

Brain Health and Alzheimer's Disease and Related Dementias Awareness Social Media Toolkit

Updated: August 2022



Healthy Brain Initiative
Los Angeles

Overview

The Healthy Brain Initiative: Los Angeles (HBI-LA) was launched by the Los Angeles County Department of Public Health as an intended effort to increase awareness about brain health, Alzheimer's disease and related dementias (ADRD), ADRD risk reduction strategies, and caregiving for ADRD, especially among Latino and African American communities with higher risk of ADRD.

To support this effort, the HBI-LA team developed a bilingual social media toolkit to promote key messages across social media platforms. This toolkit was designed using plain language and health literacy strategies to convey clear and concise messaging. In addition, messaging and images were developed using a positive framing approach.

How to Use This Toolkit

Below are posts and images you can share across your social media platforms within your communities. Feel free to tailor posts so that the messaging resonates with your intended audience.

This toolkit features:



- Content related to three topic areas: Brain Health and ADRD Risk Reduction, ADRD Awareness, and Caregiving for ADRD;
- Post copy and images available in English and Spanish;
- Social media images available for Twitter, Facebook, Instagram; and
- Alt text is available to ensure content is accessible to low or no vision individuals.

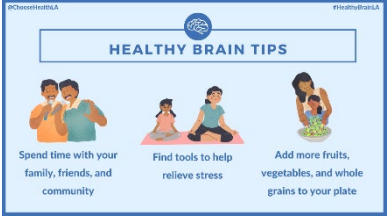

Key Tips


- When posting content on Twitter, keep posts limited to 280 characters. We recommend posts are accompanied by a visual.
- For Twitter, tag us @ChooseHealthLA or use #HealthyBrainLA in your post so we can retweet and engage with your content.
- Below are suggested holidays and health observances throughout the year that may help create awareness and increase engagement.
 - **February** - African American History/Black History Month
 - **April** - Minority Health Month
 - **June** - Alzheimer's & Brain Awareness Month
 - **September 15th through October 15th** - National Hispanic Heritage Month
 - **November** - National Alzheimer's Disease Awareness Month, National Family Caregivers Month



Social Media Post Copy and Images

The following social media copy and accompanying images were designed for Twitter. However, you can adapt the content for Instagram and Facebook. You can access and download images for all three social media platforms on the [Box drive](#).



Brain Health and Alzheimer’s Disease and Related Dementias Risk Reduction				
	English	Image	Spanish	Image
Post #1 Copy	<p>Building healthy habits like regularly measuring your blood pressure can support good brain health and lower your risk of Alzheimer’s and dementia. Monitor your blood pressure at home, at a local pharmacy, or at a local grocery store. Learn more: https://bit.ly/hbla-brainhealth</p>	 <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: An older adult woman measuring her blood pressure at home. Controlling your blood pressure can reduce your risk of dementia. @ChooseHealthLA #HealthyBrainLA</p>	<p>Hábitos saludables como midiendo tu presión arterial puede proteger tu cerebro y reducir tu riesgo de Alzheimer y otras demencias. Monitorea tu presión arterial en el hogar, en la farmacia, o en tu tienda más cercana. Aprende más: https://bit.ly/hbla-brainhealth</p>	 <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Una señora mayor midiendo su presión arterial en casa. Controlando tu presión arterial puede disminuir el riesgo de demencia. @ChooseHealthLA #HealthyBrainLA</p>

