

Introducing

# BrainGuide™

by **US**AgainstAlzheimer's

## COMMUNICATIONS TOOLKIT

*FOR PARTNERS &  
STAKEHOLDERS*

**WELCOME LETTER →**

**WIDGETS →**

**COPY FOR WEBSITE, NEWSLETTER OR BLOG →**

**SOCIAL TOOLKIT →**

**KEY MESSAGES →**

**POSTCARD →**

**FLYER →**

**1-PAGER →**

Dear Partner,

Thank you for supporting UsAgainstAlzheimer's in our efforts to spread awareness of BrainGuide nationwide. BrainGuide is a first-of-its-kind 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 is free and easy to access – in English and Spanish – online or over the phone. It provides memory questionnaires that you can take on behalf of yourself or someone you care about. Once the questionnaire is complete, BrainGuide offers a set of tailored resources based on the answers you provided.

**We invite you to share information about BrainGuide with the communities you serve, using the materials provided in this Communications Toolkit.** This toolkit includes both digital and creative files, as well as instructions for printing collateral for your own use. With 60% of Alzheimer's cases in patients over 65 year old going unrecognized, we know that there are millions of people nationwide worried about brain health, and we want to reach as many of them as possible.

## WHAT'S INCLUDED:

**Digital Tools:** The following digital tools should make it easy to share messages on social media, through your website and digital newsletters and emails. Descriptions of each item can be found on their respective pages.

- **Widgets**
- **Copy for Website, Newsletter or Blog**
- **Social Toolkit**
- **Key Messages**

**Print Collateral:** We've developed several promotional materials for distribution. Descriptions and printing instructions can be found on their respective pages.

- **Postcard**
- **Flyer**
- **1-Pager**

UsAgainstAlzheimer's exists to conquer Alzheimer's disease. We take on the toughest problems; bring all of *Us* together to break down barriers; advocate for research that will speed treatments to market; and drive changes that matter most to people living with the disease. The unquestionable complexity of this challenge to stop Alzheimer's fuels our determination to overcome it. We will not rest until brain span equals life span – for everyone.

Sincerely,

Brooks Kenny

General Manager, BrainGuide by UsAgainstAlzheimer's

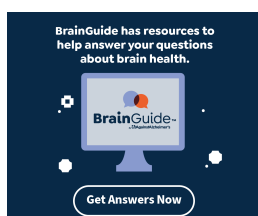
[bkenny@usagainstalzhimers.org](mailto:bkenny@usagainstalzhimers.org)

BrainGuide widgets, available in 4 different sizes and styles, are art files that can be directly uploaded to your website to link your audiences to BrainGuide. Outlined below are two options to implement the widgets from your website: one with and one without HTML coding.

## OPTION 1: Image & Link

Choose from the selection of widgets provided below and then access a downloadable file by clicking on the selected widget. Next, link the image to [MyBrainGuide.org](https://mybrainguide.org).

### Widget 1



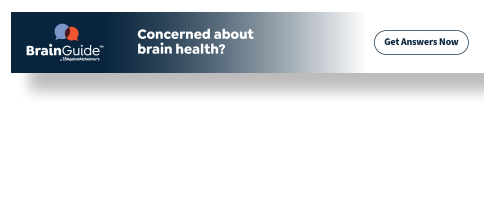
### Widget 2



### Widget 3



### Widget 4



## OPTION 2: Embedded HTML Code

Choose an image and embed its HTML code into your website. This option will automatically link to [MyBrainGuide.org](https://mybrainguide.org).

- **Widget 1** - `<a href="https://mybrainguide.org/?utm_source=website&utm_medium=widget&utm_campaign=bg-w1" target="_blank"> <img alt="BrainGuide empowers people from all communities to act on brain health." src= https://mybrainguide.org/images/widgets/BrainGuideWidget1-300x250.png width="300" height="250">`
- **Widget 2** - `<a href="https://mybrainguide.org/?utm_source=website&utm_medium=widget&utm_campaign=bg-w2" target="_blank"> <img alt="BrainGuide empowers people from all communities to act on brain health." src= https://mybrainguide.org/images/widgets/BrainGuideWidget2-300x600.png width="300" height="600">`
- **Widget 3** - `<a href="https://mybrainguide.org/?utm_source=website&utm_medium=widget&utm_campaign=bg-w3" target="_blank"> <img alt="BrainGuide empowers people from all communities to act on brain health." src= https://mybrainguide.org/images/widgets/BrainGuideWidget3-336x280.png width="336" height="280">`
- **Widget 4** - `<a href="https://mybrainguide.org/?utm_source=website&utm_medium=widget&utm_campaign=bg-w4" target="_blank"> <img alt="BrainGuide empowers people from all communities to act on brain health." src= https://mybrainguide.org/images/widgets/BrainGuideWidget4-728x90.png width="728" height="90">`

Listed below are long form and condensed messaging options that can be used universally within your organization's newsletters, blogs, or website pages. Feel free to directly copy and paste these messages, or tailor them to meet your needs.

Please contact us if you are interested in a tailored guest blog on BrainGuide for your audience.

### LONG FORM COPY

BrainGuide by UsAgainstAlzheimer's is a first-of-its-kind 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 can help whether you're interested in protecting your brain health, you've been diagnosed with mild cognitive impairment (MCI) or Alzheimer's, or you're concerned about a family member.

BrainGuide begins with an automated, confidential self-administered memory questionnaire, developed with input from memory experts, that can be taken on behalf of yourself or someone you care about. Once you complete the questionnaire, BrainGuide offers tailored education and resources to help you find the best next steps in your or a loved one's brain health journey. BrainGuide does not provide a diagnosis.

