STATE OF NEW HAMPSHIRE

DEPARTMENT OF HEALTH AND HUMAN SERVICES

DIVISION OF LONG TERM SUPPORTS AND SERVICES

BUREAU OF ELDERLY AND ADULT SERVICES

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October 13, 2023

Plan for Public Awareness Campaign for Brain Health,
Alzheimer's disease and Related Dementias

Executive Summary:

As set forth in Chapter 79:530 Laws of 2023, the Department of Health and Human Services (DHHS) shall develop a public awareness campaign around brain health, Alzheimer's disease, and related dementias. The campaign will be developed in partnership with the New Hampshire Alzheimer's Association and the New Hampshire State Commission on Aging. Although derivative in nature, it is important to note that this plan document is separate and distinct from the subsequent request for proposals (RFP). The RFP and procurement process are governed by specific state law with strict adherence.

The DHHS Division of Long Term Supports and Services, Bureau of Elderly and Adult Services ("Department") will solicit proposals to develop this public awareness campaign and incorporate it into its existing public health outreach programs.

In New Hampshire, there are an estimated 26,000 individuals living with Alzheimer's disease. By 2025, this number is expected to increase by 23%, which means that at least 32,000 NH residents will be living with the disease. While there is currently no cure, science proves that early detection, primary prevention, and risk reduction can improve outcomes for people living with dementia.

The campaign will focus on symptoms, treatments, service availability and resources, so that individuals and their families living with Alzheimer's disease and other related dementias can seek medical attention as early as possible.

High Level Timeline and Activities:

July 2023 - October 2023: Submit procurement request to contract unit, draft plan and RFP, review draft plan with the Alzheimer's Association and the Director of the New Hampshire Commission on Aging, prepare update for Health and Human Services Oversight Subcommittee Alzheimer's and other related dementia.

November 2023 - January 2024: Procurement process, contract negotiations, finalization of contract, submission of contract for Governor and Executive Council approval.

February 2024 - November 2024: Vendor kick-off meeting, coordination with named partners, deliverable work, campaign launch, and reporting.

Overview:

The Department is seeking to increase public understanding and awareness of brain health, and early warning signs of Alzheimer's disease and other types of dementias. The Department will also seek to improve the understanding and awareness of early detection and diagnosis, and how to reduce the risk of cognitive decline particularly among persons in diverse communities who are at greater risk of developing Alzheimer's disease and other types of dementia.

The population served through the resulting contract includes health care providers, individuals living with Alzheimer's and other related dementias and their families, and the general public.

Draft Deliverables:

1. Develop a comprehensive, multimodal marketing and public awareness campaign on brain health, Alzheimer's disease and related dementias, and incorporate this campaign into its existing relevant public health outreach programs on an ongoing basis.
2. Develop and utilize differentiated campaigns for each target audience (individuals with Alzheimer's or other related dementias, family members, health care personnel, general public, etc.).
3. Create and utilize a marketing strategy to disseminate information to community partners.
4. Work collaboratively with stakeholders to promote and disseminate social marketing communications statewide.
5. Collaborate with community partners and leaders to extend the reach of messaging efforts to subgroups or segments of the population who are seeking information related to the campaign.
6. Expand awareness of services.
7. Develop effective messaging, slogans and marketing imagery to support the public awareness campaign.
8. Post the information campaign to websites and social media accounts, and explore other media dissemination options in order to ensure effective distribution of information, including a focus on reaching populations with limited access to technology.

Reporting, Monitoring Outcomes:

1. Quarterly work plan status reports on all deliverables, budget including but not limited to:
    a. Number and reach of paid media efforts, stakeholder and community feedback, fiscal reports, activities, and outcomes.
2. Final Status Report to DHHS summarizing all deliverables, goals, objectives achieved. Elements will include but is not limited to a summary of:
    a. Media activity and outcomes
    b. Web activity and analytics
    c. Overall campaign elements and outcomes
    d. Vendor proposed evaluation plan and outcomes demonstrating effectiveness