



Promoting Brain Health Equity in African American & Latino Communities

Social Media Toolkit – Updated January 2024



USAGAINSTALZHEIMER'S CENTER *for*
BRAIN HEALTH EQUITY

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About this Toolkit

This toolkit is a resource designed for you to share tailored brain health information with African American and Latino people through social media. The toolkit has a list of simple and tailored messages on brain health meant to be shared with those in your local community. Sharing reliable and accurate public health information is an important strategy for promoting brain health in communities disproportionately impacted by Alzheimer's and other dementias.

About Brain Health and Brain Health Equity

Brain health refers to the ability of the brain to remember, learn, play, concentrate, and maintain a clear, active mind. When brain health is impaired (referred to as cognitive impairment), a person has trouble with these skills that affect the things he or she can do in everyday life. People of all ages can experience cognitive impairment, which can range from mild to severe. And there are many causes of cognitive impairment, including Alzheimer's disease and other dementia.¹

Brain health equity refers to need for tailored resources, policies, and public health interventions to address disparities in Alzheimer's and other dementias experienced by racial and ethnic minorities, women, people with disabilities, and people with low socioeconomic status. Brain health equity recognizes the role of both biological and social determinants in shaping risk, healthcare access, and support usage.

Social Media Tips & Calendar of Observances

Sharing tailored brain health messages through social media (e.g. X/Twitter, Facebook, Instagram, etc.) can help your organization raise awareness of brain health and educate your community about ways to modify risk for cognitive decline. Additionally, sharing this digital toolkit with your community partners can help to amplify and reinforce reliable and accurate information on brain health.

Quick Tips:

- The limit for an X (formerly Twitter) post is 280 characters, inclusive of links.
- Be sure to include photos or infographics, as people are more likely to engage with these posts.
- Tag @UsAgainstAlz and use the hashtag #BrainHealthEquity in posts, so we can see and share it.
- Make it personal and consistent with the tone and language you use in other social media posts.
- **This toolkit will be updated a few times a year. To receive a notice when the toolkit is updated, email Daphne Delgado at ddelgado@usagainstalzheimer.org.**

Calendar of Observances

- **February**– Black History Month; National Caregivers Day (2/16)
- **April**– Minority Health Month
- **May**– Older Americans Month; National Women's Health Week (5/12-5/18)
- **June**– Alzheimer's & Brain Awareness Month
- **August** – National Senior Citizen Day (8/21)
- **September**– World Alzheimer's Month; Hispanic Heritage Month (9/15-10/15); World Alzheimer's Day (9/21)
- **November** – National Alzheimer's Awareness Month; National Family Caregivers Month

Brain Health Messages for Black History Month February 2024

Consider creating a calendar that ties brain health equity messages to events. Have a mix of timely and evergreen messages. Add relevant images/GIFs to get their attention.

February– Black History Month; National Caregivers Day (2/16)

#Alzheimers is NOT a normal part of aging. It's never too late & never too early to incorporate brain healthy activities - such as controlling hypertension, getting good quality sleep & being physically active! For #BlackHistoryMonth, learn more at <https://mybrainguide.org/brain-health-for-all-communities> #BrainHealthEquity

By 2030, 40% of Americans living with #Alzheimers will be Black or Latino. As our country ages & becomes more diverse, we must accelerate efforts to #EndAlz. Learn more about Black brain health at <https://mybrainguide.org/brain-health-for-all-communities> #BrainHealthEquity #BlackHistoryMonth

Black Americans, are 2x more likely than White Americans to develop #Alz. During #BlackHistoryMonth, learn more about how you can reduce your risk and take action <https://mybrainguide.org/brain-health-for-all-communities> #BrainHealthEquity

#AfricanAmerican people make up 13% of the U.S. population yet bear 33% of the societal cost of #Alzheimers. Check out our #caregivers resources at mybrainguide.org/alzheimers-caregiver-resources/ #BrainHealthEquity #NationalCaregiversDay

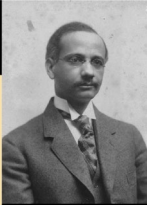
#Caregivers are the backbones of #Alzheimers patients' support system. They sacrifice so much to take care of the ones they love. Here are some resources to help caregivers care for themselves: <https://pulse.ly/6qgrrtigiv6> #BrainHealthEquity

Brain Health Messages about Black History Makers February 2024

Sample Post: During #BlackHistoryMonth, we celebrate the contributions of the Black community. Join [@org] to honor the lives & legacies of Black history makers who lived with #Alzheimers or another #dementia. #BrainHealthEquity

Solomon Carter Fuller, M.D.

