

## BRAIN HEALTH & DEMENTIA AWARENESS IN OUR COMMUNITIES

# Social Media Toolkit

## BDAC Training Recruitment

### SUMMARY

This toolkit is designed to help BDAC trainers recruit participants from community and faith-based organizations to sign up and join trainings about brain health, potentially modifiable risk factors, the benefits of early dementia detection, and available resources for people living with dementia.

### Included in this Toolkit

#### SOCIAL MEDIA GRAPHICS

- Suggestions on where and how to use the provided graphics, and ways to customize them

#### COPY & GRAPHICS

- Recommended text and copy pairings, and useful hashtags to include

#### MESSAGING IDEAS

- Ideas for how to message posts to attract people in your community to sign up



You can download social media graphics, digital flyer, and much more on the BDAC Trainer Resource Portal:  
[waportal.org/partners/brain-health-dementia-awareness-grant](https://waportal.org/partners/brain-health-dementia-awareness-grant)

## Social Media Graphics

There are three different sizes of graphics you can use in your social media posts, depending on the platform to which you are posting to and the space allowed for the post.

Square-sized graphics are best when used on Instagram, but they can also be used on LinkedIn and Facebook.

Most of the provided graphics have room for customization to list the specific details of your event and ways of contacting you or signing up. See below for suggestions on how to customize.

Use the event listing graphics (see examples to the right) when the provided space is too small to read anything but headings.

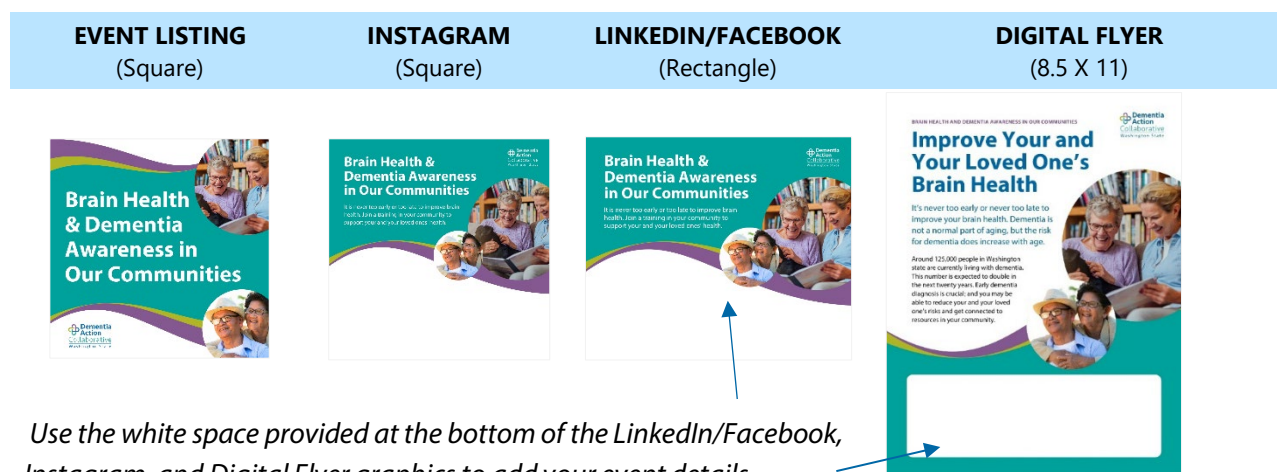
The digital flyer is best printed and placed on bulletin boards and wherever other event flyers are posted. It can also be used as a social media graphic or attached to an email for best effect.

### HOW TO CUSTOMIZE?

If you don't have access to editing software, like Adobe Creative Suite, you can use Microsoft PowerPoint or other similar text/graphic editing programs that are available on your computer.

You can also sign up for a free account on [Canva](#) and use their free tools available to add copy and images to your post.

They offer many [training videos](#) on how to navigate and edit with the platform.



## Copy & Graphics

Pair a provided graphic with some of the suggested copy below, or craft your own message to connect with your community. See the following pages for ideas on what you could include.



