A Guide to planning a successful World Alzheimer’s Month Campaign

World Alzheimer’s Month 2019

www.worldalzmonth.org
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ADI is grateful to the Media Trust for their permission to use their online guides,
and to the team at Mana Communications and Edelman for their useful inputs.
World Alzheimer’s Month 2019

How to describe World Alzheimer's Month

It is important that we present a positive image and consistent message about World Alzheimer’s Month across all associations, groups and organisations around the world. We therefore ask members to use the following text when describing World Alzheimer’s Month.

September is World Alzheimer’s Month, an international campaign to raise dementia awareness and challenge stigma. Each year, Alzheimer associations from around the world unite to organise advocacy and information provision events, as well as Memory Walks and fundraising days.

The impact of this campaign is growing, but the stigmatisation and misinformation that surrounds dementia remains a global issue. This September is our time for action, when the global dementia family unites to call for and demand change.

World Alzheimer’s Month is coordinated by Alzheimer’s Disease International (ADI), the umbrella organisation of Alzheimer associations around the world.

Join the campaign! Visit www.worldalzmonth.org to see how you can get involved.

Cycling event in Tehran organised by Iran Alzheimer’s Association
Key messages

• This World Alzheimer’s Month we want you to talk about dementia. We need to address the stigma that exists worldwide.

• World Alzheimer’s Month is an opportunity to tackle fear and stigma surrounding dementia everywhere.

• Lack of knowledge about dementia leads to inaccurate assumptions about its effects on the person and their family and negative stereotypes about how a person with dementia will behave.

• Stigma and negative attitudes around dementia persist in every country. This World Alzheimer’s Month, we want to talk about it.

• There are over 50 million people around the world living with dementia.

• Someone in the world develops dementia every 3 seconds.

• The number of people living with dementia is predicted to triple, rising to 152 million by 2050.

• The economic burden of dementia is US$1trillion every year, a figure that will double by 2030.

• As few as one in ten individuals receive a diagnosis for dementia in low- and middle-income countries.

• Governments have an opportunity and a responsibility to dramatically increase awareness, detection and diagnosis of dementia, by meeting targets of the World Health Organization (WHO) Global action plan on dementia.

• The World Health Organization (WHO) has recognised the burden of the epidemic by introducing the Global action plan on the public health response to dementia 2017-2025. One of the five key action areas is dementia research and innovation. Other areas such as risk reduction and diagnosis, treatment and care are also highly related to dementia research.

• September is World Alzheimer’s Month, an international campaign to raise dementia awareness and challenge stigma. Each year, Alzheimer associations from around the world unite to organise advocacy and information provision events, as well as Memory Walks and fundraising days.

Timeline


16 April: World Alzheimer’s Month briefing webinar

June: World Alzheimer’s Month toolkit and campaign materials available

June: World Alzheimer’s Month website live – please share your events with us!

August: Media Training webinar delivered by Mana

August: Social Media Training webinar delivered by Edelman

September: Release of ADI-ITN documentary on stigma

Organising an event

A successful event will allow you to deliver your message to your key target audiences while helping to build your public profile. It is important to ensure that people coming to your event are aware of why they should participate, are given plenty of notice and have a smooth and well-organised day. Some of our members have been running events for over 25 years and so have gained a lot of experience about what works and what does not. Below are some of their tips for running a successful event.

Planning your event

Before the event

Identify both your target audience and your potential partnerships. Decide who you want to influence with your campaign – it could be policy makers or the population at large. Then, identify individuals and organisations interested in planning World Alzheimer’s Month activities and make partnerships with them. Some ideas include hospitals, senior citizens groups, schools, colleges, universities, women’s groups and religious groups.

Choose an activity with clearly defined and achievable objectives. Without objectives, you cannot measure whether your event has been a success or not.

Be realistic about what your association can undertake. The human and financial resources that are required should not be underestimated. It is better to run a small, successful event than a bigger, more chaotic one.

Publicise, publicise, publicise your event! Use social media, flyers, posters, announcements, TV and radio, newspaper and newsletter advertising to make sure that the widest audience possible knows about your event – and wants to come!

Delegate: be clear who is responsible for what. Give people deadlines for completing their tasks and have regular meetings to check the progress being made.