FACT
In 1912, Solomon Carter Fuller, M.D., recognized by the American Psychiatric Association as the country's first Black psychiatrist, published the first comprehensive clinical review of all Alzheimer's cases that had been reported up to that point. He was the first to translate into English much of Alois Alzheimer's work on the disease, which bears his name.



Black History Month
#BlackHistoryMonth
#BlackDoctors

In 1912, Solomon Carter Fuller, M.D., USA's 1st Black psychiatrist, published the 1st comprehensive clinical review of all #Alzheimers cases that had been reported up to that point. #BlackHistoryMonth #BrainHealthEquity

Solomon Carter Fuller image is from American Hospital Association's 2023 Black History Month [social media toolkit](#)

CELEBRATING BLACK HISTORY MAKERS #BlackHistoryMonth

B. Smith

- B. Smith was a **model, entertainer and lifestyle maven** who was diagnosed with early-onset Alzheimer's disease.
- B. and her husband Dan Gasby did interviews to **educate the public and help to destigmatize Alzheimer's**.
- Their book, *Before I Forget*, **told their family's story** of dealing with the disease.

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Barbara Elaine Smith, known as B. Smith, was a restaurateur, model, author, and businesswoman. She was diagnosed with early-onset #Alzheimers & shared her diagnosis in hopes of combatting the stigma surrounding the disease. #BlackHistoryMonth #BrainHealthEquity

CELEBRATING BLACK HISTORY MAKERS #BlackHistoryMonth

Rosa Parks

- Rosa Parks is often referred to as the "**mother of the civil rights movement**."
- Parks is known for her activism during the **Montgomery Bus Boycott** and other **pivotal civil rights protests**.
- In 1999, Parks was awarded the **Congressional Gold Medal**.

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Known as the "mother of the civil rights movement," Rosa Parks passed away due to complications with #Alzheimers in 2005. We honor Parks for her role in the American Civil Rights Movement. #BlackHistoryMonth #BrainHealthEquity

CELEBRATING BLACK HISTORY MAKERS #BlackHistoryMonth

Sugar Ray Robinson

- Largely known as the greatest boxer of all time — **pound for pound**.
- Walker Smith Jr, known as Sugar Ray Robinson, was a professional boxer from 1940 to 1965.
- In 1990, Robinson was inducted into the **International Boxing Hall of Fame**.

USAgainstAlzheimer's



Considered one of the greatest boxers of all time, Sugar Ray Robinson, spent his final years battling #Alzheimers. #BlackHistoryMonth #BrainHealthEquity

Evergreen Messages

Consider customizing with your organization's graphics, images, and links. Have a mix of timely and evergreen messages. Some sample messages to incorporate into your messaging calendar can include:

More than 1 in 9 people aged 65+ in the U.S. has #Alzheimers. That's why we have partnered with BrainGuide by @UsAgainstAlz to help you in your or a loved one's #brainhealth journey. Learn more at [MyBrainGuide.org](https://mybrainguide.org) #BrainHealthEquity

#AfricanAmerican people make up ~13% of the U.S. population, yet bear 33% of the societal cost of #Alzheimers. Check out these #caregiver resources at mybrainguide.org/alzheimers-caregiver-resources/ #BrainHealthEquity

The number of #Latinos in the U.S. living with #Alzheimers is projected to grow by 832% by 2060. Make sure to check out the culturally relevant resources at mybrainguide.org/brain-health-for-all-communities/ #BrainHealthEquity

What is good for your heart, is good for your brain. Find out more at www.cdc.gov/aging/partnership/nacdd-partner-resources/pdfs/healthy-blood-pressure-healthy-brain-factsheet-508.pdf #BrainHealthEquity

40% of #Alzheimers cases may be prevented or delayed by changing lifestyle habits like nutrition, physical activity, social connection & sleep. Learn how you can keep your body & brain healthy mybrainguide.org/alzheimers-prevention-keep-your-brain-healthy/ #BrainHealthEquity

Simple lifestyle changes can reduce the risk of developing #Alzheimers. Health providers have an important opportunity to connect the dots thru @UsAgainstAlz Brain Health Academy www.usagainstalzheimers.org/brain-health-academy #BrainHealthEquity

Sample Graphics

- People are more likely to learn from and interact with posts that contain photos and graphics (such as GIFs, infographics, etc.).
- Images should highlight people who are diverse in race and ethnicity, age, body types, range of physical abilities, and gender.
- When discussing brain health and memory loss, use a balance of images that have positive and serious facial expressions. African American and Latino communities tend to have a more positive view of caregiving, related to their cultural senses of familial obligation and of greater participation in larger, extended family contexts.³
- Complex family networks are more common in African American & Latino communities – show diverse familial relationships (e.g. grandparents and grandchildren, cousins, uncles/aunts, nieces/nephews, etc.).⁴

GETTING A GOOD NIGHT'S SLEEP

An ongoing **lack of sleep** or **poor-quality sleep** increases your risk of **health problems** such as Alzheimer's disease, cardiovascular disease, high blood pressure, diabetes, depression and obesity.

