**ADRD Public Awareness Campaign Toolkit**

## Social Media Copy for social media channels:

**Pair with creatives linked** [**here**](https://drive.google.com/drive/folders/1uIgfaXuEwLQZWPrriKQH6ahH80kKmAKZ?usp=sharing)**.**

*Risk Reduction Posts for “Empowering Your Tomorrows Can Start Today” materials*

Caption One: We all deserve to age with dignity. Learning about dementia and taking steps to reduce the risk can make a big difference. Learn how you can support brain health and ensure a healthy future.

Visit talkaboutdementia.org to find out more.

Caption Two:Small changes can lead to big benefits for our brain health. Limiting alcohol, exercising, and managing chronic conditions are just a few ways we can protect our future and reduce our risk for dementia.

Visit talkaboutdementia.org to find out more.

*Early Detection Posts for “Embrace The Conversations”*

Caption One: Talking about memory loss can be tough, but having conversations about brain health is important for identifying dementia early and creating better outcomes. Discover more about the benefits of being proactive today!

Visit talkaboutdementia.org to find out more.

Caption Two: Discussing dementia with family and doctors is hard but it can make a difference. These conversations can protect your future and the future of those you love. Find out more about what to say and how it can help.

Visit talkaboutdementia.org to find out more.

*Stigma Reduction Posts for “Dignity Starts with Community” headline*

Caption One: By openly discussing dementia, we can all be better prepared and provide the respect everyone deserves. Everyone can play a role in supporting loved ones and speaking up. Learn how, together as a community, we can ensure everyone ages with dignity.

Visit talkaboutdementia.org to find out more.

Caption Two:

When we come together as a community, we help ensure that everyone has the opportunity to age with dignity. Talking about dementia openly helps us support each other. Visit talkaboutdementia.org to find out more.

*Stigma Reduction Posts for “Turn Hesitation into Communication” headline*

Caption One: Talking about dementia can be difficult, but it's important. Here's how you can start the conversation today.

Visit talkaboutdementia.org to find out more.

Caption Two: Early communication about dementia can lead to early detection and better quality of life. Turn hesitation into communication today and find out the steps you can take.

Visit talkaboutdementia.org to find out more.

*Stigma Reduction Posts for “Taking Care of Yourself is How You Best Take Care of Others” headline*

Caption One: Taking care of yourself is the first step to taking care of others. Focusing on eating well, staying active, and planning for the future are just some of the ways you can take care of yourself - and take care of your loved ones. By focusing on your own health, you can better support your loved ones.

Visit talkaboutdementia.org to find out more.

Caption Two: Your wellbeing matters. By taking care of your own brain health and talking about it, you're also looking out for those you care about. Find out more about dementia and steps to take care of yourself and loved ones.

Visit talkaboutdementia.org to find out more.

## Newsletter Articles for partners use:

*August– Topic: Risk reduction basics*

Header: Boost Brain Health: Take Small Steps to Reduce Dementia Risk

Copy: Taking care of your brain health doesn't require complete lifestyle changes. Simple steps like eating healthy, exercising, managing chronic conditions, and staying socially and mentally active can make a big difference. Every step you take supports your health and your loved ones. Be sure to talk about it with your support system and help each other create better outcomes.

CTA/Button: Discover What You Can Do Today (talkaboutdementia.org)

*September – Topic: Starting the conversation is key*

Header: Break the Stigma: How to Talk about Dementia

Copy: Talking openly about dementia is crucial for early detection and support. Discussing memory concerns with loved ones and health providers can help ensure that everyone ages with dignity and respect. Let’s face it, it’s scary to notice memory issues in yourself or a loved one, but bringing it up and getting medical advice right away can help increase the chances of better outcomes. These conversations can be challenging, but they are essential for planning and getting the right support.

CTA/Button: Here’s How to Talk About Dementia (talkaboutdementia.org)

*October – Early detection changes lives:*

Header: Act Now: Early Detection of Dementia Can Change Lives

Copy: Recognizing the early signs of dementia and getting screened can significantly affect the effectiveness of treatments and support. Early detection allows for better planning and management, improving quality of life for those affected. If you notice memory changes in yourself or loved ones, don’t wait. Early detection can make a difference.

