



HBLA
Healthy Brain LA

Advance Care Planning and Dementia Social Media Toolkit



v. November 2023

Background

In 2020, the Los Angeles County Department of Public Health's Division of Chronic Disease and Injury Prevention launched Healthy Brain LA (HBLA). HBLA aims to raise awareness and promote knowledge about dementia*, especially among communities most impacted by these conditions.

**Dementia is a term used to describe the progressive loss of cognitive abilities that impacts a person's ability to perform everyday activities. Dementia can be caused by a variety of conditions including Alzheimer's disease, vascular dementia, dementia with Lewy bodies, frontotemporal degeneration, mixed dementia, to name a few.¹*

About this Toolkit

The goal of this social media toolkit is to raise awareness about the advance care planning process, highlighting the benefits of planning ahead for people living with dementia, their families, and caregivers.

Messaging and graphics for this toolkit aim to represent the diversity of Los Angeles County's population and the communities impacted by dementia. This toolkit was informed, in part, by community listening sessions held across the County with people with cognitive decline, older adults aged 65 years and older, and caregivers.² During the listening sessions, participants discussed their experiences with the advance care planning process and emphasized its importance in ensuring end-of life wishes and preferences. [Access the report here.](#)

The toolkit features:

- Discussion on advance care planning in the context of dementia
- Key facts related to advance care planning
- Social media messaging and images
- Additional resources

What is advance care planning?

Advance care planning is an ongoing process that involves talking about what kind of care a person may want to receive in the future. It is a way for people to communicate with those close to them and their health care team about their preferences so that they get the care that is right for them.

Why is advance care planning essential for people living with dementia?

Dementia is a progressive disease that usually results in a decline of cognitive abilities and decision-making capacity. By engaging in advance care planning as early as possible, people with dementia are able to have active discussions about their preferences for future medical care and end-of-life decisions.³ This process can also reduce decision-making demands on family members, caregivers and even health care providers, as it provides clear guidance on the person's wishes.⁴ While discussing end-of-life matters can be challenging, advance care planning allows for open and honest conversations that can lead to better coordination and support for the person living with dementia.

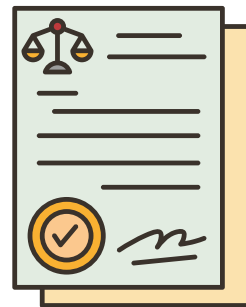
Know the Facts

Planning for the Future

Advance Care Planning



All Medicare Beneficiaries who are cognitively impaired are eligible to receive advance care planning services. This also includes people who are considered to be cognitively impaired by a clinician, but do not have a formal diagnosis.⁵



Less than half of older adults,

46%

report they have completed at least one advance care planning legal document (i.e., medical durable power of attorney or advance directive).⁶

About

3 in 5



adults age 50-80

say they have talked to someone (i.e., a spouse, adult children, other family, or friends) about the types of medical care they want or do not want if they become seriously ill.⁶



Overall

70%

of Americans would prefer to know if they have Alzheimer's disease early so they could plan for the future.⁷

