



# Promoting Brain Health Equity in African American & Latino Communities

Social Media Toolkit – Updated March 2023



USAGAINSTALZHEIMER'S CENTER *for*  
BRAIN HEALTH EQUITY

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## About this Toolkit

This toolkit is a resource for you to share tailored brain health information with African American and Latino people through social media and will be regularly updated. It includes an evidence-based message guide to help you and your partners develop your own messages and materials to increase awareness about brain health in your local community. 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 Health Equity

According to the CDC, [brain health](#) refers to the ability to draw on the strengths 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.<sup>1</sup>

Social determinants of health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks, including their risk for Alzheimer's disease and related dementias.<sup>2</sup>

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 Content

Sharing tailored brain health messages through social media (e.g. 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:

- Remember, the limit for a 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 or use the recommended hashtag #BrainHealthEquity in your post so that we can see and retweet it.
- Feel free to personalize as you wish.
- **This social media calendar will be updated a few times a year. To receive a notice when the toolkit is updated, email Daphne Delgado at [ddelgado@usagainstalzheimers.org](mailto:ddelgado@usagainstalzheimers.org).**

## Social Calendar & Sample Timely Messages

Consider creating a calendar that ties brain health equity messages to events. Have a mix of timely and evergreen messages. Some sample messages to incorporate into your messaging calendar can include:

### February– **Black History Month**

### April– **Minority Health Month**

- 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 @UsAgainstAlz's Center for #BrainHealthEquity [ow.ly/bCW450IO7tg](https://www.usagainstalzheimers.org/brain-health-academy) #MinorityHealthMonth
- This #MinorityHealthMonth, make #BrainHealth a priority. Check out @UsAgainstAlz's Brain Health Academy to learn how you can prevent #Alzheimers. #EndHealthDisparities #BrainHealthEquity <https://www.usagainstalzheimers.org/brain-health-academy>
- #DYK that #AfricanAmerican people are 2x more likely to develop #Alzheimers (vs non-Latino White people)? Make sure you have the resources to recognize the signs & chat with your provider #BrainHealthEquity #MinorityHealthMonth [mybrainguide.org/signs-of-dementia-alzheimers-symptoms/](https://mybrainguide.org/signs-of-dementia-alzheimers-symptoms/)
- #DYK that #Alzheimers symptoms can appear almost 7 years earlier in #Latino people (vs non-Latino White people)? Make sure you have the resources to recognize the signs & chat with your provider #MinorityHealthMonth #BrainHealthEquity [mybrainguide.org/signs-of-dementia-alzheimers-symptoms/](https://mybrainguide.org/signs-of-dementia-alzheimers-symptoms/)
- Social determinants of health are linked to #Alzheimers risk. Report by @UsAgainstAlz & @UrbanInstitute found deep inequities in counties where Latinos & Blacks are highly impacted by Alzheimer's. <https://bit.ly/3myoTtp> #MinorityHealthMonth #BrainHealthEquity

### May– **Developmental Disabilities Awareness Month**

### September – **World Alzheimer's Month**

Sep 15 – Oct 15– **Hispanic Heritage Month**

Sep 21– **World Alzheimer's Day**

### November – **National Alzheimer's Awareness Month; National Family Caregivers Month**

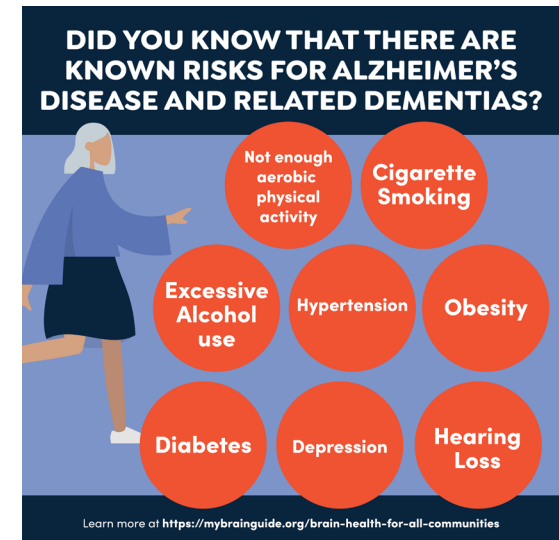
## Sample Evergreen Messages

customize with your own graphics/images/links

- 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 our #caregivers resources at [mybrainguide.org/alzheimers-caregiver-resources/](https://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/](https://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](https://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/](https://mybrainguide.org/alzheimers-prevention-keep-your-brain-healthy/) #BrainHealthEquity
- 40% of #Alzheimers cases may be prevented/delayed by changing lifestyle habits like nutrition, physical activity & sleep. Health providers have an important opportunity to connect the dots thru @UsAgainstAlz Brain Health Academy [www.usagainstalzheimers.org/brain-health-academy](https://www.usagainstalzheimers.org/brain-health-academy) #BrainHealthEquity

