NEW HAMPSHIRE
DHHS
DEPARTMENT OF
HEALTH & HUMAN SERVICES

Brain Health Campaign Activities

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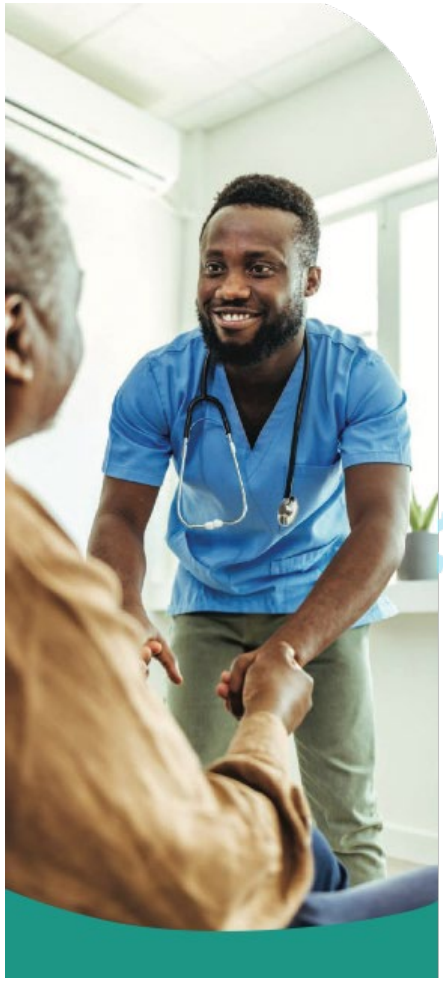
November 22, 2024

Develop

- Campaign Web Page
- Public Campaign Materials
  Radio, TV, Print, Digital, Social ads
- Health Professional Materials
  Digital, Social, Video, Brochure

Print Communications Materials



Join the Movement for Early Dementia Screening

Start the conversation with your patients today and help them unlock a future of proactive health. By making early dementia screening a routine part of health care, you are helping your patients and their families plan, prepare, and thrive.

Department of HEALTH & HUMAN SERVICES



Why Talk About Early Dementia Screening:

Empowerment:
Early detection empowers patients to take control of their health, giving them time to plan for the future.

Improved Quality of Life:
Catching dementia early can lead to better treatment outcomes, helping patients maintain their quality of life for longer.

Family Support:
An early diagnosis enables families to access the resources and support they need to face dementia together.





How to Start the Conversation:

Be Compassionate:
Recognize that discussing cognitive decline can be sensitive, and approach the conversation with care.

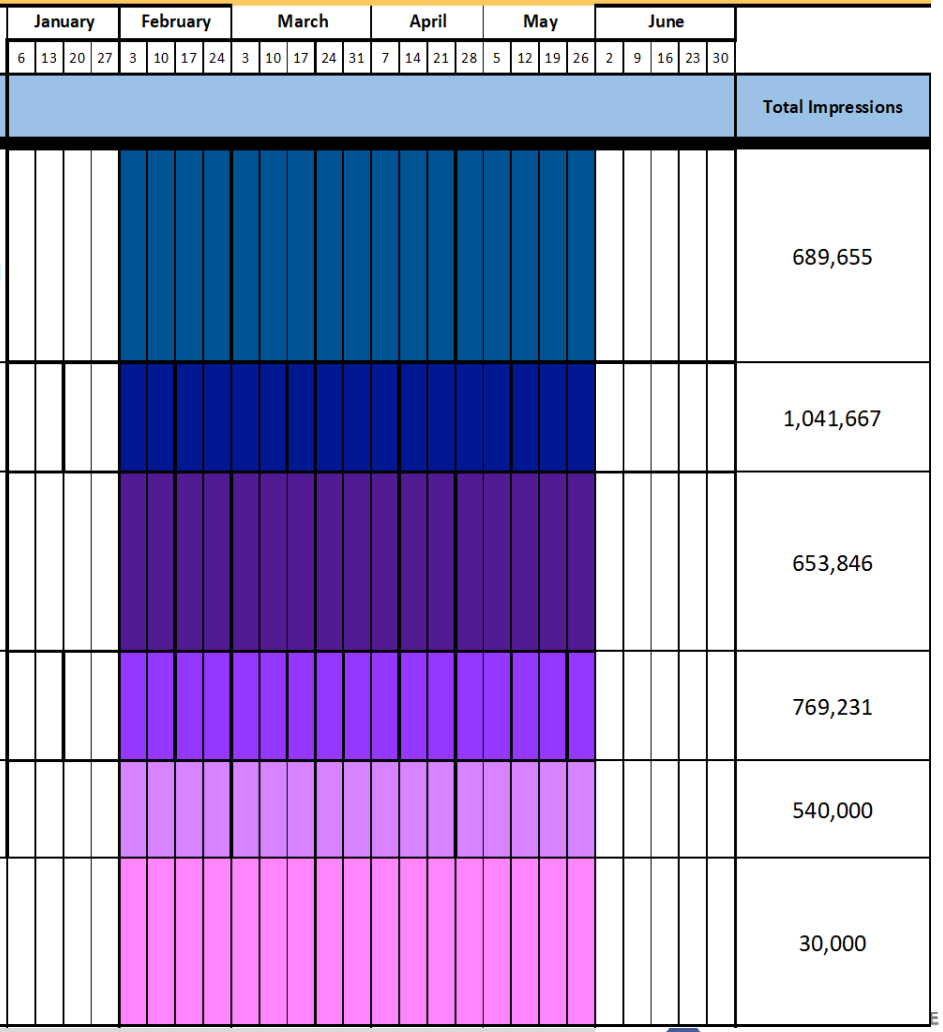
Educate:
Explain the benefits of early dementia screening and how simple it can be.