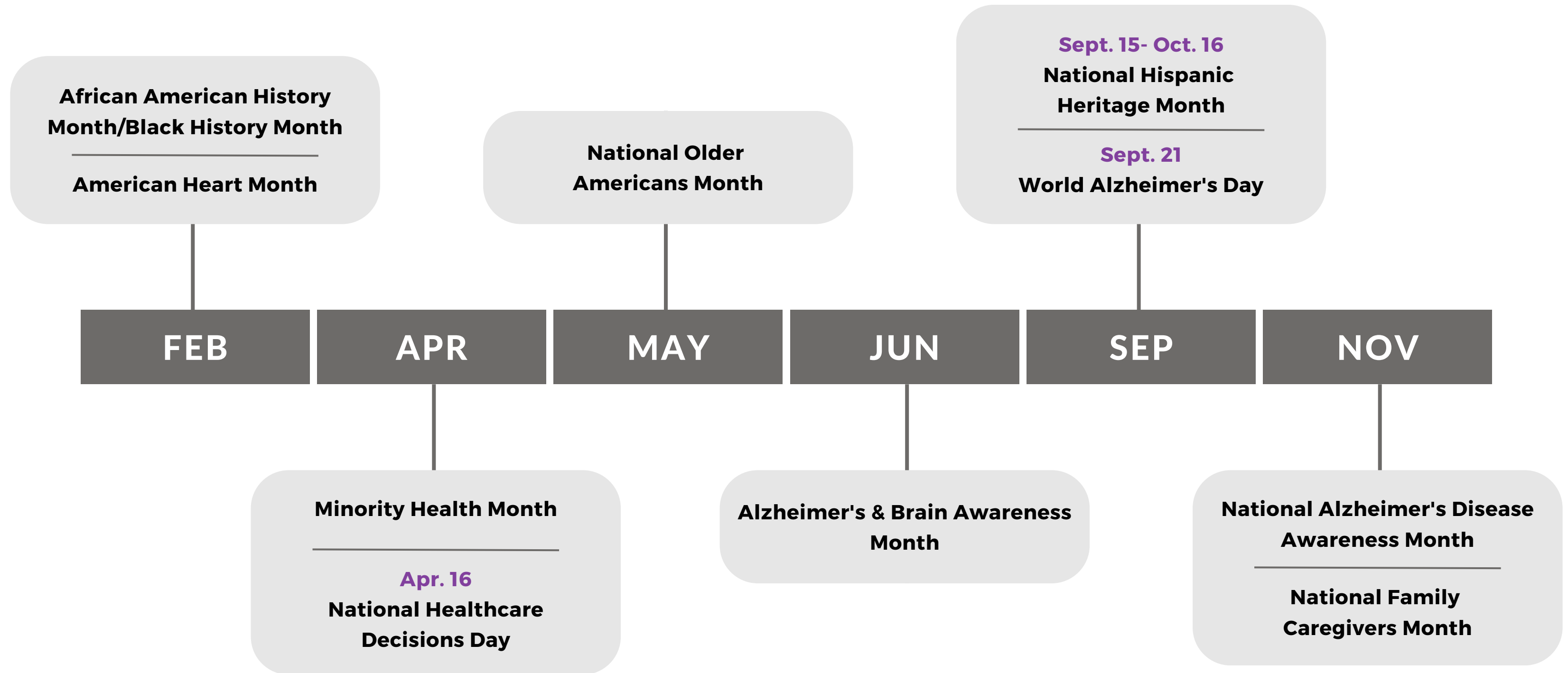
Quick Tips



Quick Tips

- Use images, GIFs, and videos to increase engagement with your posts.
- Ensure that your images reflect the community you are sharing the information to.
- Whenever available, provide alt text to ensure your content is accessible to low or no vision individuals.
- When posting content on X (formerly known as Twitter), keep posts limited to 280 characters.
- Tag us @ChooseHealthLA and use #HealthyBrainLA so we can engage with your content.
- Use hashtags to boost engagement:
 - #HealthyBrainLA
 - #advancecareplanning
 - #endoflifeplanning
 - #dementia

Consider aligning messaging to relevant holidays and health observances throughout the year that can help bolster awareness and engagement.



Social Media Content



Sample Social Media Posts

The following social media posts were designed using plain language and health literacy strategies to convey clear and concise messaging. Feel free to tailor posts so that messaging resonates with your intended audience.

The toolkit features sample messaging and images related to 2 topic areas:

- Education and Awareness
- Advance Care Planning - Supporting People with Dementia

Education & Awareness



Sample Messaging

Post Copy - English

Advance care planning can help you and your family prepare for the future. This process involves having honest conversations about the kind of care you want to have. Take time to reflect and talk about your health care wishes. #HealthyBrainLA

Life is unpredictable, but your health choices don't have to be. Advance care planning ensures your wishes and preferences are respected, even when you can't speak for yourself. Don't wait, talk to family and friends about what matters most to you. #HealthyBrainLA

Advance care planning is more than completing legal documents. It is about having thoughtful conversations and making informed decisions about your future. Sit down with your loved ones and start the conversation today. #HealthyBrainLA

Post Copy - Spanish

La planificación anticipada de cuidados te prepara a ti y tu familia para el futuro. Este proceso incluye tener conversaciones honestas sobre el tipo de atención que deseas recibir. Toma el tiempo para reflexionar y habla sobre tus deseos de atención médica. #HealthyBrainLA

La vida es impredecible, pero tus decisiones de salud no deben serlo. La planificación anticipada de cuidados asegura que tus deseos y preferencias se respeten, incluso cuando no puedas expresarte. No esperes, habla con tu familia sobre lo que más te importa. #HealthyBrainLA

La planificación anticipada de cuidados va más allá de completar documentos legales. Se trata de tener conversaciones meditadas y tomar decisiones informadas sobre tu futuro. Siéntate con tus seres queridos y comienza la conversación hoy. #HealthyBrainLA

Advance Care Planning - Supporting People with Dementia



Sample Messaging

Post Copy - English

As a caregiver of a person with dementia, your voice also matters. You play an essential role in making sure the wishes of the person you care for are honored. Learn more about the advance care planning process and how it can benefit your loved one.
#HealthyBrainLA

Advance care planning can ease the burden of future decision-making, especially for families impacted by dementia. Start the conversation with a loved to ensure their wishes are documented and respected. #HealthyBrainLA

Talking about end-of-life care decisions can be stressful and difficult but it's worth it. Learn what matters most to your loved one so you can respect their wishes as they navigate their journey with dementia. Start the conversation today!
#HealthyBrainLA