Invite people to your event. Who you invite will depend on your target audience. You could invite your minister of health if you are advocating to your government. Invitations themselves serve to raise awareness and encourage people to become involved. A follow-up phone call is often an effective tool.

*TIP*

Look on the websites of our members for ideas and inspiration
www.alz.co.uk/associations
On the day

Having an event that runs smoothly is vital. **Hold a meeting before the event with all those involved** to run through the timetable for the day, contact details for key staff and arrangements for the media.

**Ensure your staff are well briefed about their responsibilities,** what to do in the case of an emergency and what message you are trying to promote to those attending. They are ambassadors for your association.

**Emphasise the global aspect of World Alzheimer’s Month.** Draw attention to the work being done both by your association and by ADI.

**Manipulating the media – brief your spokespeople and your photographer.** Spokespeople should have a list of talking points and be well versed in your key messages. The photographer needs to be aware of what is expected of him/her.

After the event

**Remember to say thank you to all the people who made your event possible and memorable.** This may include sponsors, invited guests and volunteers. This will make people feel valued and encourage them to support your association in the future.

**Evaluate your activities.** This can be done easily by preparing a simple questionnaire collating the views of helpers and those participating. Were the defined objectives achieved? What was a success and what are your learning points? This process is essential in order to build on the achievement for future World Alzheimer’s Month campaigns.
Ideas for awareness events

There are many ways to observe World Alzheimer’s Month and raise awareness – the possibilities are limited only by your imagination! Here are a few ideas to get you started.

- Alzheimer Café is a concept that has come from the Netherlands where people with dementia and their carers meet for psycho-social support followed by an informal get together. Tea and coffee are provided. The support part of the meeting is led by a professional and involves a thematic talk on an emotional issue concerned with having and learning to live with dementia. There is also an opportunity for people to ask questions. Alzheimer cafés have been very successful in the Netherlands and have now been adapted in several other countries.

- Stopping a clock. It may be possible to get a famous clock in your town, city, or country stopped on World Alzheimer’s Day (or a day near it) for a minute. The minute could be used to remember the millions of people with dementia worldwide.

- Send any materials you produce (badges, T-shirts, hats, banners sporting your logo) to local television personalities and newsreaders, encouraging them to wear these on air. Give them information about your association and encourage them to announce that 21 September is World Alzheimer’s Day.

TIP: Our World Alzheimer’s Month campaign reports contain a wealth of inspiration on what events to hold

“Club Nezabudka” Alzheimer Café in Russia

Alzheimer Café in the Netherlands

Football players carried a banner whilst entering the stadium for the biggest derby match of the season in Turkey
• Invite a journalist to spend the day with a person with dementia or a family who cares for a person with dementia, and ideally give them an opportunity to see some of the services provided by your association. This could then form the basis of a newspaper or magazine article.

• Have your country’s president or your city/town’s mayor officially declare 21 September, World Alzheimer’s Day in your area. Consider staging a photo opportunity with a person with dementia and their carer in your association’s day care centre.

• Approach the managers/owners of large buildings in your town to see if they will acknowledge World Alzheimer’s Month, i.e. by displaying a message on an electronic message board or changing the colour of their outdoor night lighting to match your association’s colours. In the past, the Alzheimer’s Society, UK, encouraged companies to decorate their buildings with a large yellow ribbon. In the US, buildings have been encouraged to ‘go purple’ for November, the national Alzheimer’s Awareness Month.

• Hold a seminar on dementia and what is being done in your area to support people with dementia and their families. Consider inviting people with dementia, community groups, local researchers at universities or hospitals, your member of parliament or equivalent, the police, local businesses and other patient or carer organisations.
• Schedule a public hearing to discuss the global impact of dementia. You should also talk about the impact of dementia in your country.

• Organise a letter writing campaign or petition to local, federal, or national decision makers urging them to support your organisation’s efforts. Alternatively thank them for their support and encourage them to join you in observing World Alzheimer’s Month.

• Contact local schools and offer speakers from your organisation (a person with dementia, a carer, member of staff or volunteer) to give a presentation about dementia on World Alzheimer’s Month.

• Stage an event that brings to life the number of people in your area who have dementia such as a photo exhibition or candlelight ceremony.
• Consider holding a religious service to acknowledge people with dementia. Invite other community groups – religious and secular.

