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STATE OF NEW HAMPSHIRE

DEPARTMENT OF HEALTH AND HUMAN SERVICES

DIVISION OF LONG TERM SUPPORTS AND SERVICES

BUREAU OF ADULT AND AGING SERVICES

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Chairman Mark Pearson and other Esteemed Members
Health and Human Services Oversight Committee

October 31, 2024

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 (Department) 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.

The Department Division of Long Term Supports and Services, Bureau of Adult and Aging Services ("Department") solicited and selected a vendor, Pinnacle Communications, LLC., approved on May 1, 2024, by Governor and Council, to develop this public awareness campaign and incorporate it into the 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, data shows that early detection, primary prevention, and risk reduction can improve outcomes for people living with dementia.

The goals of the campaign are:
- 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
- Reduce stigma around Alzheimer's and related Dementia by providing education on the benefits of early screening and detection.

High Level Timeline and Activities:

Timeline:	Activities	Status
July 2023 - October 2023:	Publish Request for Proposal, Select Vendor, develop and draft plan with the Alzheimer's Association and the Director of the New Hampshire Commission on Aging, and submit	**Complete**

	report to the Health and Human Services Oversight Subcommittee Alzheimer's and other related dementia.	
November 2023 – February 2024:	Procurement process, contract negotiations, finalization of contract, submission of contract for Governor and Executive Council approval.	**Completed**
March 2024 - September 2024:	Vendor kick-off meeting, coordination with named partners (including Alzheimer's Association and the State Commission on Aging), deliverable work, campaign launch, and reporting. Initial desk review research Develop an Advisory Group with important stakeholders Write and field a pre-campaign knowledge, attitudes, awareness and beliefs (KABB) survey	**Completed**
October 2024-May 2025	Develop initial creative messaging concepts Test in Ambassador groups Soft launch of provider materials. Full launch. Disseminate with traditional media + targeted information dissemination to community partners (e.g., senior centers), libraries, relevant local agencies, medical facilities, etc.	Work has started and is in process
May-June 2025	Field Study and Final Report	Upcoming

Overview:

The Department and partners are 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 public.

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, 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 to ensure effective distribution of information, including a focus on reaching populations with limited access to technology.

Reporting, Monitoring Outcomes:

1. Monthly vendor provided work plan and report on all deliverables and 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 the Department 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

Public Awareness Campaign for Brain Health

Appendix

Appendix Overview

This appendix contains the following supplementary materials:

1. Appendix A – [Creative Brief]
2. Appendix B – [Summarized – Executive Summary]
3. Appendix C – [Sample of Work Product – Facebook Posts]

Prepared by:

Department Health and Human Services
October 31, 2024

CREATIVE BRIEF

Client:	NHDH	**Job Number/Title:**	NHDHm 001	**Date CB Issued:**	5.8.24
Account Executive:	Tracey	**Project Start Date:**	5.7.24	**CB Due Date:**	5.20.24
Team Assigned:	Tracey Haldeman, Brian Haldeman, Kelly Snyder, Kerik Miller				

Project Details

What is the assignment?

Messaging and creative development to be used in print, digital ads, video/social media, radio, and/or print materials for a statewide multimedia awareness campaign about dementia and healthy brain aging.

- General Public Goals
  - educate the public about healthy brain aging
  - increase dementia screening among people at risk for or experiencing signs of dementia
  - reduce stigma

- Healthcare Worker Goals
  - Talk to patients about screening during annual wellness/physical and inform patients that early screening gives better chance of delaying dementia progression

What is the topic/product/service?

Dementia is a general term for the loss of memory, language, problem-solving and other cognitive abilities that interfere with daily life. More than half of people living with dementia are either undiagnosed or unaware of their diagnosis. Many people report experiencing subjective cognitive decline, including increased confusion or memory loss, with half of those reporting they have not discussed their condition with a healthcare professional.

What is the market/brand performance, and what are the catalysts for this performance?

The majority of those with memory problems have at least one other chronic condition. Many people reporting subjective cognitive decline are significantly more likely to have comorbid conditions such as diabetes, hypertension, cardiovascular disease, and depressive disorders compared to those without. Lifestyle factors such as poor nutrition, lack of physical activity, smoking, and alcohol use contribute increased risk of developing dementia and other chronic conditions. These risk factors tend to cluster around populations experiencing health inequities, people living in poverty, African Americans, and other racial and ethnic minority populations may derive the greatest impacts from increased awareness of the role lifestyle factors and chronic disease management play in promoting healthy brain aging.