USAGAINSTALZHEIMER'S CENTER for BRAIN HEALTH EQUITY | Learn more at: mybrainguide.org/brain-health-for-all-communities

FIVE MYTHS ABOUT AGING

- 1 The older you get the less sleep you need**
We might wish this were the case, but older adults still need 7 to 9 hours of sleep each night. Adequate sleep can help reduce your risk of falls, improve your overall mental well-being, and help reduce your risk for certain health conditions.
- 2 Depression is normal in older adults**
Although depression is a common mood disorder, it is not a normal part of aging. Talk with your doctor if you begin showing signs of depression, such as irritability or decreased energy.
- 3 Older adults can't learn new things**
Not true! Older adults can still learn new things, create new memories, and improve their performance on a variety of skills.
- 4 Memory problems always means Alzheimers disease**
Not all memory problems are a sign of Alzheimer's disease. Talk with your doctor to determine whether the memory changes you're noticing are normal or whether they may be a sign of something more serious.
- 5 Older adults do not need to exercise**
Older adults have a lot to gain by being active – and a lot to lose by sitting too much! Exercise and physical activity can help manage some chronic conditions, improve mental and physical health, and maintain independence as you age.

Visit www.nia.nih.gov/health/10-myths-about-aging for more information about aging and older adults

DID YOU KNOW THAT THERE ARE KNOWN RISKS FOR ALZHEIMER'S DISEASE AND RELATED DEMENTIAS?

- Not enough aerobic physical activity
- Cigarette Smoking
- Excessive Alcohol use
- Hypertension
- Obesity
- Diabetes
- Depression
- Hearing Loss

Learn more at <https://mybrainguide.org/brain-health-for-all-communities>

Practical Messaging Guide & Other Resources

The older U.S. population is becoming more racially and ethnically diverse. Yet, there is limited evidence-based guidance on how to communicate brain health messages to racial and ethnic minority communities. Using available research, UsAgainstAlzheimer's and the Centers for Disease Control and Prevention (CDC) co-created a practical messaging guide on how to culturally tailor Alzheimer's disease and other dementia messaging specifically for Latino people and African American people.

The goal of the guide is to help public health professionals, health providers, researchers, and community service providers incorporate the best available evidence about brain health and cognitive decline risk factors into existing messaging.

Infographics & Fact Sheets

Additional customized resources that can be used for social media, such as information on Alzheimer's Disease disparities, Subjective Cognitive Decline, and Brain Health Tips for three key priority populations (Latino people, African American people, and women) **can be found [here](#)**.

[ACCESS THE GUIDE HERE →](#)

About Risk Reduction

In recent years, several well-respected organizations, including the [World Health Organization](#) (2019) and the [Lancet Commission](#) (2020), have concluded there are several lifestyle behaviors and interventions that could delay or prevent up to 40 percent of dementia cases.

Considering the growing evidence that many cases of dementia may be prevented, experts have begun to develop new recommendations to guide risk reduction efforts. In January 2022, the journal *Alzheimer's & Dementia* published [Primary Prevention Recommendations to Reduce the Risk of Cognitive Decline](#), which lists 11 evidence-based recommendations and implementation strategies across six topics: neurovascular risk management, physical activity, sleep, nutrition, social isolation, and cognitive stimulation.

Resources for Understanding Risk Reduction

Primary Prevention Recommendations to Reduce the Risk of Cognitive Decline:

[English](#)

[Spanish](#)

Infographic - Reduce the Risk of Cognitive Decline: What Clinicians Can Do to Help Patients:

[English](#)

[Spanish](#)

Frequently Asked Questions

What's the difference between Alzheimer's disease and dementias? Is Alzheimer's a normal part of aging?

Alzheimer's disease is a progressive brain disease, meaning that its symptoms get worse over time, and is the most common cause of dementia. Dementia is an overall term for a group of symptoms that are characterized by difficulties with memory, language, problem-solving and other thinking skills that affect a person's ability to perform everyday activities; Alzheimer's accounts for 60-80% of dementia cases. Although advanced age is the most significant risk factor for Alzheimer's disease and related dementias (ADRD), Alzheimer's is not a normal part of aging.⁵

How many people in the U.S. have Alzheimer's disease?

Currently, 6.7 million people in the United States are living with ADRD. This number is expected to reach 12.7 million by 2050. Alzheimer's is 6th leading cause of death for adults aged 65 or older.⁵

Is there a treatment or cure for Alzheimer's?