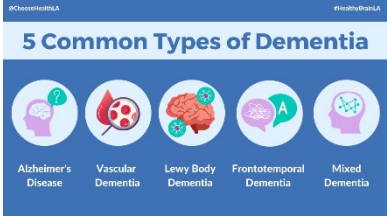

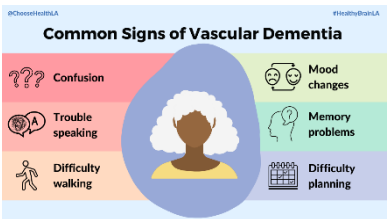
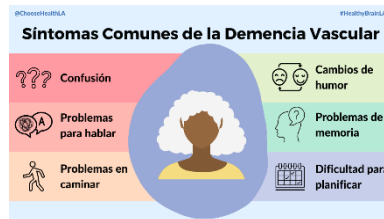
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Post #2 Copy</p>	<p>Making lifestyle changes to boost your brain health can help lower your risk of developing Alzheimer’s and dementia later in life. Here are some tips to help maintain a healthy brain. Learn more about brain health: https://bit.ly/hbla-brainhealth</p>	 <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Healthy Brain Tips. Spend time with your family, friends, and community. Find tools to help relieve stress. Add more fruits, vegetables, and whole grains to your plate. @ChooseHealthLA #HealthyBrainLA</p>	<p>Realizando cambios en tu estilo de vida para fortalecer tu salud cerebral puede disminuir tu riesgo de desarrollar Alzheimer y otras demencias. Aquí hay algunos consejos para mantener un cerebro sano. Para más consejos visita: https://bit.ly/hbla-brainhealth</p>	 <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Consejos para mantener un cerebro sano. Pasa tiempo con tus amigos y familiares. Encuentra recursos para aliviar el estrés. Añade más frutas, vegetales, y granos integrales a tu plato. @ChooseHealthLA #HealthyBrainLA</p>
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<p>Post #3 Copy</p>	<p>How are Type 2 diabetes and brain health connected? Over time, high blood sugar can damage blood vessels and reduce blood flow to the brain. Managing your diabetes helps protect your brain and may lower your risk of dementia. Learn more: https://bit.ly/hbla-brainhealth</p>	 <p style="text-align: center;"> Download Image for Twitter, Facebook, or Instagram </p> <p>Alt text: Plate with vegetables next to legumes, whole grains, and a glucose monitoring device on a table. Managing your diabetes helps protect your brain health. @ChooseHealthLA #HealthyBrainLA</p>	<p>¿Cuál es la conexión entre la diabetes y la salud cerebral? El exceso de azúcar en la sangre puede afectar el flujo de sangre al cerebro. Controlando tu diabetes ayuda proteger tu cerebro y puede reducir tu riesgo de demencia. Aprende más: https://bit.ly/hbla-brainhealth</p>	 <p style="text-align: center;"> Download Image for Twitter, Facebook, or Instagram </p> <p>Alt text: Plato con verduras a lado de legumbres, granos integrales saludables, y un monitor de glucosa sobre una mesa. Controlando tu diabetes puede ayudar a proteger tu salud cerebral. @ChooseHealthLA #HealthyBrainLA</p>
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<p>Post #4 Copy</p>	<p>Sleep is important for your overall health, especially for your brain health! Getting a good night’s sleep may help reduce your risk of Alzheimer’s and dementia. Here are 4 tips for a better sleep. For more tips visit: https://bit.ly/hbla-brainhealth</p>	 <p style="text-align: center;">Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: 4 Tips for a Better Sleep. Keep your bedroom dark, quiet, and cool. Avoid caffeine, alcohol, and large meals near bedtime. Go to bed and wake up at the same times each day. Get active throughout the week. @ChooseHealthLA #HealthyBrainLA</p>	<p>El dormir es importante para tu salud, en especial tu salud cerebral. Dormir bien por la noche puede reducir el riesgo de Alzheimer y otras demencias. Mejora tu salud cerebral con estos 4 consejos para dormir mejor. Para mas consejos visita: https://bit.ly/hbla-brainhealth</p>	 <p style="text-align: center;">Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: 4 Consejos para Dormir Mejor. Mantén tu cuarto oscuro, silencioso, y fresco. No consumas comidas grandes ni bebidas con cafeína o alcohol al final del día. Acuéstate y despiértate a la misma hora todos los días. Mantente activo durante toda la semana. @ChooseHealthLA #HealthyBrainLA</p>
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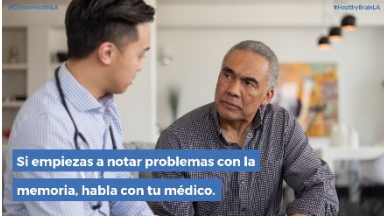


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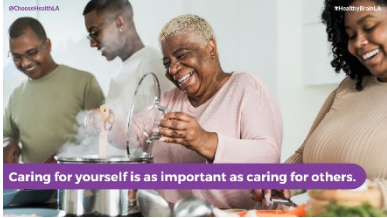