• Include news about World Alzheimer’s Month events in your newsletters and encourage your branches, chapters, and support groups to do the same. Make sure you send details of events to all your media contacts.

• Consider partnering with a ‘sister’ organisation within ADI to give a truly international perspective to your events.

• If you have used posters to promote World Alzheimer’s Month, consider having a poster spotting competition. Get people to send you details of when and where they have seen your posters. Offer a small prize for the person who sees the most. Alternatively, you could use the day to launch a photography, poetry or essay competition.

• Get your staff and volunteers to wear the colour of your association – or red and white – during World Alzheimer’s Month.

• Organise a Memory Walk. Many associations around the world have now adopted this concept from the Alzheimer’s Association (USA).
• Use the day to launch a new service (like your website, telephone helpline or a new booklet) or the results of a survey or a piece of research you have commissioned.

Memory Walk organised by Alzheimer's Scotland

Joint event with Alzheimer's Disease Foundation Malaysia, Ministry of Health of Malaysia, OSK Property Atria Mall and KPJ Healthcare Berhad

Signing of a MoU signing of an elderly and dementia-friendly village in Bali, Indonesia - Alzheimer Indonesia

Germany’s commitment to developing a National Plan announced in connection with World Alzheimer’s Day - Deutsche Alzheimer Gesellschaft; Photo: Herbert Jennerich / BMFSFJ
Focus on: Memory Walk

Experiences from Singapore, Pakistan and Germany have contributed to the advice below.

The planning process

- Form an organising committee, recruit a group of enthusiastic volunteers and start planning the event at least six months in advance
- Apply to the relevant authorities for permits to raise funds and use your route
- Consider your venue, date and route carefully:
  - Venue: should be accessible and a suitable size
  - Date: avoid dates that clash with school exam periods and other local events or campaigns
  - Route: should be a suitable length with aesthetic scenery
- Produce a contingency plan in case of bad weather
- Set up a separate bank account for the event. Event expenses should not exceed 30% of the gross amount raised
- Write to schools, corporations, organisations, members and carers encouraging them to take pledge/donation cards and to participate in the walk
- Engage the media to ensure that your walk gets extensive coverage leading up to the walk and on the day.

How to get your Memory Walk noticed

- Invite a guest of honour. This could be a local celebrity or a government minister
- Secure a sponsor and produce caps, balloons and t-shirts to make participants feel part of something and remember the event once it is over. A sponsor could also provide refreshments for the walkers
- Design a program of events to ensure that there is plenty to do throughout the day. Have a raffle at the end of the day to attract participants and encourage them to stay longer
- Invite people with dementia to participate in the walk
- Get the walkers to carry balloons, posters and banners and distribute information about dementia.
**Arrangements to be made**

- Distribute pledge/donation cards and collect them by their due date
- Organise First Aid at the event
- Recruit volunteers to help pack goodie bags and distribute T-shirts. You will also need volunteers to co-ordinate the event, crowd control etc.
- Organise photographers and media coverage
- Organise a caterer for a reception for the organising committee, sponsors and invited guests
- Ensure there are provisions for people who are unable to complete the walk.

**Focus on: Picnic in the Park**

- Create engagement online: Instagram Photo Competition in the Park, Facebook live, etc.
- Parks can be noisy – you will need a good sound system!
- Be clear about who brings what - picnic mats, utensils, bin bags, etc.
- Get in-kind donations wherever you can.

Picnic in the Park organised by [Stitching Alzheimer Indonesia Nederland](#) in Gronigen, Netherlands

Picnic in the Park organised by [Zimbabwe Alzheimer’s and Related Disorders Association](#)
Focus on: Lighting famous landmarks in purple

- Landmarks will get a lot of requests to light up, not just in purple, but many other colours which represent different causes. Some landmarks will not facilitate this, such as listed buildings, those that have a partnership with one particular charity or without wanting a fee. Do not be disheartened.

- 21 September is World Alzheimer’s Day which presents a great opportunity to light up. Some buildings are even willing to be lit up for the whole month.

- A phone call is always advisable or check the website of the landmark (if it has one) for a suitable email address. The best person to speak to will vary depending on the building but the customer services, the operations department or the publicity department is a good place to start and they will be able to point you in the right direction. With smaller venues it is likely to be the manager. It is also a good idea to make your email/letter more personal by sharing your reasons for taking part in the campaign and why it is so important to you. Use your existing contacts!

