be applied to many situations, including persuading individuals to make a healthcare change. Because people adopt behaviors that they see others doing, it's important to highlight this in communications campaigns. For increasing awareness of Alzheimer's and promoting early intervention, our audience must see their peers engaging in the behavior of seeking treatment.

While we can't be in the doctor's office of an individual, we can focus on patients that look like our audience, sharing their stories of diagnosis and early intervention for Alzheimer's disease. These patients can share their experiences, showing the positive outcomes they have seen. This could include support from friends, family and the community. This could also include slowing of the disease progression, since it was caught early.

Modeling is an integral part of this theory, so using local African American women provides a relatable model to engage the audience in the outcomes of their behavior to seek early treatment. To further increase retention for the audience, informational handouts with facts and contact information for local healthcare providers can serve as an additional reinforcement.

In addition to the patient audience, this can also be used for the caregivers. This would include the families of older African American women who are showing signs of Alzheimer's or would just like to be educated about the signs of the disease. Engaging caregivers and families can help improve outcomes.

## **Health Belief Model**

The Health Belief Model allows us to understand the reasons why people fail to adopt disease prevention strategies, or do not follow proper compliance with medical treatments (Lamorte, 2022). Personal beliefs have an impact on the likelihood a person will adopt a behavior. To understand how you can effectively communicate to your target audience, you need to understand their beliefs and the barriers against them taking action.

Since there are two components to this model, the desire to avoid illness or get well if already ill and the belief that the action will prevent the illness, it's important to understand these components. Each of these have subsequent pieces that relate back to the main theory. A person's perceptions that inform the communication are (Lamorte, 2022):

1. **Perception on the risk of getting the illness.** In the case of our audience, most African Americans believe that memory loss is a normal sign of aging, and they are not at high risk for Alzheimer's, while the research suggests otherwise. Helping this audience understand the signs and symptoms of Alzheimer's, versus what is normal aging, will be helpful.
2. **Perception of the severity of the illness.** Information on understanding Alzheimer's disease, along with the different stages, can help our audience understand that early intervention is crucial.
3. **Perception of the effectiveness of early intervention and disease prevention.** For our audience, understanding the effectiveness of steps that can be taken to prevent Alzheimer's is imperative, as well as seeking medical treatment upon signs of early disease.

4. **Perceptions of the obstacles that prevent them from performing the preventative action.** For our case, lack of access to care and potential costly treatment are obstacles. Informing the audience of ways around these barriers, such as where they can access care and obtain financial assistance is crucial to paving a clearer path.
5. **Cue to action.** In this case, early symptoms of Alzheimer's such as memory loss, could be the catalyst to seeking care. Providing information to this audience regarding the symptoms to look for is important to helping them understand when to act.
6. **Self-efficacy.** In this case, we need to empower individuals to take the steps needed to get themselves to care. Providing them educational information, contact information and ways they can get help (whether it's transportation or financial) can empower them to receive care. Working with community and faith-based groups can also provide a bridge between the individual and their ability to obtain care.

### **Culturally Relevant Media**

#### **TV News Stations**

*NBC 10 Philadelphia*

1800 Arch Street, Philadelphia, PA

Newsroom: 215-201-5201

[tips@nbcphiladelphia.com](mailto:tips@nbcphiladelphia.com)

*ABC 6 Action News*

4100 City Avenue, Philadelphia, PA

Newsroom: 215-878-9700

6abc.com/contact

### *Fox 29 Philadelphia*

330 Market Street, Philadelphia, PA

Newsroom: 215-982-5500

[Fox.29newsdesk@fox.com](mailto:Fox.29newsdesk@fox.com)

## **Newspapers**

### *Philadelphia Inquirer*

#### Reporters to target

- **Wendy Ruderman** (Health and Science Reporter) – [wruderman@inquirer.com](mailto:wruderman@inquirer.com)
  - o Investigative reporter bringing light to broken systems.
- **Aubrey Whelan** (Health and Science Reporter) – [awhelan@inquirer.com](mailto:awhelan@inquirer.com)
  - o Focuses on social inequality and how it affects people's health outcomes.
- **Nate File** (Communities and Engagement Reporter) – [nfile@inquirer.com](mailto:nfile@inquirer.com)
  - o Writes about issues mattering most to Philadelphia's communities of color.

### *Philly Voice*

#### Reporters to target

- **Michael Tanenbaum** – [tanenbaum@phillyvoice.com](mailto:tanenbaum@phillyvoice.com)
  - o Focuses on local community initiatives.



