



What is Brain Health? Campaign Overview

Advisory Council on Alzheimer's Research, Care, and Services
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Campaign Parameters

- Target audience:
 - Ages 60 – 70
 - Asymptomatic
- Funding Level:
 - FY 2015 - \$4.2 million
- Funds appropriated on a one-year basis
- Messaging Approach: **Meet the target audience where they are** (as best you can tell)-- even if it is not where you would like them to be

Campaign Research

- Environmental scan
- Traditional media scan
- Social listening
- Consumer intent modeling
- In-depth interviews

Possible Message Frames

Alzheimer's / Dementia

Brain Health

----- *Consumer Reactions* -----

- | | |
|--|--|
| <ul style="list-style-type: none">• Dread• Participants well aware of impact of dementia on them selves and loved ones• Value proposition of early detection very difficult• Sense of inevitability• Active/aware of their own denial | <ul style="list-style-type: none">• Curiosity• What does it mean?• Is there something I can do• I want to learn more• Is it part of a health lifestyle? |
|--|--|



Campaign Strategy

- Change the way people think about the aging brain and brain health by:
 - Leveraging natural curiosity and concern that 60-70 year olds have about memory loss to drive interest in brain health
 - Positioning brain health as an integral aspect of the aging journey – helping people recognize its importance in how they navigate that journey

Messaging Strategy

1. Introduce concept of “**brain health**”
2. Normalize the idea that **brain health is a key aspect of overall health**
3. Conduct campaign “**bursts**” :
 1. Find and work with local partners
 2. Paid media including print – out-of-home – doctor’s offices - airport takeovers
 3. Hold campaign events (baseball game event, retirement expo) to increase earned media

Campaign Message Box



Key findings from message testing

- Very good response to our positive brain health messages
- Understood the connection between the positive messages and the underlying issues of Alzheimer's, dementia, or memory loss
- Respondents generally liked all messages in the message box. Two resonated the most:
 - “Brain health is about making the most of your brain as you age.”
 - “Taking steps to keep your brain and body healthy can help you optimize your life now and help reduce the risks related to brain health as you age.”

Implementation Strategies

- Activate a national dialogue using a celebrity spokesperson, and ACL's brain health expert :
 - PSAs, media tours, national earned media, social media
- Prompt ongoing conversation on the grassroots level:
 - Events in 2 markets each cycle
 - Local partners and events, paid media, local earned media
- Provide tools and resources that educate and foster conversations:
 - Campaign website
 - Social Media

Why Does Marcia Gay Harden Care About My Brain?

The brain is the most complex organ. It's also one of the most important. That's why keeping it healthy is critical—especially as you get older. Learn about brain health and how you can make the most of your brain as you age. Find out what brain health means to Marcia Gay Harden.

PLAY VIDEO ▶



What is Brain Health?

Your brain changes as you age. It's natural. But the central mission of your brain never changes. Its job is to help you make sense of the world and oversee your daily operations and life.

Brain health refers to the ability to remember, learn, plan, concentrate and maintain a clear, active mind.

It's being able to draw on the strengths of your brain—information management, logic, judgment, perspective and wisdom. Brain health is also a key part of your overall health.

So when should you start concerning yourself with brain health? **Now!** By taking steps to help keep your brain and body healthy, you can enhance your life now and even help reduce some risks to your brain as you age.

Social Media Samples

Sample FaceBook Post



Physical activity may help lower some risks to your brain.

BrainHealth.gov | #StaySharp

Sample Tweet

Image:



Physical activity may help lower some risks to your brain.

BrainHealth.gov | #StaySharp

Results - Website

- In the first 2 months, the site had 70,000 unique users and over 80,000 sessions.
- Nevada and Missouri continued to be our top locations for traffic coming to the site. (~25% of site traffic)
- The overall average session duration increased from 00:01:14 in September to 00:02:57 in October. Time on the site continues to increase to over 3 minutes per session.
- The two interactive events, the quiz and accordion, continue to be the top two performing events on the site.

Results – Social & PSA

- FaceBook (first 2 months):
 - over 32,000 Fans (expected between 10,000 – 20,000)
 - average engagement rate of 5.5%
 - two of our posts had engagement rates of over 10%.
- PSAs (first 4 months):
 - TV: over 11,500 airings with a media value (the cost of these ads if we had paid) of about \$2 million
 - Radio: 840 airings with a media value (the cost of these ads if we had paid) of over \$80,000
 - Total media value: \$2,019,946

Looking Ahead

- Campaign Bursts (General Population)
 - Chicago and San Francisco
 - Event and paid media scheduled for spring 2016
 - Currently identifying partners
- Data from the first year will be used to optimize the media investments in the second year. For example, mobile platforms had a much lower engagement rate.
- Discussion of how federal efforts around brain health can be combined to increase reach and consistency
- Development of similar campaign for Hispanic population underway
 - Messaging research will be re-done
 - Identified a Technical Expert Panel