New Hampshire Department of Health and Human Services
BRAIN HEALTH AWARENESS CAMPAIGN SUMMARY

MAY 20, 2024

Contractor

In business since 1997, Pinnacle's primary line of business is public health marketing for government agencies. Pinnacle prioritizes focus on social marketing (applying marketing principles and techniques to improve the welfare of people and the physical, social and economic environment in which they live), with a goal to positively influence behaviors, and subsequently, positively influence the communities in which we all live and work. Pinnacle is headquartered in Baltimore, Maryland and work on public health throughout the East Coast. Pinnacle is a public health and behavior change company with expertise in theories of change and behavior change methodologies. Pinnacle works with government agencies and non-profits on public health and chronic disease programs. Pinnacle has knowledge of brain health, Alzheimer's disease and other related dementias due to their previous work on brain health public awareness campaigns. They have experience framing data findings to audiences with varied backgrounds and have a deep understanding of public health marketing.

Project Goals

- educate the public about healthy brain aging for prevention and risk reduction for dementia/Alzheimer's
- increase dementia screening among people at risk for or experiencing signs of dementia
- encourage providers to talk to patients about the importance of early screening
- general awareness and reducing stigma

Priority Audiences

- older adults age 50+ living with or at risk for dementia, and/or have a family member who is living with or at risk for dementia
- reach people disproportionately impacted by dementia (Hispanic, Black/African American, people with developmental disabilities), people who are sight- and/or hearing impaired, people who speak English as a second language, and people living in rural and under-resourced communities.
- health care providers, and
- the general public

Work Plan Outline

- Initial desk review research
- Develop an Advisory Group with important stakeholders
- Write and field a pre-campaign knowledge, attitudes, awareness and beliefs (KABB) survey

- Develop initial creative messaging concepts
- Test in focus groups
- Refine messaging
- Soft launch in small area to test
- Refine program as needed
- Full launch. Disseminate with traditional media + targeted information dissemination to community partners (e.g., senior centers), libraries, relevant local agencies, medical facilities, etc.
- Measure change with post-campaign KABB survey

To date we have:

- pulled together an initial Advisory Group and conducted one meeting with that group.
- Started the desk review research
- Started draft of the initial KABB survey
- Started draft of the Creative Brief

Next steps:

- Field the KABB survey June 17 – July 14
- Circulate the Creative Brief for client input the week of May 20th
- Develop initial creative concepts and send to client the week of May 27th
- Hold focus groups after the KABB survey completes
- Soft launch targeted for Fall 2024