## **FM Radio**

*Big 98.1 – 70s, 80s and 90s*

Owned by Audacy

2400 Market Street, Philadelphia

[corpcomms@audacy.com](mailto:corpcomms@audacy.com)

*WDAS 105.3 – R&B throwbacks*

2 Bala Plaza, Bala Cynwyd, PA

610-784-3333

## **Out of Home**

- Bus Shelter
- Bus Exterior
- Billboards

*Blue Line Media*

Covers Philadelphia DMA

1-800-807-0360 x100

[generalads@bluelinemedia.com](mailto:generalads@bluelinemedia.com)

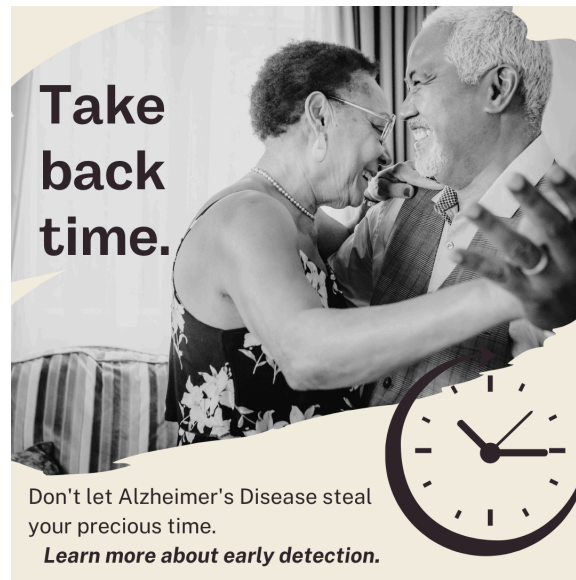
## **Culturally Relevant Approaches**

### **Campaign Theme and Design**

*Take Back Time*

**Patients:** Learn early symptoms and warning signs, so you don't lose precious time with your loved ones.

**Caregivers:** Learn how to recognize early symptoms and warning signs, so you don't lose precious time with your loved one.



## Campaign Components

### Partnerships

- Partner with local black churches to provide information that can be handed out during services, Sunday Schools, support groups and special events for seniors.
- Partner with local Meals on Wheels to provide information to be given to clients at their delivery.
- Contact local Senior Centers to provide information that would be handed out to patrons.
- Contact local doctor's offices and clinics to provide materials that can be handed out at visits.

## **Events**

- Work with local Senior Centers to schedule an education day. An Alzheimer's educator, along with a caregiver and patient, could come along to tell their stories and answer questions. Information can be given about where to find care. Provide magnets with early warning signs that can be put on home refrigerators for easy daily exposure.
- Purchase or sign up for space at local neighborhood fairs. Have educational materials ready for patients and caregivers, along with magnets with early warning signs.

## **Website**

- Develop a microsite for this campaign with information and statistics specific to Philadelphia Alzheimer's patients. It would also feature patient and caregiver stories. Direct social media and digital ads to this page to help educate and measure traffic.

## **Media Pitches**

- Pitch to local news stations the opportunity to feature a caregiver and patient of Alzheimer's, along with an educator and/or local physician. Offer information specific to African American females and locally available statistics for Philadelphia.
- Pitch a story to the local newspaper about a patient and caregiver. One that received early intervention and one that didn't. The story would compare their two journeys and the difference early intervention made. Readers would be directed to the microsite for more information.

## **Paid Advertising**

- Purchase ad space on the exterior of buses, bus shelters and billboards along well-traveled roads in the city.

- o Feature Take Back Time verbiage with photos of black women and their families doing different activities. Each with a message to not let Alzheimer's steal time and to learn the symptoms.

### **Social Media Campaign**

- Using coordinating ads from the Out of Home campaign, purchase targeted ads on Meta.
  - o Target black females of patient and caregiver age (30-55 and 75-85) in Philadelphia.
  - o Users would be directed to the microsite for measurement.







### **Radio**

- Purchase 15-30 second spots on oldie's radio stations. Using a physician or educator, have them outline the early signs of Alzheimer's and direct them to the website.

# Creative Mock Ups

## Storyboard for commercial

**PROJECT: TAKE BACK TIME**

 <p><b>Voiceover: Moments like these</b> <i>Upbeat music</i></p>	 <p><b>Voiceover: Are too precious to lose</b> <i>Fade in to shot of dancing couple</i></p>	 <p><b>Voiceover: Don't let Alzheimer's steal time</b> <i>Fade in to shot of group of friends laughing</i></p>
 <p><b>Voiceover: From you and your family</b> <i>Fade in to shot of grandson kissing grandma</i></p>	 <p><b>Voiceover: Know the symptoms and take back your time.</b> <i>Fade in to family BBQ</i></p>	 <p><b>Voiceover: Talk to your doctor and visit <a href="http://alz.org">alz.org</a> for more information.</b> <i>Fade in to woman talking to doctor</i></p>

## Billboard




# Take back time.

Learn more about the early signs of Alzheimer's Disease at [alz.org](http://alz.org).



