

Advocacy Toolkit

Thank you for supporting UsAgainstAlzheimer's as we promote our new platform, BrainGuide. BrainGuide empowers people with knowledge and resources to take the best next steps in managing their own or a loved one's brain health. It does not provide a diagnosis. BrainGuide was developed with in-kind and financial support from Biogen.

We've provided sample messages to help your organization promote BrainGuide across social media platforms, as well as organization collateral. As you may know, May 9th to 15th is marked as Women's Health Week. We hope you will join us in spreading the word about BrainGuide during this week, and in the months ahead.

You can copy and paste the messages below or tailor them to meet your needs – feel free to include any of the linked images in your posts, which are linked below. We've also included a sample paragraph for your newsletter and/or website.

GETTING STARTED

1. Follow us on Twitter [@UsAgainstAlz](#), like us on Facebook [facebook.com/UsAgainstAlz](#), and follow us on Instagram [@UsAgainstAlz](#).
2. Engage with BrainGuide social content coming from the accounts listed above.
3. Click [here](#) to access our social images and logos sized for Facebook, Twitter, Instagram, LinkedIn, newsletters and websites.

ORGANIZATION COLLATERAL

NEWSLETTER & WEBSITE

If you would like to further amplify BrainGuide, we welcome you to add the below messaging to your organization's newsletter, Intranet and/or website, which can be modified as needed. Suggested graphic may be found [here](#). If you're interested in longer form content, please email bkenny@usagainstalzheimer.org:

- BrainGuide by UsAgainstAlzheimer's offers tailored resources to help you find the best next steps in your or a loved one's brain health journey. It can help whether you're interested in protecting your brain health, you've been diagnosed with mild cognitive impairment (MCI) or Alzheimer's or you're concerned about a family member. BrainGuide is free and easy to access – in English and Spanish – online at www.mybrainguide.org and by phone at 855-BRAIN-411. The platform provides automated, confidential memory questionnaires that can be self-administered or taken as a caregiver. Once the questionnaire is complete, BrainGuide offers tailored resources based on the answers provided. Privacy is protected, and responses are not recorded or shared with anyone other than the individual completing the questionnaire. BrainGuide is not intended to diagnose or make treatment recommendations regarding Alzheimer's or any other disease.

SOCIAL MEDIA CONTENT

We have provided sample content for Facebook, Twitter, LinkedIn, and Instagram.

FACEBOOK

- BrainGuide by @UsAgainstAlzheimer's is a first-of-its-kind platform that empowers people with knowledge and resources to take the best next steps in managing their own or a loved one's brain health. BrainGuide helps people get started with confidence, wherever they are, on their brain health journey. Take the first step by visiting www.mybrainguide.org or by calling 855-BRAIN-411. #TookTheFirstStep #MyBrainGuide
- BrainGuide by @UsAgainstAlzheimer's is a first-of-its-kind platform that empowers people with knowledge and resources to take the best next steps in managing their own or a loved one's brain health. UsAgainstAlzheimer's worked in close collaboration with medical, technology, and industry experts to innovate and carefully create BrainGuide. BrainGuide was developed with in-kind and financial support from Biogen. The platform runs on Amazon Web Services (AWS), using state-of-the-art technologies to power the memory questionnaire capability and make it available to anyone with a telephone or Internet access. BrainGuide is part of the long-term commitment from UsAgainstAlzheimer's to ensuring that no one is lost to Alzheimer's disease. #TookTheFirstStep #MyBrainGuide
- We know that taking steps to confidently manage your own brain health or that of a loved one can be challenging. That's why we are thrilled to introduce you to BrainGuide by @UsAgainstAlzheimer's, available in both English and Spanish. With a confidential memory questionnaire followed by tailored education and resources based on the answers you provided, BrainGuide can help you find the best next steps in your or a loved one's brain health journey. BrainGuide does not provide a diagnosis. Take the first step by visiting www.mybrainguide.org or by calling 855-BRAIN-411. #TookTheFirstStep #MyBrainGuide
- BrainGuide by @UsAgainstAlzheimer's provides resources on brain health for people seeking to manage their brain health, people worried about their own memory or the memory of someone they love, and those caring for loved ones with Alzheimer's disease. It is available in English and Spanish and can be accessed online or by phone. Visit www.mybrainguide.org or call 855-BRAIN-411. #TookTheFirstStep #MyBrainGuide
- Looking for help managing your or your loved one's brain health journey? BrainGuide by @UsAgainstAlzheimer's is a first-of-its-kind platform that empowers people with knowledge and resources to take the best next steps in managing their own or a loved one's brain health. BrainGuide helps people get started with confidence, wherever they are, on their brain health journey. Available in both English and Spanish, visit www.mybrainguide.org or by calling 855-BRAIN-411. #TookTheFirstStep #MyBrainGuide

