

Social Media Toolkit

Title: Dementia and Alzheimer's Disease

For use during week 7/20/20-7/26/20

Launch Date: 7/6/20

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit contains 7 Facebook posts, 10 tweets, 10 hashtags, 7 Instagram posts, and 1 video related to dementia and Alzheimer's Disease.

Dementia is a generalized term for the concept of memory loss and inability to think that interferes with one's ability to function at an older age.¹ It is not a specific disease in and of itself.¹ The most common form of dementia, as noted by the Centers for Disease Control and Prevention, is Alzheimer's disease.¹ Dementia is very common and affected approximately 5 million adults in 2014.¹ This number is predicted to increase, reaching approximately 14 million in the year 2060.¹

Some of the more common symptoms of dementia include becoming lost in a usually familiar setting, inability to name certain objects, forgetting memories, and being unable to function at an independent level.¹ Risk factors for dementia include increased age, a strong family history, ethnicity, poor cardiovascular health, and prior brain injury.¹ Several memory, attention, and problem solving-based tests are available to help diagnose individuals who may show signs of dementia.¹

Alzheimer's disease is the most common form of dementia.¹ Other forms of dementia that are less common include vascular dementia, Lewy body dementia, mixed dementia, frontotemporal dementia, and reversible causes.¹ Alzheimer's disease accounts for over 60% of dementia cases. Early onset symptoms include the inability to remember recent events.¹ With disease progression, individuals then begin to experience difficulty remembering more distant events and may show personality changes.² A significant risk factor for development of Alzheimer's disease is a positive family history.¹ Statistically speaking, having a first degree relative with Alzheimer's disease increases one's chances of developing it by up to 30 percent.¹ However, the most agreed upon risk factor for development of Alzheimer's is increased age.³ Increasing evidence suggests that elevated blood pressure and high cholesterol levels may also increase one's risk.³ Additionally, individuals with Downs syndrome may also be at risk for the developing of Alzheimer's Disease in adulthood.⁵

If dementia is suspected, it is highly recommended that the individual of concern has a proper medical assessment.¹ Meetings among family members are also encouraged, as loved ones may soon have to face financial and additional impacts from the disease.⁴

Target audience/high-risk subsets

**Describe target audience*

Everybody

**Describe high-risk or sub-populations, if appropriate*

Individuals older than 65 years of age

Those with a family history of dementia or Alzheimer's disease

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

None

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[Centers for Disease Control and Prevention](#)

[Alzheimer's Association](#)

[National Institute on Aging](#)

References

¹What Is Dementia? | CDC. CDC.gov. <https://www.cdc.gov/aging/dementia/index.html>. Published 2020. Accessed April 20, 2020.

²10 Warning Signs of Alzheimer's. CDC.gov. <https://www.cdc.gov/aging/healthybrain/ten-warning-signs.html>. Published 2020. Accessed April 20, 2020.

³What is Alzheimer's Disease? | CDC. CDC.gov. <https://www.cdc.gov/aging/aginginfo/alzheimers.htm>. Published 2020. Accessed April 20, 2020.

⁴Alzheimer's Disease. CDC.gov. <https://www.cdc.gov/features/alzheimers-disease-dementia/index.html>. Published 2020. Accessed April 20, 2020.



⁵Alzheimer's Disease in People with Down Syndrome. NIH.gov. <https://www.nia.nih.gov/health/alzheimers-disease-people-down-syndrome>. Published 2020. Accessed May 04, 2020.



Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Andrew Turk M4 Student NEOMED																																		
Estimated time used to create	7 hours																																		
Date submitted	4/21/20																																		
DUE date & TARGET date for release (Monday)	For use during week 7/20/20-7/26/20 Launch Date: 7/6/20																																		
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 10%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 10%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee, MD, MPH</td> <td>4/30/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Osman Ulvi, MBBS</td> <td>4/4/20</td> <td>OU</td> <td>OU</td> <td>OU</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee, MD, MPH	4/30/20	AL	AL		Osman Ulvi, MBBS	4/4/20	OU	OU	OU															
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<ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits 																																			
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																																		
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 55%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 10%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>7</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>10</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>7</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>1</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	7	Twitter	10	10	Instagram	5	7	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	1	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional							
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FACEBOOK

<p>Facebook 1</p>		<p>Source: Centers for Disease Control and Prevention https://www.cdc.gov/dotw/alzheimers/index.html</p>
<p>Facebook 2</p>		<p>Source: Centers for Disease Control and Prevention https://www.cdc.gov/dotw/alzheimers/index.html</p>
<p>Facebook 3</p>		<p>Source: Centers for Disease Control and Prevention https://www.cdc.gov/dotw/alzheimers/index.html</p>

	Infographic	Website	Caption (if provided)	When accessed	Permission
<p>Facebook 1</p>		<p>https://www.cdc.gov/aging/aginginfo/pdfs/hap-alzheimer-infographic-508.pdf</p>	<p>Talk to your doctor if you are concerned about Alzheimer's disease</p>	<p>4/20/20</p>	<p>Centers for Disease Control and Prevention</p>
<p>Facebook 2</p>		<p>https://www.cdc.gov/aging/data/infographic/2018/docs/aggregated-2018-cognitive-decline-h.pdf</p>	<p>"National Subjective Cognitive Decline"</p>	<p>4/20/20</p>	<p>Centers for Disease Control and Prevention</p>