## Social/Digital Ads



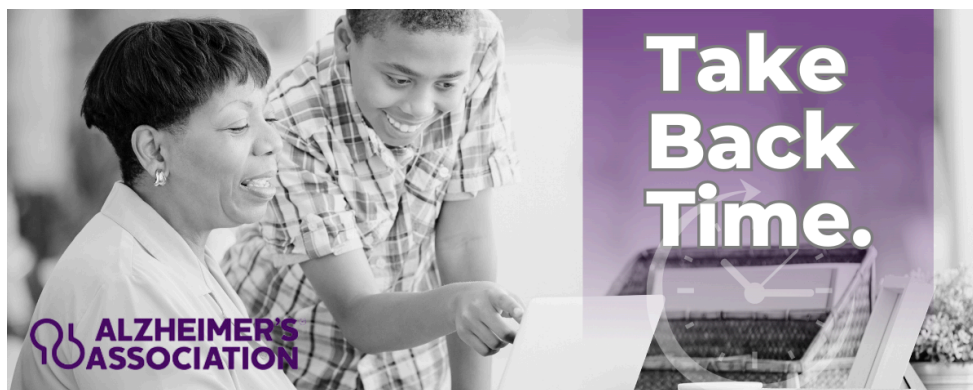
**Take Back Time.**

ALZHEIMER'S ASSOCIATION

Know the early symptoms and take back time with your loved ones.

[Learn More](#)

[+123-456-7890](#)



ALZHEIMER'S ASSOCIATION

**Take Back Time.**

Know the early symptoms and take back time with your loved ones.

[Learn More](#)

[+123-456-7890](#)



Know the early symptoms  
and take back time with  
your loved one.

[Learn More](#)

[+123-456-7890](tel:+123-456-7890)

Direct Mail



**Take back time.**

Don't let  
Alzheimer's Disease  
steal these precious  
moments.

 **ALZHEIMER'S  
ASSOCIATION**

**Early signs of  
Alzheimer's Disease  
include:**

- Disruptive memory loss
- Mood swings
- Confusion with time and place
- Difficulty completing tasks

Learn more about the early signs of Alzheimer's Disease at [alz.org](http://alz.org) or talk to your doctor.

 **ALZHEIMER'S  
ASSOCIATION**



Magnet

# Take Back Time

Know the early symptoms  
of Alzheimer's Disease.



- Disruptive memory loss
- Mood swings
- Confusion with time/place
- Difficulty completing tasks

Visit [alz.org](http://alz.org) or talk to your doctor.

 **ALZHEIMER'S<sup>®</sup>  
ASSOCIATION**

## Flyer



*Living room dancing.*



*Day with girlfriends.*



*Family BBQ.*

*Don't let Alzheimer's Disease steal these precious moments.*

# Take back time. Know the symptoms.

- Memory loss
- Poor judgement
- Confusion with time and place
- Mood swings
- Difficulty completing familiar tasks

**Find out more by visiting [alz.org](http://alz.org) or asking your doctor.**



## Timeline

Timeline	January	February	March	April	May	June	July	August	September	October	November	December
Primary Research (Surveys/Focus Groups)												
Campaigns to CBOs for Partnerships												
News/Traditional Media Campaign Launch												
Social Media Campaign Launch												
Community Outreach Program												
Senior Center Educator Event												
Caregiver Support Groups/Educator Event												
Community/Health Fairs												

## Evaluation Measurement Plan

### Preparation-Level Evaluation:

- Analyzing survey effectiveness: did the survey we conducted give us the information that we needed to run a successful campaign?
- When we gathered secondary research, did we miss anything? Was there any type of information we should have added to our research that could have helped us?
- Were our messages effective? Did they directly relate to our goals and objectives and did they reach the right groups of people that we were targeting?

### Implementation-Level Evaluation

- Determining how many community-based organizations have formed partnerships with our organization and campaign.
- How many potential patients and caregivers attended the events/health fairs?
- Track social media engagements through likes, shares, comments, links clicked, etc.
- Track earned media using Google News Alerts and Cision.

### Impact-Level Evaluation

- Post-campaign survey to potential patients to see if attitudes on healthcare have changed.
- Check to see if number of patients receiving preventative care has gone up from the start of the campaign until now.
- Number of attendees at the educator events, both patient and caregiver.

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