*We're excited to announce a new training for [PARISHIONERS/COMMUNITY MEMBERS] and their families to learn about the benefits of early detection for dementia, and how small lifestyle changes can make a big impact in your life and the lives of your loved ones.*

*Find out more information about brain health and dementia awareness and register for the upcoming training: [LINK]*

*#BrainHealth #DementiaAwareness #BDAC*

*We're excited to announce that registration is now open for our Brain Health & Dementia Awareness in Our Communities (BDAC) training. This will be a great way to learn more about how small lifestyle changes can make a big impact in your life and the lives of your loved ones. Secure your spot today by registering here: [LINK]*

*We look forward to seeing you at the training! #BrainHealth #DementiaAwareness #BDAC*

*It's never too early or too late to improve your brain health. Around 125,000 people in Washington state are currently living with dementia. This number is expected to double in the next twenty years. Early dementia diagnosis is crucial; and you may be able to reduce your and your loved ones' risks and get connected to resources in your community.*

*Register for the upcoming event: [LINK]*

*#BrainHealth #DementiaAwareness #BDAC*

### HASHTAGS

Here are some different hashtags you can use in your social media posts. *Don't forget* to include any that your organization or church currently use.

#BrainHealth #DementiaAwareness #BDAC #AlzheimersPrevention  
#CommunityHealth #BrainHealthEducation #DementiaEducation



## Calendar/Event Listings

When posting to event calendars or on platforms where images appear small, use the event listing graphics so that the copy is readable. We have provided some suggested text for event descriptions. These can and should be customized to speak to your communities and the related event details.



*It's never too early or too late to improve your brain health. Around 125,000 people in Washington state are currently living with dementia. This number is expected to double in the next twenty years. Early dementia diagnosis is crucial; and you may be able to reduce your and your loved ones' risks and get connected to resources in your community. Join us for a training [WHEN] at [WHERE].*

*Want to learn more about how small lifestyle changes can make a big impact on brain health in your life and the lives of your loved ones? Learn more about brain health, potentially modifiable risk factors, the benefits of early dementia detection, and available supports and resources for people living with dementia. Join us for a training [WHEN] at [WHERE].*

*[WHO] is proud to offer a community workshop with resources and guided conversations about better brain health and dementia-awareness in our community. Take action in your life to address brain health and dementia. Join us for a training [WHEN] at [WHERE].*



## Messaging Ideas

You know your community: What they hope for, what they're concerned about, and what resources they're looking for to improve their lives. Use your knowledge of the community to craft a message about training offerings. Feel free to use any of the information or suggestions below or from other provided BDAC training resources.

### Statistics and Infographics

Using facts and stats can highlight the need for education on dementia, early detection, and the disparities/differences in our communities to draw attention to the urgency for people to sign up for a training.

#### NATIONAL STATISTICS

- Starting at 65, the risk of dementia increases significantly with age.
- Around 10% – or 1 in every 10 adults over 65 – in the United States have Alzheimer's.
  - Black/African American adults are 2x more likely to have Alzheimer's than non-Hispanic, white adults.
  - Hispanic/Latino adults are 1.5 times more likely to develop Alzheimer's disease.

#### WASHINGTON STATISTICS

- In Washington state, around 125,000 people are living with dementia. That number is expected to double in the next twenty years.
- Black/African American, Hispanic/Latino, and American Indian/Alaska Native communities experience dementia at higher rates.

### Self-Identifying Questions

Asking questions can grab the attention of readers who may pause to consider if the scenario relates to their lives and/or the lives of their loved ones.

**For Example:** Forgetting a lot these days? Some memory loss is just part of aging. But memory loss that disrupts daily life could be a sign of something more serious. Don't ignore signs of memory loss or new problems related to thinking, whether in yourself or a family member. Find out more about the benefits of early detection for dementia, and how small lifestyle changes can make a big impact. [LINK]



You can find additional resources to learn more about brain health and dementia on the Department of Health website:  
<https://doh.wa.gov/you-and-your-family/illness-and-disease-z/alzheimers-disease-and-dementia/dementia/brain-health-resources>