- If you have organised the building to light up way in advance (this is advisable) make sure you get in touch again nearer the time, just to ensure it is still fine to go ahead.

- Invite a dignitary or local celebrity to light up the building to attract more media coverage!

Le Royal Hotel Amman lit up in purple by Jordan Alzheimer’s Association

The Torch building Doha lit up in purple by the Qatar Alzheimer’s Society
Working with your government

Organising a successful meeting with government ministers and officials

• Thoroughly research and prepare for your visit. Be clear about the purpose of your visit and what you want to achieve. Develop, rework and refine your messages in advance. Keep on top of policy developments (e.g. If there is a change in Minister, are they supportive of dementia?)

• Let the official express his or her point of view.

• Public officials, whether elected or appointed, have many parties competing for their attention. Use your time constructively to work on your presentation while you wait your turn.

• Public officials and their staff are human and expect common courtesy. They may be more helpful if you treat them with respect.

• Get to the point quickly. Show that you know how valuable their time is.

• Keep it simple! Don’t be too technical, too detailed, too complex, or too indirect. Get to the point, cover the basics and make sure the official understands your main point.

• An unwieldy group can make everyone uncomfortable, distract from your message, and waste valuable time getting set up. Make certain that the group has already decided on a spokesperson and stick with that decision.

• Your reputation is everything. You lose your credibility permanently if you lie.

• Always ask for the official’s vote or support.
• Remember to call/send a note of thanks to the person you visited to remind them of your visit. You could also send them a Tweet to thank them or remind them of the discussion.

• Follow up your visit with a phone call or subsequent letters if your requests are not met.

• Public officials are busy but are more likely to take notice if you make your presence felt through frequent correspondence.

• Make use of facts, statistics, case studies, stories and involve people with dementia and their carers

• Watch the “Principles of Advocacy” online masterclass delivered by Glenn Rees AM, Chair of Alzheimer’s Disease International.

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How to get people to participate in your advocacy and public policy events

• The number of people you attract to your event is important. The size of your group at an event speaks volumes about your message and cause.

• Call your board members, support group leaders and service providers you have good relationships with. They are great sources of people who understand your message and will be more likely to help recruit others to attend your event.

• Transportation and care arrangements can be barriers for carers to attend functions. If you can provide assistance with these things, do!

• A senior association person (board member, staff) needs to be visible at the event to ‘shepherd’ participants, troubleshoot, and assure they know the role of the group’s presence.

• Identify and prepare a media spokesperson.

• Security is usually taken very seriously – especially when visiting government officials. When information given to you about an event is said to be ‘Confidential’, it is so for a reason. Keep it that way.

• Give the best information possible to all attendees.

• Call and ask participants directly to attend an event. Don’t just assume an invitation or flyer will get people to come when you need them.

• Don’t forget to say ‘thank you’ to all carers and speakers who attend an event. A simple ‘thank you’ goes a long way to assuring their support in the future.
Measurement

Measuring content and overall campaign performance is one of those things that is often neglected or forgotten about. But having gone to the trouble of organising an event for World Alzheimer’s Month, it would be useful to know whether your activities were meaningful to you and to the people you were trying to reach.

The focus of your measurement will depend on who the evaluation is for e.g. funders, the board of your association, or participants. Evaluation should not only help you measure how successful your event was, it should also help you get the most out of World Alzheimer’s Month and make sure all your activities run smoothly and effectively.

Good, effective planning for a World Alzheimer’s Month activity is a necessity for your event to be a success and good, effective planning means building in evaluation as you go. Identify who your target audience is and what you hope to achieve with them through your World Alzheimer’s Month event, and you will be able to measure how effective you were in your aims and objectives.

You should evaluate all aspects of your World Alzheimer’s Month work to give a meaningful report. For each aspect, you should identify some aims and how you are going to measure whether or not you achieved those aims. The following are some steps you might consider adopting:

1. The Planning
   - Make a timetable of your event
   - After the event, review whether the timetable was realistic. Did you have to make any alterations?
   - What were the views of those involved on how your plan went?

2. The People Involved
   - List all the people and organisations you contacted to take part in your event
   - After the event, list all the people and organisations that actually came
   - What functions did they fulfil?
   - Get their opinions of the event. What did they like, what did they not like? What worked well, what did not work well?

