



## Brain Health Academy Communications Toolkit

UsAgainstAlzheimer's will announce the launch of the Brain Health Academy on Thursday, May 26. We are offering this year's Academy, including six continuing education credits, for free to anyone interested in learning how to reduce the risk of dementia and the relationship of lifestyle habits on brain health. To engage as many people with the Academy as possible, we could use your help.

### About Brain Health Academy

The Brain Health Academy by UsAgainstAlzheimer's offers evidence-based courses designed to equip health and wellness professionals with the knowledge and resources to help people reduce the risk of Alzheimer's and related dementias, while improving overall health outcomes.

The 2022 Academy series includes six courses covering the science and interventions for key modifiable risk factors for dementia, including nutrition, sleep, social isolation and loneliness, physical inactivity, and hypertension. Special attention will be given to ensuring culturally competent strategies for serving populations that are disproportionately impacted by Alzheimer's and related dementias. The courses are grounded in a paper published in *Alzheimer's and Dementia* earlier this year titled [Primary prevention recommendations to reduce the risk of cognitive decline](#), as well as expert input from partners.

Each course is offered at no charge and includes Continuing Education (CE) credits by eight accrediting organizations. Courses are open to anyone but geared toward professionals involved in health and wellness.

The first Brain Health Academy course is **Wednesday, June 15, 2022, at 1:00 PM ET.**

### The Brain Health Academy is:

- ✓ **Free.** Courses and CEs are offered free of charge. [Enrollment](#) is required to attend the live or the recorded webinars. [Learn more about CE credits here.](#)
- ✓ **Convenient.** Each of the 1-hour webinars will be recorded and [available for viewing](#) and CE eligible on-demand for up to 60 days after the live presentation.
- ✓ **High Quality.** Courses are taught by preeminent experts in the field and developed in collaboration with highly respected partners who have expertise in each area. Science-backed content is drawn from the [latest research](#) and recommendations.
- ✓ **Culturally Competent.** Not everyone is impacted by Alzheimer's and dementia in the same way. In fact, people of color run a much greater risk of experiencing cognitive decline than white people. The Academy is committed to ensuring participants gain a greater

understanding of the factors that increase the risk of dementia among people of color while providing information and resources to help professionals address this major challenge.

- ✓ **Practical.** Each course includes practical implementation strategies including validated screening tools, downloadable patient education resources, and clinical guidance.
- ✓ **Patient-Informed.** Each course includes patient and caregiver insights on the topic at hand. Custom surveys of UsAgainstAlzheimer's more than 10,000 strong A-List Community ensure patients have a voice in these discussions.

### How you can help...

**To help kick off the Academy, we want to spread the word about this six-course series.** We offer several examples to help your organization promote Brain Health Academy to your members and network, across Twitter, LinkedIn, Instagram, and Facebook. You can copy and paste the sample messages below and tailor them to meet your needs.

### GETTING STARTED – important links

- Information and enrollment links for Brain Health Academy and specific courses
  - <https://www.usagainstalzheimer.org/brain-health-academy>
  - <https://asaging.org/series/127/UsAgainstAlzheimers>
- Engage with Brain Health Academy social content coming from the UsA2 accounts listed below:
  - Follow us on [Twitter](#).
  - Follow us on [LinkedIn](#).
  - Follow us on [Instagram](#).
  - Like us on [Facebook](#).

### COURSE REGISTRATION LINKS:

Here are the direct **registration links** for each Brain Health Academy session.

- Understanding Inequities in Alzheimer's & Other Dementias - June 15: <https://bit.ly/3wPDxuU>
- Nutrition and Dementia - July 20: <https://bit.ly/3PGdgaX>
- Sleep and Dementia - August 17: <https://bit.ly/3MJBJdD>
- Social Isolation, Loneliness and Dementia - September 14: <https://bit.ly/3sT0iNiv>
- Physical Activity and Dementia - October 19: <https://bit.ly/3LKRSOC>
- Hypertension and Dementia - November 16: <https://bit.ly/3MMK1Bx>

### SOCIAL MEDIA CONTENT

## **TWITTER**

1. Healthy aging habits such as *good nutrition, can also reduce dementia risk*. Health professionals: Join @UsAgainstAlz for free CE courses for info and tools you need to help patients take brain healthy steps. <https://bit.ly/3GcWPyN>
2. Join @UsAgainstAlz and @ASAgging on [date of webinar] for a CE course for health and wellness professionals on [name of webinar] <https://bit.ly/3GcWPyN>
3. *Poor sleep* can increase the risk of #dementia. Community health providers play an important role in supporting people in making the steps they can take to protect their #brainhealth. Enroll in Brain Health Academy today to learn more <https://bit.ly/3GcWPyN>

## **FACEBOOK, INSTAGRAM, LINKEDIN**

 [ORGANIZATION/SPEAKER] is proud to partner with @UsagainstAlzheimers in a new Brain Health Academy providing, evidence-based courses designed to equip health and wellness professionals with the knowledge and resources to help people reduce their risk of #Dementia. Learn more and enroll today. <https://bit.ly/3GcWPyN>

Dementia and Alzheimer's are not inevitable parts of aging. Learn more about what we as [OCCUPATION] professionals can do to support the changes people and the community can make to support their brain health. Learn more and enroll at <https://bit.ly/3GcWPyN>

Whether you are a #healthcareworker, personal trainer, or therapist, you can play an important role in helping Americans reduce their risk of #Alzheimers. This this free, culturally competent, series will teach you practical skills for helping others reduce their risk of developing #Alz. Register here: <https://bit.ly/3GcWPyN>

## **HASHTAGS**

Below are some suggested hashtags. Choose the one(s) that are best suited for your organization. We encourage you to include others your organization uses regularly in social media.

#BrainHealth, #BrainHealthEquity, #Alzheimers, #Alz, #EndAlz, #Dementia, #MedEd, #Healthcareworkers, #MedTwitter, #Dementia #nutrition #PhysicalActivity, #Fitness, #Wellness

## **SAMPLE NEWSLETTER COPY**

NEW: Brain Health Academy

UsAgainstAlzheimer's is launching a new initiative to provide health and wellness professionals with more information about ways to support brain health as we age. Brain Health Academy includes six courses covering the science and interventions to address modifiable risk factors for dementia, including nutrition, sleep, social isolation and loneliness, physical inactivity, and hypertension. Continuing education credits are provided for many professionals.

Learn more and enroll today by [visiting here](#).

The fact is, many of the habits we know are good for healthy aging such as *good nutrition, physical activity, mitigating hypertension, addressing loneliness and social isolation, quality sleep* is also important to maintain brain health. And people are more likely to make these important lifestyle changes when they understand the potential impact that taking proactive steps can have for protecting their memory and reducing dementia risk. Health and wellness professionals have an important role in supporting this change and helping people understand the connection. Brain Health Academy will provide the information and resources to help do this. We hope you will [join us!](#)

#### **GRAPHICS & SHAREABLE IMAGES**

Please download and share any of the images below alongside you post. Graphics can be downloaded [here](#).