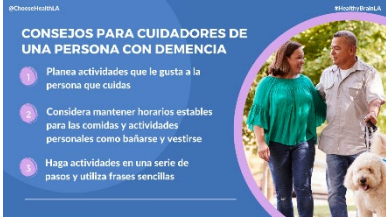
Post #5 Copy	<p>Regular physical activity is important to maintain good brain health and reduce your risk for Alzheimer’s and dementia. Protect your brain, find a time that works best for you and get moving! Learn more: https://bit.ly/hbla-brainhealth</p>	 <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Group of women from different racial and ethnic backgrounds exercising in a fitness studio. Two women are laughing while dancing together. Get moving to boost your brain health. @ChooseHealthLA #HealthyBrainLA</p>	<p>Hacer ejercicio regularmente es importante para mantener un cerebro sano y disminuir el riesgo de Alzheimer y otras demencias. ¡Protege tu cerebro, encuentra un horario que funcione mejor para ti y empieza a moverte! Aprende más: https://bit.ly/hbla-brainhealth</p>	 <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Grupo de mujeres de diferentes razas están haciendo ejercicio en una sala de gimnasio. Dos mujeres están riéndose y bailando juntas. Muévete y mejora tu salud cerebral. @ChooseHealthLA #HealthyBrainLA</p>
	Alzheimer’s Disease and Related Dementias Awareness			
	English	Image	Spanish	Image

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Post #6 Copy</p>	<p>Dementia is a general term used to describe a range of conditions that cause physical changes to the brain. There are many types of dementia and Alzheimer’s disease is the most common type. Learn more: https://bit.ly/hbla-dementia</p>	 <p style="text-align: center;">Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: 5 Common Types of Dementia. Alzheimer’s Disease, Vascular Dementia, Lewy Body Dementia, Frontotemporal Dementia, Mixed Dementia. @ChooseHealthLA #HealthyBrainLA</p>	<p>Demencia es un término general para referirse a un grupo de enfermedades que causan cambios físicos en el cerebro. Hay diferentes tipos de demencia y el Alzheimer es el tipo más común de demencia. Aprende más: https://bit.ly/hbla-dementia</p>	 <p style="text-align: center;">Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: 5 Tipos de Demencia Comunes. Enfermedad de Alzheimer, Demencia Vascular, Demencia con cuerpos de Lewy, Demencia, Frontotemporal Demencia Mixta. @ChooseHealthLA #HealthyBrainLA</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Post #7 Copy</p>	<p>Did you know a single stroke can cause vascular dementia symptoms to appear suddenly? Or that multiple minor strokes can cause symptoms to appear slowly over time? Here are common signs to look out for. Learn more: https://bit.ly/hbla-vasculardementia</p>	 <p style="text-align: center;">Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Common Signs of Vascular Dementia. Confusion, Trouble speaking, Difficulty walking, Mood changes, Memory problems, Difficulty</p>	<p>¿Sabías que un derrame cerebral puede hacer que los síntomas de demencia vascular aparezcan de repente? ¿O qué múltiples derrames cerebrales menores pueden hacer que los síntomas aparezcan gradualmente? Aquí hay algunos síntomas comunes. https://bit.ly/hbla-vasculardementia</p>	 <p style="text-align: center;">Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Síntomas Comunes de la Demencia Vascular. Confusión, Problemas para hablar, Problemas en caminar, Cambios de humor, Problemas</p>

		<p>planning. @ChooseHealthLA #HealthyBrainLA</p>		<p>de memoria, Dificultad para planificar. @ChooseHealthLA #HealthyBrainLA</p>
<p>Post #8 Copy</p>	<p>Alzheimer’s disease is not a normal part of aging. Recognizing the early warning signs can provide you and your family more time to prepare for the future as the disease progresses. Get to know the 10 early warning signs of Alzheimer’s: https://bit.ly/hbla-alzheimers</p>	 <p style="text-align: center;">Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Know the 10 early signs of Alzheimer’s. 1) Memory loss 2) Poor judgment 3) Misplacing things 4) Social withdrawal 5) Vision problems 6) Trouble following a conversation 7) Confusion about time or place 8) Trouble completing daily tasks 9) Challenges in planning 10) Changes in mood. @ChooseHealthLA #HealthyBrainLA</p>	<p>La enfermedad de Alzheimer no es una parte normal del envejecimiento. Reconozca las señales de alarma temprano para que tú y tu familia tengan tiempo en planificar el futuro a medida que la enfermedad avanza. Aprende más: https://bit.ly/hbla-alzheimers</p>	 <p style="text-align: center;">Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Las 10 señales de Alarma: Alzheimer 1) Cambios en la memoria 2) Disminución del juicio 3) Colocando cosas fuera de lugar 4) Aislamiento social 5) Problemas con la vision 6) Trabajo para comunicarse 7) Disorientacion espacial y temporal 8) Dificultad en completar tareas familiares 9) Dificultad para planear 10) Cambios de comportamiento. @ChooseHealthLA #HealthyBrainLA</p>