3. The Event
   - Record details of venues, facilities and materials used
   - How much material did you distribute at the event?
   - Take photos of the event
   - Do an observation study of the target groups response
   - Record the media coverage it generated – e.g. words spoken, number of features written, number of words written
4. Your Audience

- State who your target group was
- Use surveys to find out how many people you reached, if they knew it was World Alzheimer’s Month, if they took part, what action they took
- Keep a note of how many people you spoke to yourself, how many leaflets you handed out

5. The Media

- When assessing the results of your media coverage, don’t just measure number of articles or interviews on TV. Develop a scoring system to assess quality based on the number of key messages communicated
- Was the media coverage positive or negative?

Some ways of getting answers for your evaluation process may include:

- On the spot questionnaires. They need to be short and easy to complete. Ask only for information that you will use
- Informal feedback – encourage participants to express opinions in visitors books, graffiti walls, video boxes
- Research – keep track of how much material you distributed and how many people attended your event, visited your website that day and called your helpline.

Remember that World Alzheimer’s Month is a moment of time for raising awareness but should be backed up all year round. The people who participated in your event have an interest in your association. Try to keep in contact with them – you might want to cultivate them into potential volunteers or donors!

Here are some ways of keeping in touch:

- Collect contact details on the day and follow up with a circular letter, email thanking them for their participation and giving them some feedback about the event.¹ Tell them about the highlights, what you achieved and what you may be planning for next year
- Remember to send out any information you promised promptly
- Invite people who participated in your event to do so again the following year

¹ Please check that your process for gaining email permissions is in line with data privacy laws e.g. the General Data Protection Regulation (GDPR).
Media

World Alzheimer’s Month is an important time for media activity for your association. It is an excellent opportunity to get TV, radio and newspaper coverage and to let people in your country and area know that your association exists to support local people with dementia and their carers.

Paola Barbarino on Al Jazeera Newshour, 2018

Paola Barbarino in Donna Moderna magazine, 2018

Demensia Brunei on Radio Nasional, RTB, 2018

Alzheimer’s and Related Disorders Association of Thailand on Heart Talk, 2017

Asociación ERMITA, Alzheimer de Guatemala - Radio interviews in Spanish and Maya languages with Norbel Roman Garita from Costa Rican association, 2018

Elizabeth Kasimu Mutunga, Alzheimer’s & Dementia Organization Kenya association on NTV Today, 2018
Suggested media to target

- National, regional and local daily and weekly newspapers
- Health and life-style magazines
- Trade journals e.g. dementia journals, care journals, non-profit journals
- Medical journals e.g. journals targeting general practitioners, nurses, old age psychiatrists
- National, regional and local television networks
- National, regional and local radio stations

Suggested messages

Before contacting the media you need to be clear what your key messages are and who you are trying to reach with this message. Here are a few suggestions:

General Public

- If you are worried about your memory, see your doctor
- Contact your local Alzheimer association who will be able to provide you with information, support and details of any services available in your area
- Although there is no cure at present, a diagnosis provides an opportunity to discuss dementia and plan for the future to maximise your quality of life

People with dementia and carers

- Make contact with your local Alzheimer association – we can provide information and support to help you
- If you are a carer, remember to take care of yourself

Government/policy makers

- The number of people with dementia is set to increase dramatically as people live longer. Develop appropriate services to support people with dementia and their families now
- Our association represents people with dementia and their families and can help advise you on what actions to take

Medical professionals

- Memory problems are not a normal part of ageing. If a patient is worried about their memory or is disorientated or confused, do not dismiss their symptoms – investigate the possible causes
- If you diagnose a person with dementia, give them and their carer the contact details of the local Alzheimer association
- Update your knowledge of diagnosing, managing and treating dementia and consider being a medical advisor to your Alzheimer association
Have a plan

Always plan your media strategy before you begin anything else.

- What is your goal
- Target Audience
- Time frame
- What is your budget
- What will success look like

Know your resources

Once you have a plan. Workout what resources you have. Resources bring your story to life!

- Case study
- Video footage
- Pictures
- Stats & Graphs

Starting out

It seems obvious, but having knowledge of your organisation, what it stands for, its goals and current strategies to achieve them is vitally important.