TWITTER

- BrainGuide by @UsAgainstAlz is a new platform that helps you navigate your #brainhealth journey, with a confidential memory questionnaire and tailored resources. Start today by visiting mybrainguide.org. #TookTheFirstStep #MyBrainGuide

- Looking for help managing your or your loved one's #brainhealth? Take the first step with BrainGuide, the first-of-its-kind, easy-to-access platform by @UsAgainstAlz, by visiting mybrainguide.org or calling 855-BRAIN-411. #TookTheFirstStep #MyBrainGuide
- With greater understanding of the importance of brain health and growing public awareness of #Alzheimers, BrainGuide by @UsAgainstAlz is helping people take meaningful action in their brain health journey. Find out more at mybrainguide.org #TookTheFirstStep #MyBrainGuide
- Less than 1/2 of Black and Latino adults with Subjective Cognitive Decline have talked to a healthcare professional about their symptoms. We need to support public health strategies to achieve #BrainHealthEquity. <http://bitly.ws/dhrU>
- Engaging in regular physical activity is important to maintaining #brainhealth. Not only can it lower risk for memory loss, confusion, and #dementia, it can help you think and sleep better too. <https://bit.ly/2OkCbpO>
- 75% of Latinos with Subjective Cognitive Decline & 85% of Blacks with SCD have at least one chronic condition. We must support health workers w/ #BrainHealthEquity resources to improve public health for all. <http://bitly.ws/dhrV>
- Less than half of Blacks & Latinos w/ Subjective Cognitive Decline have shared their symptoms w/ a healthcare provider. Not sure how to talk to your doctor about #brainhealth? Ask about:
 - ✓ Possible treatment
 - ✓ Management of chronic conditions
 - ✓ Caregiving
 #TookTheFirstStep
- Latinos are 1.5x more likely & Blacks 2x more likely to be diagnosed with #Alz. Adopting brain healthy habits early may protect your brain from cognitive decline.
 - 👤 Stay physically active
 - 🛏 Practice good sleep habits
 - 💊 Take medications as prescribed
 #TookTheFirstStep

INSTAGRAM

- We know that taking action on brain health can be difficult. Luckily, BrainGuide by @UsAgainstAlz can help, offering tailored resources to help you find the best next steps in your or a loved one's brain health journey. It can help whether you're interested in protecting your brain health, you've been diagnosed with mild cognitive impairment (MCI) or Alzheimer's or you're concerned about a family member. BrainGuide is free and easy to access, and available in both English and Spanish. Take the first step by visiting mybrainguide.org or by calling 855-BRAIN-411 and share your experience with BrainGuide by using #TookTheFirstStep #MyBrainGuide.

Together, we can empower each other with the knowledge and confidence to take the best next steps in managing our own or a loved one's brain health.

- We know that taking steps to confidently manage yours or a loved one's brain health can be challenging. That's why we are thrilled to introduce you to BrainGuide by @UsAgainstAlz, available in both English and Spanish. BrainGuide begins with an automated, confidential self-administered memory questionnaire. Once you complete the questionnaire, BrainGuide provides you with a tailored set of resources based on the answers you provided.

Take the first step by visiting mybrainguide.org and share your story or experience with BrainGuide by using #TookTheFirstStep. Together, we can empower each other with the knowledge and confidence to take the best next steps in managing our own or a loved one's brain health. #MyBrainGuide

LINKEDIN

- UsAgainstAlzheimer's recently launched BrainGuide, a first-of-its-kind platform that empowers people with knowledge and resources to take the best next steps in managing their own or a loved one's #brainhealth.

BrainGuide can help whether you're interested in protecting your brain health, you've been diagnosed with mild cognitive impairment (MCI) or #Alzheimers, or you're concerned about a family member.

BrainGuide begins with an automated, confidential self-administered memory questionnaire, developed with input from memory experts, that can be taken on behalf of yourself or someone you care about. Once you complete the questionnaire, BrainGuide provides tailored education and resources to help you find the best next steps in your or a loved one's brain health journey. BrainGuide does not provided a diagnosis.

UsAgainstAlzheimer's worked in close collaboration with medical, technology, and industry experts to innovate and carefully create BrainGuide. BrainGuide was developed with in-kind and financial support from Biogen. The platform runs on Amazon Web Services (AWS), using state-of-the-art technologies to power the memory questionnaire capability and make it available to anyone with a telephone or Internet access. BrainGuide is part of the long-term commitment from UsAgainstAlzheimer's to ensuring that no one is lost to #Alzheimers disease.

[Organization name] is pleased to amplify this important work, and we encourage you to take the first step in acting on your brain health today by visiting mybrainguide.org or calling 855-BRAIN-411.

#TookTheFirstStep #MyBrainGuide