Reassure:
Let patients know that screening is a preventative measure, not a diagnosis.

Encourage:
Emphasize the peace of mind that comes with being proactive about cognitive health.

Run Media Ads to the General Public

GENERAL PUBLIC - Media Distribution - Healthy Brain Aging and Dementia Awareness Campaign



Digital Media	Description	Total Impressions
Digital Video - FEP-OTT	Desktop, Mobile, CTV, targeting persons 45+ in New Hampshire, targeting behavioral, interest, psychographic targeting segments. Examples include individuals seeking information on mental health, doctors appointments, medical information, and seeking a neurologist.	689,655
Spanish Language Streaming Radio	Targeting station to reach Hispanic listeners 40+ in New Hampshire. :30 Spanish language spot plus 300x250 companion banner ad.	1,041,667
Audience Targeted Display	A50+, New Hampshire, Hispanic and Afrian American, at-risk populations, memory care/memory loss, alzheimers and dementia information seekers, caregivers, famliy infuencers in household in New Hampshire.	653,846
Geotargeted Display	Geotargeting priority locations throughout New Hampshire and serving ads to disability organizations, etc.	769,231
Social Media	Facebook and Instagram, targetd to high priority audiences in New Hampshire.	540,000
Google AdWords	Ads delivered to individuals searching for terms related to dementia, diabetes, high blood pressure, head trauma, hearing loss, developmental disabilities, resources for people who are sight- or hearing-impaired.	30,000