Ensure all potential spokespeople are equipped with easy messaging, key messages and some notable statistics that they can use. This gives a great starting point to any interview and provides a good point of reference. This does not need to be extensive, try and keep it to 5 dot points that are always relevant.

As well as knowing your organisation and its objectives, also know your target audience, target media outlets, and your internal stakeholders. These lists will come in very handy during media outreach.
Understanding media

The media landscape is changing. Long gone are the days of long lunches and easy deadlines. Journalists are under constant pressure to do more with less time.

While this does make it harder to get a story covered, with some organisation and preparation you can put yourself ahead of the pack.

Journalists will often take an easy story option, so make it entertaining and informative, ensure you have quotes already in your media release and provide a third-party or ‘case study’ to emphasise your point from an outsider perspective.

Will they notice my email? Will they like me? Will they eat me alive?

Every journalist and publication is different, this is part of your journey into the media landscape. Some have odd habits and expectations, others are easy-going, the better you understand them, the more likely they are to respond.

The biggest tip I can give is that ‘the phone is your friend’. You can’t treat media relations like the workplace, an email, in most cases, will not suffice.

Remember, journalists can receive hundreds of emails per day, they may not see yours, they might have been busy at the time of sending or maybe your headline didn’t capture their attention enough to warrant opening it.

By calling the journalist, you get their attention. Now it’s your time to shine!

Keep it short, sharp and simple. Check if they got the email, tell them why they should cover the story and what you can provide them.

You will often get told ‘we’ll see how it goes’ or ‘we’ll get back to you’ - they often won’t. Keep calling until they say yes, or no.

*Sometimes they might yell, or slam the phone. Sometimes they might not be interested, it’s ok. Don’t let it discourage you, be persistent and you will get results.

*TIP* Journalists love local case studies
Before you pitch - 9 checkpoints

Understanding the media is one thing, but generating media coverage is another! Here's some things you can do to give yourself a better chance of achieving coverage.

1. Research the publication and let them know you follow their work. They'll appreciate the attention.

2. Know your content! If you're pitching it, you better know how to sell it! Practice before you call.

3. Identify your spokesperson and PR/Media contact. Brief them beforehand to gain insights.

4. Organise a case study, check their availabilities and brief them on key-messages.

5. Ensure all resources are prepared. Photos (including head-shots), video, statistics and graphs.

6. Are there any local events that you can link-in with? Or that your story could clash with?

7. Have you contacted key stakeholders before media? Send them an FYI, they'll appreciate it!

8. Have you contacted the Mayor, Minister or other people of influence? They might just be free!

9. Prepare a file to note down each journalists’ response. It will help for the next time you pitch.

“Health Matters” - Paola Barbarino interviewed by Dishen Kumar in Malaysia
Key messages

Key messages are vital in media relations, whether it be in a media release, interview, quote or on the website. Key messages are messages/lines that you can repeat with gusto as often as possible. It promotes the organisation/mission/goal in a compelling and informative way.

Another great use of key messages is that they can come in very handy during interviews. On occasion, your spokesperson may get lost, confused or hit with a hard-to-answer question. Having a few ready-made key messages that they can say easily and precisely, without effort or thought, can be extremely useful.

This list should not be extensive, three to five usually works best. They should be able to be recited as easily as their own birthday.

Some example key messages include;

- Every 3 seconds someone in the world develops dementia
- Dementia became a trillion-dollar disease in 2018
- Dementia is the 7th leading cause of death worldwide
- Informal dementia care provided is equivalent to 40 million full time workers
- A disproportionate number of women are informal carers
- Most people with dementia do not receive a diagnosis or support
- Today, almost 50 million people worldwide are living with dementia.
- As populations continue to age, the prevalence of dementia is expected to increase to 152 million people by 2050.

Organising a media event

An effective means of getting media coverage for your event is to hold a news conference or media event. Use the following checklist to help you organise one:

- Invitation list – print press, radio, television, online. Don’t forget your own spokespeople/stakeholders.
- Time and date – try not to compete with other events.
- Photo/Video opportunity.
- Call back the invited press to confirm their attendance.
- Media kit – include media release, biographies, background, factsheet, photographs etc.
- Anticipate possible questions from the media and prepare answers.
- Focus all answers on a small number of key messages.
- On-site arrangements – room/area booking, name signs on the podium/table for speakers, audio/visual equipment.
- Refreshments if desired.
Speaking to the media

Before the interview

Ask the interviewer why they want to interview you, establish how much they know about the subject and what more they want to find out. Try to identify who else they might be interviewing on the subject and find out all you can about the publication or programme they are working for.