African Americans develop dementia at a higher rate than any other group of older Americans and are twice as likely to have dementia as older non-Hispanic whites. Hispanic Americans also face a disproportionately high risk and are about 1.5 times more likely to have dementia than older non-Hispanic whites. People with certain developmental conditions, such as Down Syndrome, and people with a history of traumatic brain injury also experience dementia at higher rates than the general adult population. Black Americans living with dementia typically have a greater overall percentage of unmet needs compared to whites, as do Black caregivers. Black caregivers also tended to use fewer community resources for dementia care. Pinnacle's development of messaging and graphics to be used in a statewide awareness campaign about healthy brain aging, dementia prevention, screening, and resources for people living with dementia will take these differences into consideration.

PINNACLE
Communications Resource Company

Who are the competitors?

The stigma of being diagnosed with or having of dementia can be a barrier for people to get help.

Who is the target audience, what motivates them?

Description of target, including details about any segments that should get the most focus

- primary - 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.

Motivated by wanting to have more time with your loved ones. Appreciating and taking advantage of the good times. It could be helpful to point out the benefits of knowing and how changing lifestyle habits can give you more time with your loved ones. "I wish I had known earlier to appreciate the time that I had."

Additionally, separate messaging needed for healthcare professionals.

What are the overall marketing objectives?

Expand efforts to support public awareness, prevention, and early detection of Alzheimer's disease and related dementias (ADRD).

What do we want the target audience to think and feel as a result of the marketing effort?

Think: My choices for healthy living can lead to healthy brain aging and potentially prevent dementia.

Feel: Less at risk for memory loss and confusion and empowered to live my best life.

What is the brand's key message? (one sentence)

Healthy choices now can help you reduce your risk for dementia later.

How can we prove it?

Being active now and managing chronic conditions all impact how we age. Managing diabetes and managing hypertension are all important for healthy brains. Healthy lifestyles now for healthy aging.

What is the tone of the brand?

Positive, aspirational, and hopeful. *Don't feed the fear and stigma. Emphasize the benefits and being proactive.*

List all mandatory creative elements.

TBD

How will we measure success?

Through feedback in focus groups for creative drafts. Through pre- and post-campaign knowledge, attitude, awareness and beliefs survey for campaign success.



Executive Summary

[Summarized]

Knowledge: Respondents demonstrated strong awareness of certain brain health factors (e.g., social engagement, physical activity) but showed knowledge gaps around others (e.g., obesity, diabetes) and confusion about non-factors (e.g., caffeine). Targeted education could address these gaps.

Self-Perception of Knowledge: Most respondents felt moderately knowledgeable about brain health, with many reporting high confidence. This reflects growing public awareness, suggesting a need for continued education.

Attitudes: Two-thirds of respondents were very interested in brain health testing. Those favorable to testing viewed it as a preventive tool, while others avoided it due to fear or skepticism, indicating the need for education on actionable steps for brain health.

Lifestyle Changes: People were most likely to follow medical advice, eat healthily, and avoid smoking to reduce dementia risk. They were less inclined to socialize more or stimulate intellect. Top barriers to change were lack of information, motivation, and belief in sustaining changes, with older adults citing financial concerns as an additional barrier.

Motivators: Key motivators for lifestyle changes included being diagnosed with a brain disorder, noticing memory loss, and receiving advice from healthcare providers. For older adults, memory concerns were the top motivator.

Behaviors: Engagement in brain health behaviors was highest for avoiding smoking and socializing. Intellectual stimulation and avoiding processed foods saw the lowest engagement. Many adults have not been approached by healthcare providers for dementia screening, especially older adults.

Screening: People were more likely to be screened for dementia when prompted by a doctor or loved one. The main reasons for not being screened were not showing symptoms or believing they weren't at risk.

Beliefs: Healthcare professionals were the most trusted sources of brain health information, while elected officials and social media ranked the lowest. Online forum and podcasts had moderate trust, especially among younger adults.

NHDHHS Pre-Campaign Survey Social Media Posts for NHDHHS Page

Graphic:  	🧠 New Hampshire, we need your voice! Help us shape a brighter future for brain health in our community. Take our survey and contribute to a campaign focused on healthy brain aging, early dementia screening, and reducing stigma. Your insights matter!
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