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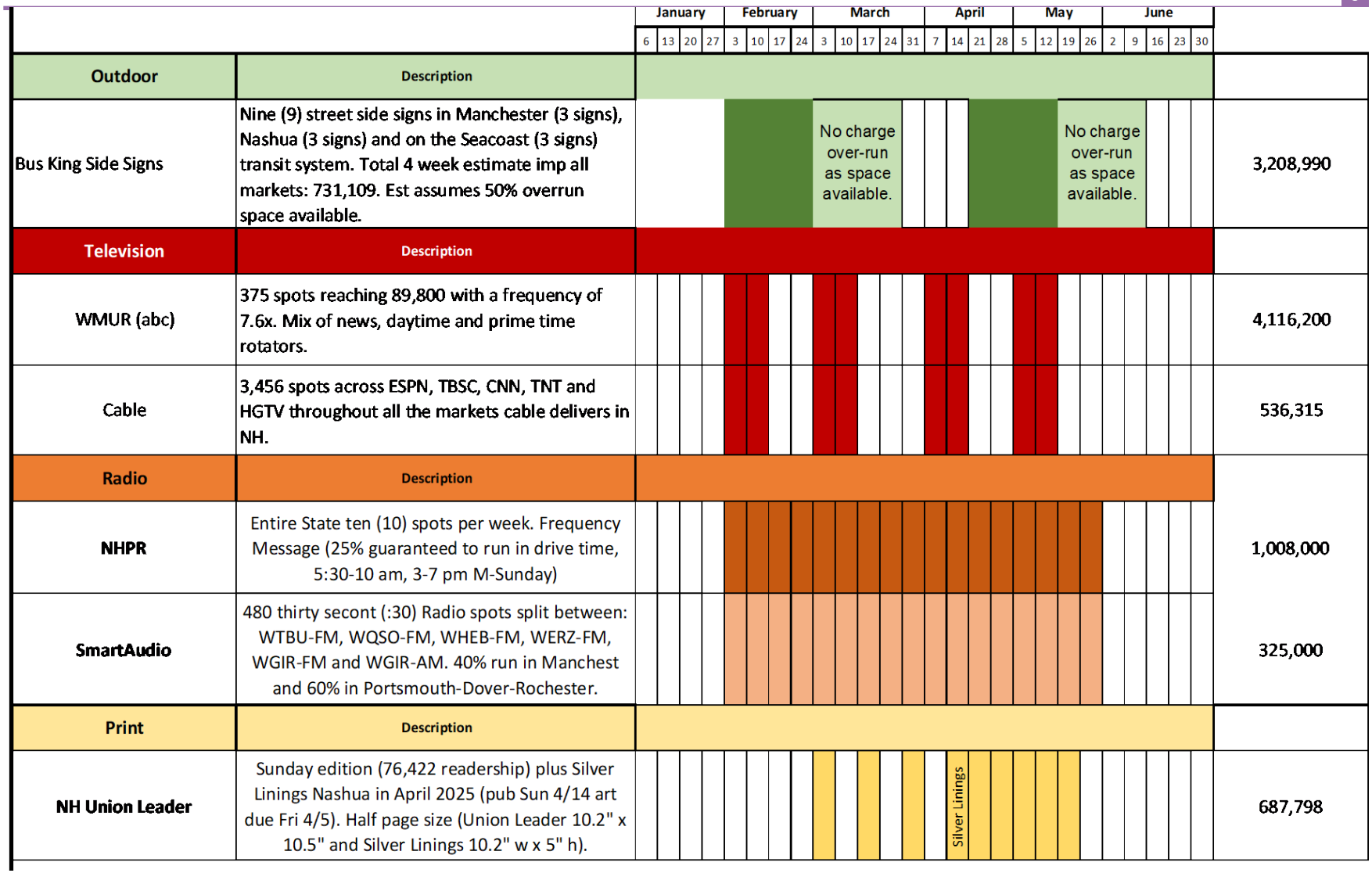
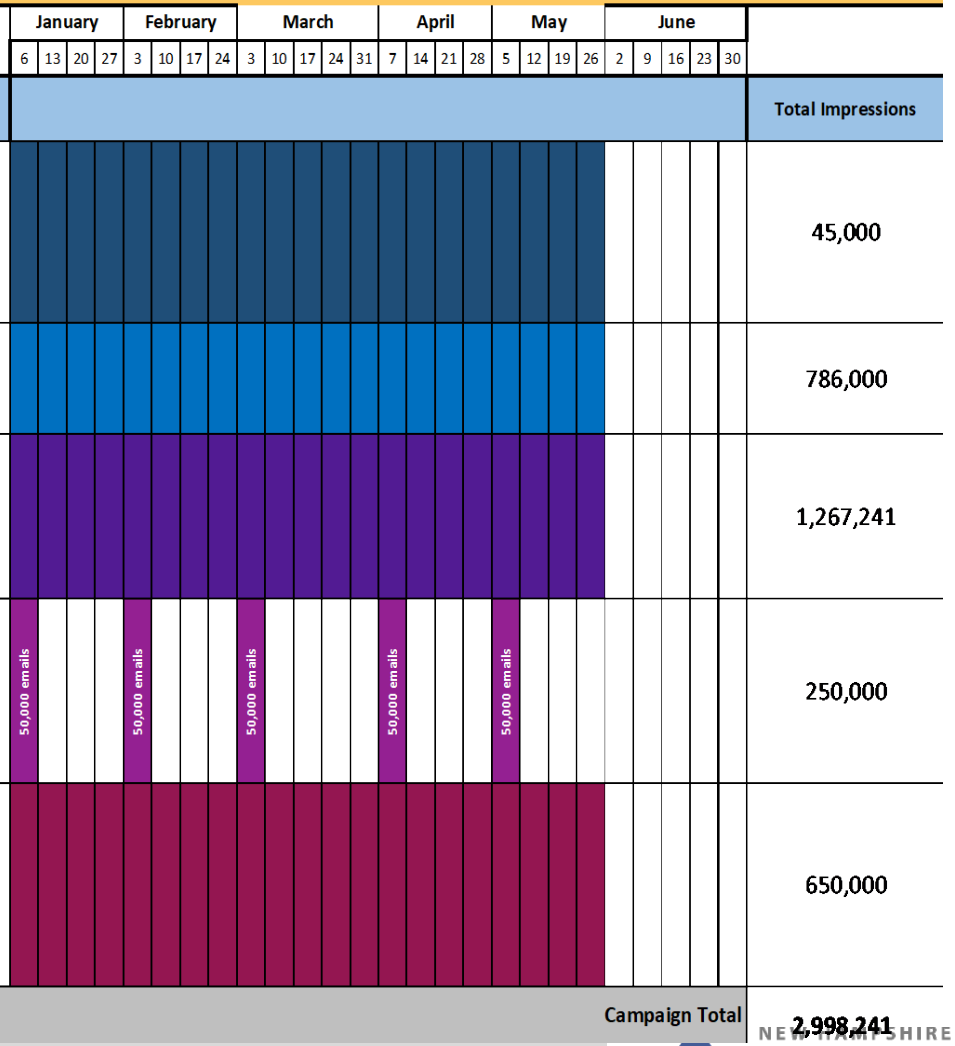