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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Post #9 Copy</p>	<p>Serious changes in your memory are not a normal part of aging. They may be a sign of Alzheimer’s and related dementias. If you start to notice changes in memory, share these concerns with a doctor. Learn more: https://bit.ly/hbla-dementia</p>	 <p>If you start to notice changes in memory, share these concerns with a doctor.</p> <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: A doctor having a conversation with a middle-aged woman. If you start to notice changes in memory, share these concerns with a doctor. @ChooseHealthLA #HealthyBrainLA</p>	<p>Cambios serios con la memoria no es una parte normal del envejecimiento. Pueden ser una señal de Alzheimer y demencias relacionadas. Si empiezas a notar problemas con la memoria, habla con tu médico. Aprende más: https://bit.ly/hbla-dementia</p>	 <p>Si empiezas a notar problemas con la memoria, habla con tu médico.</p> <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Un doctor está hablando con un señor mayor. Si empiezas a notar problemas con la memoria, habla con tu médico. @ChooseHealthLA #HealthyBrainLA</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Post #10 Copy</p>	<p>Mild Cognitive Impairment (MCI) is a condition that can affect your memory and thinking skills. Unlike Alzheimer’s, symptoms linked with MCI do not impact your ability to carry out daily activities. Learn more about MCI: https://bit.ly/hbla-mci</p>	 <p>Learn more about mild cognitive impairment.</p> <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Older adult man smiling outdoors. Learn more about mild cognitive impairment. @ChooseHealthLA #HealthyBrainLA</p>	<p>El deterioro cognitivo leve es una condición que afecta la memoria o pensamientos. Comparado al Alzheimer, los síntomas de esta condición no afectan tu habilidad de realizar actividades diarias. Para más información visita: https://bit.ly/hbla-mci</p>	 <p>Aprende más sobre el deterioro cognitivo leve.</p> <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Una señora de mediana edad sonriendo afuera. Aprende más sobre el deterioro cognitivo leve. @ChooseHealthLA #HealthyBrainLA</p>

Caregiving for Alzheimer’s Disease and Related Dementias				
	English	Image	Spanish	Image
Post #11 Copy	<p>Are you a caregiver? Being a caregiver for a loved one with dementia may look like paying bills, handling doctors’ visits, or helping with bathing. As a caregiver, caring for yourself is as important as taking care of others. Learn more: https://bit.ly/hbla-caregiving</p>	 <p>Caring for yourself is as important as caring for others.</p> <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: A middle-aged woman with 3 of her adult children smiling while cooking together. Caring for yourself is as important as caring for others. @ChooseHealthLA #HealthyBrainLA</p>	<p>¿Cuidas a un ser querido con demencia? Ser cuidador implica ayudar de muchas maneras, como manejar las cuentas financieras, citas médicas, o ayudar a la hora del baño. Cuidar de uno mismo es tan importante cómo cuidar de alguien más. Aprende más: https://bit.ly/hbla-caregiving</p>	 <p>Cuidar de uno mismo es tan importante cómo cuidar de alguien más.</p> <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Una hija adulta cocinando con su mamá de mediana edad. Cuidar de uno mismo es tan importante cómo cuidar de alguien más. @ChooseHealthLA #HealthyBrainLA</p>
	<p>Caring for a loved one with dementia may come with new challenges as dementia progresses. Developing a daily routine can help reduce stress for the person you care for by creating a calm and familiar environment. For tips and resources visit: https://bit.ly/hbla-caregiving</p>	 <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Dementia Caregiving Tips 1) Plan activities the person you care for enjoys 2) Try to</p>	<p>Ser cuidador para un ser querido con demencia puede traer nuevos desafíos a medida que la demencia avanza. Manteniendo una rutina diaria y creando un lugar familiar puede hacer que tu ser querido se sienta calmado. Para consejos y recursos visita: https://bit.ly/hbla-caregiving</p>	 <p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Consejos para cuidadores de una persona con demencia 1) Planea actividades</p>