CTA/Button: Discover more About Early Detection (talkaboutdementia.org)

## General newsletter content for partners to share:

***Topic: ADRD Public Awareness Campaign***

Header: ADRD campaign hopes to bring more awareness about dementia

Copy: In Colorado, an estimated 90,800 people aged 65 and older live with Alzheimer’s disease, the most common form of dementia. Many more are affected as care partners and loved ones.

The Alzheimer’s Disease and Related Dementias (ADRD) Program at CDPHE launched a new public awareness campaign in August, “Talk About Dementia”. The campaign is part of the five-year implementation of the Colorado ADRD State Plan, and notes that straightforward steps like talking openly about memory concerns, and adopting healthy habits can reduce the risk of Alzheimer’s disease and other types of dementia and improve the lives of Coloradans.

Risk reduction and early detection can dramatically improve disease progression. Finding out early if you or a loved one have dementia can help you and your family, allowing you to build a care team, get support, and plan.

We all deserve to age with dignity. Learning about dementia and taking steps to reduce the risk can make a big difference. Learn how you can support brain health and ensure a healthy future at [TalkAboutDementia.org](http://talkaboutdementia.org).

*Topic: Risk reduction basics*

Header: Improve Your Brain Health: Reduce Dementia Risk

Copy: Keeping your brain healthy can help lower the risk of dementia. Simple things can make a big difference:

* Live an active lifestyle and control your weight
* Prevent and manage diabetes, high blood pressure and high cholesterol.
* Protect your head and prevent traumatic brain injuries.
* Quit tobacco use and limit alcohol consumption.
* Reduce exposure to air pollution.
* Protect your hearing and wear a hearing aid if you need one.
* Treat vision loss.
* Seek care to address depression and treat if necessary
* Stay engaged socially.
* Support early education and lifelong learning.

You don't need to change everything in your life at once. Small steps can have a big impact. Each healthy choice supports your brain and your overall health. Even if you can't do everything, small steps are still helpful.

Taking care of your brain is taking care of your future.

CTA/Button: Here’s What You Can Do Today (talkaboutdementia.org)

*Topic: Starting the conversation is key*

Header: Talking About Dementia: How It Helps

Copy: Talking about dementia can be hard, but it’s very important. When we talk about memory problems with loved ones and doctors, we can potentially identify ways to stay healthier longer. Open conversations can help everyone feel supported.

It’s important to get the right information and support. If you have concerns with your memory, doctors can explain what to expect and how to plan for the future. Starting these conversations might feel scary, but it’s worth it.

Talking to loved ones about dementia can help everyone understand what’s happening and the best ways to support each other.

CTA/Button: Here’s How to Talk About It (talkaboutdementia.org)

*Topic: Early detection changes lives*

Header: How Early Dementia Detection Can Change Your Life

Copy: Identifying signs of dementia early can make a big difference. If you notice signs of memory loss or confusion in yourself or a loved one, see a doctor right away. Early detection means treatments can start sooner, which can potentially improve outcomes and quality of life.

Acting at the first signs of dementia means you can be a part of building a care team, getting support, and making important decisions.

CTA/Button: More Information on Early Detection (talkaboutdementia.org)

## Factsheets for partners to share:

**Conversation Starters:**

[Image “If you have concerns about a loved ones brain health, conversation starters”](https://drive.google.com/file/d/1g8XChOwRghrY5983_RZ0pRdRFJZ2bf69/view?usp=sharing)*. Suggestion:* If sharing this image on the web, add alt text. Read about accessibility of images [here](https://oit.colorado.gov/standards-policies-guides/guide-to-accessible-web-services/accessible-images#:~:text=Always%20include%20alternative,as%20HTML%20characters.).

*Here are Some Conversation Starters if You Have Concerns about a Loved One*

Starting a conversation about dementia with a loved one can feel challenging, but it can make a big difference. Here are some gentle conversation starters to help you express your concerns and offer support:

* I’ve noticed [describe the change in behavior], and I’m concerned.
* How have you been feeling lately? I’ve noticed [change] and wanted to talk about it.
* The other day, [specific example] happened, and it worried me. Has anything else like that happened?
* The sooner we know what’s potentially contributing to these problems, the sooner we can address it.
* The more we know, the better we can help you.
* I think talking to a doctor could give us both some peace of mind.