# Sample Graphics

- Audiences are more likely to see and interact with posts that contain photos and graphics (such as GIFs, infographics, etc.).
- Use graphics that relate to your intended audience:
  - Images should highlight people who are diverse in skin tone, 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.<sup>3</sup>
  - 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.).<sup>4</sup>





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

Considering the emerging evidence that many cases of dementia may be prevented, experts have begun to develop new recommendations to guide risk reduction efforts among people and healthcare professionals. 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 is Alzheimer's disease and related dementias (ADRD)? 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. 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.<sup>5</sup>

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

Currently, 6.2 million people in the United States are living with ADRD. This number is expected to reach 12.7 million by 2050.<sup>6</sup> Alzheimer's is the 6<sup>th</sup> leading cause of death among U.S. adults and the 5<sup>th</sup> leading cause of death for those adults aged 65 or older.<sup>7</sup>

## Is there a treatment or cure for Alzheimer's?

There is currently no cure for the disease. Medical management may be able to improve quality of life for people living with Alzheimer's by helping maintain brain health, managing behavioral symptoms, and/or slowing or delaying symptoms of the disease.

## Does Alzheimer's disproportionately impact certain groups?

African American and Latino people are disproportionately affected by Alzheimer's: African American people are two times more likely and Latino people are 1.5 times more likely than non-Hispanic White people to develop ADRD.<sup>8</sup> Research suggests symptoms of Alzheimer's appear almost 7 years earlier in Latino people than in non-Hispanic White people.<sup>9</sup>

Women are disproportionately affected by Alzheimer's, especially women of color. People with Down syndrome at middle and later life have a higher prevalence of dementia.<sup>10 11</sup>

Higher rates of high blood pressure, heart disease, diabetes, and stroke—comorbidities that are disproportionately prevalent in many minority communities—are factors that contribute to an increased risk of ADRD, as well.<sup>12</sup>

Additionally, the increasing racial and ethnic diversity of older adults in the United States will significantly contribute to the expected increase in Alzheimer's prevalence in the coming decades. By the year 2050, the African American older population will double from 5.4 million to 10.8 million, while the Latino older adult population is expected to triple from 4.9 million to 15.9 million.<sup>13</sup>

## 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 dementia and Alzheimer's. The Academy includes six courses covering the science and interventions to address modifiable risk factors for dementia, including nutrition, sleep, social isolation and loneliness, physical inactivity and hypertension. Special attention will be given to ensuring culturally relevant strategies for serving populations that are disproportionately impacted by Alzheimer's and related dementias.

[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.

## 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.

## Contact Information

Do you have any specific suggestions on how to make this toolkit more useful for your organization? Do you want to be notified of when the next version of the toolkit is released?

For any questions or information, contact Daphne Delgado, Program Director of the Center for Brain Health Equity at [ddegado@usagainstalzheimer.org](mailto:ddegado@usagainstalzheimer.org).

# References

- <sup>1</sup> Centers for Disease Control and Prevention (2011). Promoting Brain Health: Be a Champion! Make a Difference Today!. Retrieved from [https://www.cdc.gov/aging/pdf/cognitive\\_impairment/cogimp\\_genaud\\_final.pdf](https://www.cdc.gov/aging/pdf/cognitive_impairment/cogimp_genaud_final.pdf).
- <sup>2</sup> Healthy People 2030, U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. Retrieved Aug 29, 2022, from <https://health.gov/healthypeople/objectives-and-data/social-determinants-health>
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- <sup>9</sup> Clark CM, DeCarli C, Mungas D, et al. Earlier onset of Alzheimer disease symptoms in Latino individuals compared with Anglo individuals. *Archives of neurology*. 2005;62(5):774-778.
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- <sup>11</sup> McCarron, M., McCallion, P., Reilly, E., & Mulryan, N. (2014). A prospective 14-year longitudinal follow-up of dementia in persons with Down syndrome. *Journal of Intellectual Disability Research*, 58(1), 61-70.
- <sup>12</sup> Alzheimer's Association. 2021 Alzheimer's Disease Facts and Figures. *Alzheimers Dement* 2021;17(3). <https://www.alz.org/media/Documents/alzheimers-facts-and-figures.pdf>
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# USAGAINSTALZHEIMER'S CENTER *for* BRAIN HEALTH EQUITY

## About

## UsAgainstAlzheimer's & the Center for Brain Health Equity

[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.

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*