<p>Facebook 3</p>		<p>https://www.cdc.gov/aging/data/infographic/2018/docs/2015-2018-African-American-Adults-cognitive-decline-h.pdf</p>	<p>“Subjective Cognitive Decline Among African American Adults”</p>	<p>4/20/20</p>	<p>Centers for Disease Control and Prevention</p>
<p>Facebook 4</p>		<p>https://www.cdc.gov/aging/data/infographic/2018/docs/2015-2018-Hispanic-Adults-cognitive-decline-h.pdf</p>	<p>“Subjective Cognitive Decline Among Hispanic Adults”</p>	<p>4/20/20</p>	<p>Centers for Disease Control and Prevention</p>

TWEETS

Twitter best practices

- Keep it short and simple--although messages can be <280 characters now, keep them short anyway!
- Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations
- Post other relevant content from partners or followers
- Use relevant hashtags (maximum of 2 hashtags)

Tweet 1	According to the CDC, over 5 million Americans had been diagnosed with #AlzheimersDisease in 2014	Source: Centers for Disease Control and Prevention https://www.cdc.gov/aging/aginginfo/alzheimers.htm
Tweet 2	An estimated 14 million individuals will be diagnosed with Alzheimer's Disease by 2060	Source: Centers for Disease Control and Prevention https://www.cdc.gov/aging/aginginfo/alzheimers.htm
Tweet 3	The older you are, the greater your risk for developing #AlzheimersDisease	Source: Centers for Disease Control and Prevention https://www.cdc.gov/aging/aginginfo/alzheimers.htm
Tweet 4	Elevated blood pressure and high cholesterol may increase your risk of developing #Alzheimers	Source: Centers for Disease Control and Prevention https://www.cdc.gov/aging/aginginfo/alzheimers.htm
Tweet 5	If you or somebody you know shows symptoms of dementia or Alzheimer's disease, please consult a medical professional	Source: Centers for Disease Control and Prevention https://www.cdc.gov/aging/aginginfo/alzheimers.htm
Tweet 6	Dementia and Alzheimer's disease are not #NormalAging	Source: Centers for Disease Control and Prevention https://www.cdc.gov/aging/aginginfo/alzheimers.htm
Tweet 7	The most common form of #Dementia is #AlzheimersDisease	Source: Centers for Disease Control and Prevention https://www.cdc.gov/aging/aginginfo/alzheimers.htm
Tweet 8	#AlzheimersDisease has been shown to be a top 10 leading cause of death in U.S. adults	Source: Centers for Disease Control and Prevention https://www.cdc.gov/aging/aginginfo/alzheimers.htm
Tweet 9	Some symptoms of #Alzheimers include becoming lost in familiar places and misplacing items	Source: Centers for Disease Control and Prevention https://www.cdc.gov/aging/aginginfo/alzheimers.htm
Tweet 10	Remember that memory and cognitive loss are typically the first signs of #Alzheimers	Source: Centers for Disease Control and Prevention https://www.cdc.gov/aging/aginginfo/alzheimers.htm

INSTAGRAM

Instagram best practices

- *Post 3-4 times during the week*
- *Use varying content (not only picture sharing but include videos and graphics)*
- *Use relevant hashtags so people can find your content*

Instagram 1



Source: Centers for Disease Control and Prevention
<https://www.cdc.gov/dotw/alzheimers/index.html>

Instagram 2



Source: Centers for Disease Control and Prevention
<https://www.cdc.gov/dotw/alzheimers/index.html>

Instagram 3






Source: Centers for Disease Control and Prevention
<https://www.cdc.gov/aging/aginginfo/alzheimers.htm>

Instagram 4



Source: Centers for Disease Control and Prevention
<https://www.cdc.gov/aging/aginginfo/alzheimers.htm>


<p>Instagram 5</p>		<p>Source: Centers for Disease Control and Prevention</p> <p>https://www.cdc.gov/aging/aginginfo/alzheimers.htm</p>
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<p>Instagram 1</p>		<p>https://www.cdc.gov/aging/data/pdf/american-alzheimers-racial-ethnic-disparities-infographic-508-h.pdf</p>		<p>4/20/20</p>	<p>Centers for Disease Control and Prevention</p>
<p>Instagram 2</p>		<p>https://www.cdc.gov/aging/data/pdf/cognitive-decline-508-h.pdf</p>		<p>4/20/20</p>	<p>Centers for Disease Control and Prevention</p>

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#AlzheimersFacts
Hashtag 2	#DementiaAwareness
Hashtag 3	#AlzheimersAwareness
Hashtag 4	#Dementia
Hashtag 5	#AlzheimersSymptoms
Hashtag 6	#DementiaFacts
Hashtag 7	#EndAlzheimers
Hashtag 8	#AlzCaregiving
Hashtag 9	#SubjectiveCognitiveDecline
Hashtag 10	#AlzheimersDisease

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://www.youtube.com/watch?v=YhT58SSQrA&deliveryName=FCP_10_DM10086	“Memory Loss is Not a Normal Part of Aging” (0:42)	4/20/20	AT	Centers for Disease Control and Prevention