The better you know your interviewer, the more relaxed you'll be and the better you'll perform. At the very least you should remember that journalists generally work at great speed and under intense pressure. They have to find a colourful angle that will attract the reader or viewer. If you can help them do that and remain true to your own organisation, you've got a much better chance of being asked back.

Don't go into an interview before you've prepared some notes on the subject you will be talking about. If a journalist comes on the phone for an immediate quote promise to call back and spend at least a few minutes preparing your quote.

You might have several points to make but at the very most your audience will remember two or three. The less you say, the more they'll remember, so try to identify the issues and subjects that will appeal most to the audience.

During the interview

Remember the principle of the 3 Cs: Confidence, Clarity, Control

Confidence - Have confidence in your own knowledge. You know your subject better than the journalist.

Clarity - Use a clear, conversational style. Establish a maximum of three key messages and illustrate your points with anecdotal examples for credibility. Avoid jargon.

Control - Take charge of the interview. Preparation is the key. No such thing as a wrong question, only wrong answers. And use the ABCD technique:

  A - Acknowledge and Address the question. Yes, no, I don’t know, I’m not able to answer that.
  B - Bridge. However, what I can tell you is.. let’s be clear.. great question, I’ll start
  C - Control and Clarity. Key messages from your interview brief.
  D - Dangle. What’s really interesting is... (Shape the story in your direction)
Writing a media release

Format and style

Use company letterhead and an agreed format, double-spacing, on one page, two at the most. ‘Media Release’ and date in large print at the top. Include the name and title of the person for whose attention the release is.

The style throughout must be concise, journalistic, as catchy and intriguing as possible. Imagine you know nothing about your organisation. Does this story stand out? Is it clearly of interest to readers/viewers? In short, is it tempting to an editor inundated with press releases daily?

Heading/Title

A catchy, short title giving a sense of the story in very few words.

First paragraph

Absolutely vital that it be short (ideally no longer than 30 words), to the point and newsworthy. It must clearly state the ‘five W’s’: Who, What, Where, When and Why (in any order). This paragraph should be able to stand on its own as a concise piece of information.

Second paragraph

Provide the next piece of information: either more details about the above, or new information.

Third paragraph

This paragraph should be an effective quote from someone involved who is willing to talk to the press if requested. The quote must add a new dimension and key messaging.

Additional paragraphs

This should be necessary information that is essential to the story OR additional spokespeople

Contact details

Name, title, telephone number and home or mobile phone should be included in clear, bold print at the bottom of the document.

Additional information

Describe your association in a few words. Give the basic statistics and background information about your association (e.g. when it was formed, number of branches).

Sending images to the media

Images are best attached as jpegs. If images are too large, use wetransfer or journalists preferred method.
Example of a press release

Embargoed until 00:01, 21 September 2018

News Release

World Alzheimer's Day – Doctor diagnoses her own dementia

21 September is World Alzheimer's Day – Alzheimer's Disease International has released the "World Alzheimer's Report 2018 – The State of the art of dementia research".

- Every 3 seconds someone in the world develops dementia
- Dementia became a trillion-dollar disease in 2018
- Dementia is the 7th leading cause of death worldwide
- Many countries have no dementia diagnostic tools, no access to clinical trials and, few specialised doctors and researchers

London, 21 September 2018 – A UK based doctor who diagnosed her own dementia after being misdiagnosed by her neurologist, is calling for an urgent response to dementia research and diagnosis.

Dr Jennifer Bute is now one of the 50 million people in the world with dementia. That figure is expected to skyrocket to 132 million by 2050.

"At first it was passwords, I just couldn’t remember passwords and names. The first neurologist wouldn’t even do any tests, he said there’s nothing the matter with you,” Dr Bute said.

"Soon after, I wouldn’t recognise people I had known for 20 years, then I started getting lost along familiar routes. That was kind of how it all started.”