While there is no current cure for Alzheimer's, there are recently approved drugs that may slow its progression for people with mild cognitive impairment (MCI). Additional treatments exist to address and/or manage symptoms (such as agitation, etc.) that often accompany the disease.

Does Alzheimer's disproportionately impact certain groups?

African American and **Latino people** are disproportionately affected by Alzheimer's: African American people are 2 times more likely and Latino people are 1.5 times more likely than non-Hispanic White people to develop ADRD.⁵ Research suggests symptoms of Alzheimer's appear almost 7 years earlier in Latino people than in non-Hispanic White people.⁶

Higher rates of high blood pressure, heart disease, diabetes, and stroke—comorbidities that are disproportionately prevalent in minority communities—are factors that contribute to an increased risk of ADRD.⁵

The increasing racial and ethnic diversity of older adults in the U.S. will significantly contribute to the expected increase in Alzheimer's prevalence. By the year 2050, the African American older population will double to 10.8 million, while the Latino older adult population is expected to triple to 15.9 million.⁹

Women also have a higher rate of Alzheimer's, accounting for nearly two-thirds of all Alzheimer's cases and making up two-thirds of Alzheimer's caregivers.⁵

People with Down syndrome have an increased risk of developing Alzheimer's and tend to develop the disease at an earlier age than people without Down syndrome.⁵

UsAgainstAlzheimer's Resources

Brain Health Academy: The Brain Health Academy is a series of free, evidence-based courses tailor made to equip healthcare and wellness providers with the knowledge and resources to help people reduce the risk of Alzheimer's and related dementia. The Academy includes several courses covering the science and interventions to address modifiable risk factors for dementia, including nutrition, sleep, social isolation and loneliness, physical inactivity, hypertension, and others.

BrainGuide: BrainGuide™ by UsAgainstAlzheimer's is a first-of-its-kind, free platform that empowers people with knowledge and resources to take the best next steps in managing their own or a loved one's brain health. BrainGuide helps people get started with confidence, wherever they are, in their brain health journey.

NADEX: The National Alzheimer's Disease Index™ is a geolocation tool available to individuals, including public health and academic professionals, that aggregates Medicare data and enables the field to visualize and analyze Alzheimer's health statistics by geography and by demographics.

Healthy Brain Initiative Partner Resources

Alzheimer's Association: The Alzheimer's Association's mission is to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

American Indian and Alaska Native Resource Center for Brain Health - International Association for Indigenous Aging (IA2): IA2 provides training, technical assistance, and resources for tribes, tribal leadership, healthcare and public health staff, Urban Indian Health Centers and organizations, and tribal elder services advocates across the country.

National Healthy Brain Initiative for People with Intellectual and Developmental Disabilities - University of Illinois at Chicago: The Healthy Brain Initiative for People with Intellectual and Developmental Disabilities (IDD) project through the HealthMatters™ Program aims to: raise awareness of brain health among people with IDD, support people with IDD experiencing Alzheimer's, build interprofessional partnerships, and improve engagement of people with IDD and caregivers.

Local Alzheimer's organizations: There are several community-based and local Alzheimer's organizations (such as such as [Alzheimer's Los Angeles](#), [Alzheimer's Tennessee, Inc.](#), [Alzheimer's Orange County](#), [Alzheimer's San Diego](#), [CaringKind](#) in NYC, [MIND Center](#) in Mississippi, etc.) that work to improve the lives of those affected by Alzheimer's by connecting families to local resources, increasing awareness, delivering programs and services, and providing compassionate support.

References

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- ⁹ Bureau. USC. Data from: 2017 National Population Projections Datasets.



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Contact Information

Do you have any specific suggestions on how to make this toolkit more useful? Do you want to be notified of when the next version of the toolkit is released? For questions or information, contact Daphne Delgado, Program Director, Center for Brain Health Equity, at ddelgado@usagainstalzheimer.org.

About

UsAgainstAlzheimer's

UsAgainstAlzheimer's is engaged in a relentless pursuit to end Alzheimer's, the sixth leading killer in America. Our work centers on prevention, early detection and diagnosis, and access to treatments – all regardless of gender, race, or ethnicity. To achieve our mission, we give voice to patients and caregivers while partnering with government, scientists, the private sector, and allied organizations -- the people who put the "Us" in UsAgainstAlzheimer's.

About the Center for Brain Health Equity

The UsAgainstAlzheimer's Center for Brain Health Equity fosters a more connected and culturally competent brain health ecosystem to narrow health disparities for African American and Latino people. Supported by the Centers for Disease Control and Prevention's (CDC) Healthy Brain Initiative, the Center is a hub for collaboration focused on:

- *Educating and mobilizing minority serving health providers*
- *Making culturally tailored brain health messages & resources accessible to communities of color*
- *Empowering community partners and policymakers with public health data on brain health inequities*