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		<p>schedule bathing, dressing, and eating around the same times every day 3) Provide clear step-by-step directions when giving instructions on activities like bathing or getting dressed @ChooseHealthLA #HealthyBrainLA</p>		<p>que le gusta a la persona que cuidas 2) Considera mantener horarios estables para las comidas y actividades personales como bañarse y vestirse 3) Haga actividades en una serie de pasos y utiliza frases sencillas @ChooseHealthLA #HealthyBrainLA</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Post #13 Copy</p>	<p>Are you a new caregiver for a loved one with Alzheimer’s or related dementia? Learn more about the causes of dementia and find resources to help you in this new role. https://bit.ly/hbla-dementia</p>	<p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Older adult couple sitting at home, smiling, and hugging each other. Are you a new caregiver for a loved one with Alzheimer’s disease or related dementia? @ChooseHealthLA #HealthyBrainLA</p>	<p>¿Cuidas a un ser querido con Alzheimer u otra forma de demencia? Aprende más sobre las enfermedades que causan la demencia y encuentra recursos que pueden ayudarte en el cuidado de tu ser querido. https://bit.ly/hbla-dementia</p>	<p>Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Una pareja de adultos mayores abrazándose y sonriendo. ¿Cuidas a un ser querido con Alzheimer u otra forma de demencia? @ChooseHealthLA #HealthyBrainLA</p>

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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Post #14 Copy</p>	<p>An important part of caring for a loved one with Alzheimer’s and dementia is making sure you are taking care of yourself too. Check in with yourself frequently. Below are 5 tips to get you started. Learn more: https://bit.ly/hbla-caregiving</p>	 <p style="text-align: center;">Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Self-Care Tips for Dementia Caregivers. Remember to care for yourself. Ask for help when you need it. Join a caregiver’s support group. Visit your doctor for regular check-ups. Stay physically active. Find time to take breaks or get respite care. @ChooseHealthLA #HealthyBrainLA</p>	<p>Cuando cuidas a un ser querido con Alzheimer u otra demencia, es importante que también encuentres tiempo para ti mismo. Toma el tiempo necesario para mantener tu salud. Los siguientes 5 consejos son ejemplos de cómo puedes empezar. Aprende más: https://bit.ly/hbla-caregiving</p>	 <p style="text-align: center;">Download Image for Twitter, Facebook, or Instagram</p> <p>Alt text: Consejos para el cuidado de sí mismo. Para los cuidadores de personas con demencia. Pide ayuda cuando lo necesitas. Encuentra un grupo de apoyo. Visita tu doctor regularmente para mantener tu salud. Mantente físicamente activo. Encuentra tiempos de descanso o solicita ayuda temporal. @ChooseHealthLA #HealthyBrainLA</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Post #15 Copy</p>	<p>Providing care for a loved one with Alzheimer’s and dementia can be a rewarding yet challenging experience. Learning to be a caregiver is an ongoing process. For more information about caregiving and resources visit: https://bit.ly/hbla-caregiving</p>	 <p style="text-align: center;">Download Image for Twitter, Facebook, or Instagram</p>	<p>El cuidado de un ser querido con Alzheimer u otra demencia puede ser una experiencia llena de retos y recompensas. Es un proceso de aprendizaje continuo. Para más información y recursos sobre ser un cuidador visita: https://bit.ly/hbla-caregiving</p>	 <p style="text-align: center;">Download Image for Twitter, Facebook, or Instagram</p>

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		<p>Alt text: Middle-aged couple and their adult daughter smiling and looking at a tablet indoors. Caring for a loved one with dementia is an ongoing learning process. @ChooseHealthLA #HealthyBrainLA</p>		<p>Alt text: Una hija adulta tomando las manos de su papa mayor. El cuidado de un ser querido con demencia es un proceso de aprendizaje continuo. @ChooseHealthLA #HealthyBrainLA</p>
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This toolkit was developed by the Los Angeles County Department of Public Health with funding support from the California Department of Public Health’s California Healthy Brain Initiative, 2020-2022.