“When I was working as a doctor, very little was actually done proactively about dementia. My hope is that the World Alzheimer's Report 2018 brings much needed exposure, attention and funding to what is now a global health crisis,” she said.

Alzheimer’s Disease International CEO, Paola Barbarino, believes that one per cent of the societal cost of dementia should be devoted to funding dementia research.

"ADI is very proud to release this much needed World Alzheimer's Report 2018 - The State of the art of dementia research," Ms Barbarino said.

“This report asks where we are now, why have there been no major breakthroughs in 20 years and what are the barriers to find solutions. It looks at exciting new work in the field, the new frontiers of dementia research, and it underlines our vital call for increased dementia research funding.

“Dementia is one of the most significant global health and social crises in the 21st century, yet too often diagnosis is made late. There is also no cure for dementia, it’s the 7th leading cause of death worldwide."
Social Media

World Alzheimer’s Month (#WorldAlzMonth) is an international campaign every September to raise awareness and challenge the stigma that surrounds dementia. September 2019 will mark the 8th World Alzheimer’s Month campaign. Social media has the power to change so many things, such as increasing awareness of diseases, connecting with users around a given topic, and driving traffic to helpful resources or assets. We encourage you to use social media in your efforts to spread the message about World Alzheimer’s Month, keeping your communities up-to-date on the latest news and research, upcoming events, and joining existing conversations with people living with dementia and their care partners, and other associations.

Social Media Tips

• Keep language clear, friendly and positive. Don’t write too much in one post, summarise what you want to say and then link to an external site to provide more information if needed. Be sure to always stay on message

• Use colourful, high quality images or videos to catch attention as attention spans on social are short so people may not notice your posts without engaging assets accompanying the social copy

• Be creative with your campaigning, don’t be afraid to try something new

• Post your content on a regular basis. Be sure to spread out your posts to not appear ‘spammy’ and overwhelm your followers

• Think of innovative ways to engage your followers by starting debates and interactive campaigns, such as utilising platform features (i.e. Twitter polls and Facebook Live). What would make you stop and read a post or Tweet, or get involved with a campaign?

• Appoint one or two volunteers or staff members to the task of managing the social media to ensure that posts aren’t replicated, and management is clear
Social media best practices

Facebook
- Used as a means to connect with users via friends, co-workers, and others who share similar interests or who have common backgrounds
- People will ‘Like’ your page which then means your posts will appear in their News Feed (homepage). They can then comment or ‘Like’ posts and most importantly, share them with their Facebook friends
- You can also connect to similar or supporting organisations and global networks like ADI so you can see their updates in your own News Feed
- Emotion-driven content including video performs particularly well on Facebook
- Be sure to like our Facebook page and share our posts about World Alzheimer’s Month. Connect with us and share your activities, updates and photos on our wall and you could make it into our official campaign photo album

Twitter
- Allows us to share news with one another quickly without having to directly ‘connect’ or ‘friend’ one another, as is required on Facebook
- By using the official World Alzheimer’s Month hashtag #WorldAlzMonth you can join a conversation or debate and extend the reach of your tweet
- Engage with us on Twitter (@AlzDisInt) by tagging us and liking and retweeting our Tweets. Be sure to follow us so we can see your updates and retweet your messages
- Examples of tweets will be shared in this year’s WAM Toolkit, available in July. You can also check our Twitter feed from last year.

ADI Social Media Accounts:

- **Twitter**
  @AlzDisInt

- **Facebook**
  facebook.com/alzheimersdiseaseinternational

- **Linkedin**
  linkedin.com/company/alzheimer’s-disease-international/

- **Instagram**
  instagram.com/alzdisint

- **Youtube**
  youtube.com/alzdisint

- **Whatsapp/WeChat**
  Join our regional member groups on Whatsapp.
### World Alzheimer’s Month Suggested Social Calendar

**Key visual assets and links to incorporate:**

- Graphics (TBC)
- https://www.worldalzmonth.org/
- https://www.alz.co.uk/

**Key hashtags to include within the social copy:**

- #WorldAlzMonth
- #Dementia
- #Alzheimers
- #stigma
- #WAM2019

#### Facebook

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<th>Asset</th>
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#### Twitter

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2. ADI graphics will be available in July

*TIP*

Use a website such as www.bitly.com to shorten the URL, especially for social media sites such as Twitter which have a character limit.