[Image “If you’re noticing memory changes in yourself, conversation starters”](https://drive.google.com/file/d/1HiUq3JXyqk045Ad1l3ebv9GVZByY9l-l/view?usp=sharing). *Suggestion:* If sharing this image on the web, add alt text. Read about accessibility of images [here](https://oit.colorado.gov/standards-policies-guides/guide-to-accessible-web-services/accessible-images#:~:text=Always%20include%20alternative,as%20HTML%20characters.).

*Conversation Starters for Someone Noticing Memory Changes to Their Family*

If you've noticed changes in your memory or cognitive abilities, talking to your family about it can feel overwhelming. Here are some conversation starters to help you express your concerns and seek support from your loved ones:

* I've noticed some changes in my memory, and I wanted to talk to you about it.
* I'm feeling a bit worried about my memory lately. Can we talk about it?
* I’ve noticed [change] and wanted to see if you or others noticed it as well.
* I would like to talk to a doctor about [changes I’m noticing]. Would you come with me?

**Next Steps After Diagnosis:**

Alzheimer’s disease and other types of dementia can change how our brain works. These changes can affect our memory, thinking, and behavior. Learning about these conditions, talking openly about them, and knowing what to do next can help us and our loved ones make the best of every moment.

*Connect with family and friends:*

Share your feelings with your family and friends. Talk about your diagnosis and how they can support you. Plan with your loved ones to ensure you have the support you need, and [be honest with them about how they can help.](https://cdphe.colorado.gov/chronic-disease-prevention/talk-about-dementia/learn-about-dementia#signs-dementia)

*Join a support group:*

Find a local or online support group. Talking with others who understand what you’re going through can be very helpful. [Find a group.](https://cdphe.colorado.gov/chronic-disease-prevention/talk-about-dementia/learn-about-dementia#after-diagnosis)

*Make a plan:*

Discuss future plans. This can include legal and financial planning, as well as decisions about your care. It’s important to have these conversations early. [Get more information about planning here.](https://www.alz.org/help-support/i-have-alz/plan-for-your-future)

*Share your experience:*

Talk openly with your family, friends, and health care providers about what you’re going through. Sharing your experiences can help them understand your needs better and provide the right support.

*Summary:*

Dealing with a dementia diagnosis is hard, but you don’t have to face it alone. Lean on your support system, talk to your doctor, and keep the conversations going. With the right support and information, you can manage this journey together. For more resources and support, visit [talkaboutdementia.org](http://talkaboutdementia.org).

**Brain Health Basics**

Our brain is just like any other part of our body—it needs care and attention to stay healthy. By taking simple steps, we can support our brain health and reduce our risk of conditions like Alzheimer’s disease and other types of dementia.

*Daily Habits for a Healthy Brain*

Just like your heart and muscles, your brain benefits from healthy habits. Here are some easy ways to keep your brain in top shape:

* Eat right.
* Exercise regularly.
* Get enough sleep.

*Healthy Lifestyle Choices*

Making healthy lifestyle choices can also support your brain:

* Live an active lifestyle.
* Support your cardiovascular health.
* Manage your diabetes.
* Control your weight and eat healthy foods.
* Protect your head and prevent traumatic brain injuries.
* Quit tobacco use and limit alcohol consumption.
* Get enough sleep.
* Address hearing and vision loss.
* Limit exposure to air pollution.
* Support early childhood education and lifelong learning.
* Stay engaged socially.

*Recognize Early Signs and Get Screened by Your Healthcare Provider*

Knowing the early signs of dementia and getting screened can make a big difference:

* Watch for changes. Pay attention to changes in memory, thinking, or behavior. If you notice any changes, talk to your healthcare provider.
* Get annual check-ups. Regular visits to your doctor can help catch any potential issues early through a cognitive assessment. Early detection and treatment can potentially improve outcomes and quality of life.

Taking care of your brain is just as important as taking care of the rest of your body. By adopting healthy habits and making smart lifestyle choices, you can support your brain health and reduce the risk of dementia. Remember, small steps can make a big difference. For more tips and resources on brain health, click here: [talkaboutdementia.org](http://talkaboutdementia.org)