Outdoor	**Description**	
Bus King Side Signs	Nine (9) street side signs in Manchester (3 signs), Nashua (3 signs) and on the Seacoast (3 signs) transit system. Total 4 week estimate imp all markets: 731,109. Est assumes 50% overrun space available.	3,208,990
Television	**Description**	
WMUR (abc)	375 spots reaching 89,800 with a frequency of 7.6x. Mix of news, daytime and prime time rotators.	4,116,200
Cable	3,456 spots across ESPN, TBSC, CNN, TNT and HGTV throughout all the markets cable delivers in NH.	536,315
Radio	**Description**	
NHPR	Entire State ten (10) spots per week. Frequency Message (25% guaranteed to run in drive time, 5:30-10 am, 3-7 pm M-Sunday)	1,008,000
SmartAudio	480 thirty secont (:30) Radio spots split between: WTBU-FM, WQSO-FM, WHEB-FM, WERZ-FM, WGIR-FM and WGIR-AM. 40% run in Manchest and 60% in Portsmouth-Dover-Rochester.	325,000
Print	**Description**	
NH Union Leader	Sunday edition (76,422 readership) plus Silver Linings Nashua in April 2025 (pub Sun 4/14 art due Fri 4/5). Half page size (Union Leader 10.2" x 10.5" and Silver Linings 10.2" w x 5" h).	687,798

Run Media Ads to Health Professionals

HEALTH PROFESSIONALS - Media Distribution - Healthy Brain Aging and Dementia Awareness Campaign



Digital Media	Description	Total Impressions
Google Search Targeting	Targeting keywords doctors search such as Alzheimer's treatment guidelines, dementia diagnosis criteria, cognitive impairment screening tools, Alzheimer's medication management, dementia care best practices, etc.	45,000
Social - Facebook & Instagram & LinkedIn	Physicians, Nurses, Nurse Practitioners, and Pharmacists in the state of New Hampshire	786,000
Location Based Pre-Roll :30 Video iHeart Media NH Statewide	Drive awareness of website / landing pages with Location-Based Brand/Behavioral Video targeting. Audience Targeting: Healthcare Professionals, Physicians, Nurses, Nurse Practitioners, Pharmacists	1,267,241
Targeted Email - 5x Deployments iHeart Media NH Statewide	Drive traffic and business inquiries using a customized email campaign providing the ability to reach both desktop and mobile users. Audience Targeting: Healthcare Professionals, Physicians, Nurses, Nurse Practitioners, Pharmacists	250,000
Audience Based Display NH Statewide Dimensions: 300x250, 160x600, 728x90, 320x50	Drive awareness with marketplace targeting, serving ads within highly curated lists of sites that index high with your target audience across 92% of local websites within the state of New Hampshire. Audience Targeting: Healthcare Professionals,	650,000
	Campaign Total	2,998,241

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Community Outreach

- Create and disseminate toolkit for strategic partners
- Plan for reaching senior centers, libraries, area agencies, assisted living facilities, medical facilities and others.

Campaign Reporting

- Final report on media, partner and outreach achievements
- Post-campaign survey to measure change in knowledge, awareness and intent to talk to doctor about early screening

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Thank you

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