Post Copy - Spanish

Si cuidas a alguien con demencia, tu voz también es importante. Puedes asegurar que se respeten los deseos de la persona a la que cuidas. Infórmate sobre el proceso de planificación anticipada de cuidados y cómo puede beneficiar a tu ser querido.
#HealthyBrainLA

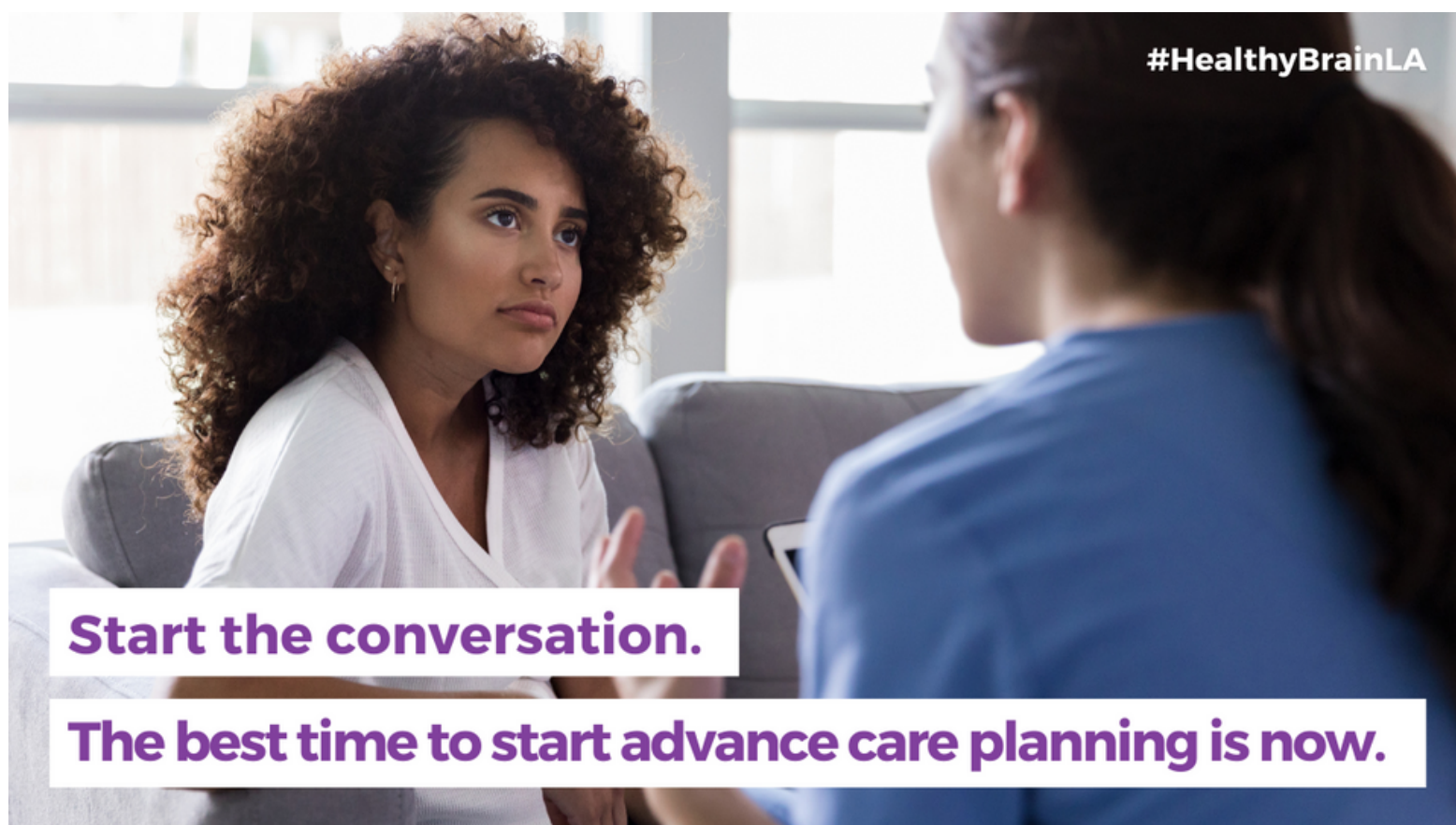
La planificación anticipada de cuidados puede aliviar la carga de tomar decisiones en el futuro, especialmente para familias afectados por la demencia. Inicia la conversación con un ser querido para asegurar que sus deseos sean respetados.
#HealthyBrainLA

Hablando sobre las decisiones de cuidado al final de la vida puede ser estresante y difícil, pero vale la pena. Aprende lo que es más importante para tu ser querido para respetar sus deseos mientras navegan su camino con demencia. ¡Empieza la conversación hoy!
#HealthyBrainLA

Sample Images



Enhance your post copy messaging with images. Visit <https://bit.ly/3FSvKS3> to download these images and view more options.



Alt text: Two women having a serious conversation while sitting in a living room. Start the conversation. The best time to start advance care planning is now. #HealthyBrainLA



Alt text: Dos mujeres en una conversacion seria mientras estan sentados en una sala. Empieza la conversaci3n. El mejor momento para comenzar la planificaci3n anticipada de cuidado al final de la vida es ahora. #HealthyBrainLA

Enhance your post copy messaging with images. Visit <https://bit.ly/3FSvKS3> to download these images and view more options.



Alt text: Advance Care Planning. A speech bubble reads 'What are your concerns about medical treatments?' Start the Conversation Today!
#HealthyBrainLA



Alt text: Planificación Anticipada De Cuidados. Una burbuja de dialogo dice '¿Cuáles son tus preocupaciones acerca de los tratamientos médicos?' ¡Empieza la convesacion ahora! #HealthyBrainLA

Enhance your post copy messaging with images. Visit <https://bit.ly/3FSvKS3> to download these images and view more options.



Alt text: A middle-aged woman smiling and having a coffee with friends. Advance care planning is for everyone. Make your future health care choices known. #HealthyBrainLA



Alt text: Steps for Advance Care Planning. 1. Think...about what is right for you. 2. Choose...someone who is willing and able to speak on your behalf. 3. Talk...about your wishes, beliefs, and values. 4. Record...your plan for future health care choices. 5. Share...your plan with those you want involved in your medical care. 6. Review...your plan regularly and update it at anytime. #HealthyBrainLA

Enhance your post copy messaging with images. Visit <https://bit.ly/3FSvKS3> to download these images and view more options.



Alt text: An illustration of an adult son hugging his father. Benefits of Advance Care Planning. Live Well with Dementia. Promotes conversations about future care preferences before dementia progresses. #HealthyBrainLA



Alt text: An illustration of an adult daughter hugging and talking to her father. Benefits of Advance Care Planning. Live Well with Dementia. Helps ensure you receive care that is consistent with your wishes. #HealthyBrainLA

Additional Resources



Below are some resources you can share with your communities and networks.

Advance Care Planning Guides

- [The Conversation Project – For Caregivers of People with Alzheimer’s or Other Forms of Dementia](#)
- [National Institute on Aging – Advance Care Planning and Health Care Decision: Tips for Caregivers and Families](#)
- [Prepare for Your Care – Advance Care Planning Tool](#)

Register your Advance Care Directive in California

In California people can voluntarily register their advance care directives with the Advance Health Care Directive Registry operated by the Secretary of State. By registering, doctors and other authorized individuals can request information regarding a person’s advance health care directive.

Learn more about the [California Advance Health Care Directive Registry](#).

References



1. Dementia. World Health Organization. Published September 20, 2022. <https://www.who.int/news-room/fact-sheets/detail/dementia>
2. Ad Lucem Consulting. Perspectives of Older Adults and Caregivers on Strategies to Improve Brain Health and the Lives of People Living with Alzheimer's Disease and Related Dementias. Published December 2022. http://publichealth.lacounty.gov/healthybrainla/docs/Perspectives%20on%20Strategies%20to%20Improve%20Brain%20Health%20&%20ADRD_Dec2022.pdf
3. Piers R, Albers G, Gilissen J, et al. Advance care planning in dementia: recommendations for healthcare professionals. *BMC Palliat Care*. 2018;17(1):88. doi:10.1186/s12904-0180332-2
4. Harrison Dening K, Sampson EL, De Vries K. Advance care planning in dementia: recommendations for healthcare professionals. *Palliat Care*. 2019;12:1178224219826579. Published 2019 Feb 27. doi:10.1177/1178224219826579
5. Center for Medicare & Medicaid Services. Billing and Coding: Cognitive Assessment and Care Plan Service. Last Revised October 1, 2023. <https://www.cms.gov/medicare-coverage-database/view/article.aspx?articleid=59036&ver=11&>
6. National Poll on Healthy Aging University of Michigan. Older Adults' Experiences with Advance Care Planning. Published April 2021. <https://www.healthyagingpoll.org/reports-more/report/older-adults-experiences-advance-care-planning>
7. 2022 Alzheimer's disease facts and figures. 2022; *Alzheimers Dementi*; 18(4), 700–789. <https://doi.org/10.1002/alz.12638>



HBLA

Healthy Brain LA

www.publichealth.lacounty.gov/healthybrainla

X (formerly Twitter): @ChooseHealthLA #HealthyBrainLA

Made possible with funding from the Centers for Disease Control and Prevention through the Los Angeles County Department of Public Health
Division of Chronic Disease and Injury Prevention, Award No. NU58DP006920.