UsAgainstAlzheimer's worked in close collaboration with medical, technology, and industry experts to innovate and carefully create BrainGuide. BrainGuide was developed with in-kind and financial support from Biogen. The platform runs on Amazon Web Services (AWS), using state-of-the-art technologies to power the memory questionnaire capability and make it available to anyone with a telephone or internet access. BrainGuide is part of the long-term commitment from UsAgainstAlzheimer's to ensuring that no one is lost to Alzheimer's disease.

**[Organization name]** is pleased to share this platform, and we encourage you to take the first step in acting on your brain health today by visiting [MyBrainGuide.org](https://www.mybrainguide.org) or calling 855-BRAIN-411.

### CONDENSED COPY

BrainGuide by UsAgainstAlzheimer's offers tailored resources to help you find the best next steps in your or a loved one's brain health journey. It can help whether you're interested in protecting your brain health, you've been diagnosed with mild cognitive impairment (MCI) or Alzheimer's, or you're concerned about a family member. BrainGuide is free and easy-to-access – in English and Spanish – online at [www.mybrainguide.org](https://www.mybrainguide.org) and by phone at 855-BRAIN-411. The platform provides automated, confidential memory questionnaires that can be self-administered or taken as a caregiver. Once the questionnaire is complete, BrainGuide offers tailored resources based on the answers provided. Privacy is protected, and responses are not recorded or shared with anyone other than the individual completing the questionnaire. BrainGuide is not intended to diagnose or make treatment recommendations regarding Alzheimer's or any other disease. BrainGuide was developed with in-kind and financial support from Biogen.

Here are sample messages to help your organization promote BrainGuide across Twitter, LinkedIn, Instagram, and Facebook.

You can copy and paste the messages below or tailor them to meet your needs – feel free to include any of the linked images in your posts, which are linked below.

We also invite you to highlight BrainGuide on any and all of the following awareness days throughout the rest of the year:

- September 2021 – [World Alzheimer's Month](#)
- September 21, 2021 – [World Alzheimer's Day](#)
- October 10, 2021 – [World Mental Health Day](#)
- November, 2021 – [National Family Caregivers Month](#)

## GETTING STARTED

- Follow us on Twitter @UsAgainstAlz, like us on Facebook [facebook.com/UsAgainstAlz](https://facebook.com/UsAgainstAlz), and follow us on Instagram @UsAgainstAlz.
- Engage with BrainGuide social content coming from the accounts listed above.
- [Click here](#) to access our social images and logos sized for Facebook, Twitter, Instagram, and LinkedIn.

## SOCIAL MEDIA CONTENT

**We have provided sample content for Facebook, Twitter, LinkedIn, and Instagram.**

### TWITTER

- BrainGuide by @UsAgainstAlz is a platform that helps you navigate your #brainhealth journey, with a confidential memory questionnaire and tailored resources. Start today by visiting [MyBrainGuide.org](https://MyBrainGuide.org).  
#TookTheFirstStep #MyBrainGuide
- Looking for help managing your or your loved one's #brainhealth? Take the first step with BrainGuide, the first-of-its-kind, easy-to-access platform by @UsAgainstAlz, by visiting [MyBrainGuide.org](https://MyBrainGuide.org) or calling 855-BRAIN-411.  
#TookTheFirstStep #MyBrainGuide
- With greater understanding of the importance of brain health and growing public awareness of #Alzhiemers, BrainGuide by @UsAgainstAlz is helping people take meaningful action in their brain health journey. Find out more at [MyBrainGuide.org](https://MyBrainGuide.org) #TookTheFirstStep #MyBrainGuide

## FACEBOOK

- ➔ BrainGuide by @UsAgainstAlzheimer's is a first-of-its-kind 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, on their brain health journey. Take the first step by visiting [MyBrainGuide.org](https://MyBrainGuide.org) or by calling 855-BRAIN-411. #TookTheFirstStep #MyBrainGuide
- ➔ BrainGuide by @UsAgainstAlzheimer's is a first-of-its-kind 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 does not provide a diagnosis. UsAgainstAlzheimer's worked in close collaboration with medical, technology, and industry experts to innovate and carefully create BrainGuide. BrainGuide was developed with in-kind and financial support from Biogen. The platform runs on Amazon Web Services (AWS), using state-of-the-art technologies to power the memory questionnaire capability and make it available to anyone with a telephone or internet access. BrainGuide is part of the long-term commitment from UsAgainstAlzheimer's to ensuring that no one is lost to Alzheimer's disease. Take the first step by visiting [MyBrainGuide.org](https://MyBrainGuide.org) or by calling 855-BRAIN-411. #TookTheFirstStep #MyBrainGuide
- ➔ We know that taking steps to confidently manage your own brain health or that of a loved one can be challenging. That's why we are thrilled to introduce you to BrainGuide by @UsAgainstAlzheimer's, available in both English and Spanish. With a confidential memory questionnaire followed by tailored education and resources based on the answers you provide, BrainGuide can help you find the best next steps in your or a loved one's brain health journey. BrainGuide does not provide a diagnosis. Take the first step by visiting [MyBrainGuide.org](https://MyBrainGuide.org) or by calling 855-BRAIN-411. #TookTheFirstStep #MyBrainGuide.
- ➔ BrainGuide by @UsAgainstAlzheimer's provides resources on brain health for people seeking to manage their brain health, people worried about their own memory or the memory of someone they love, and those caring for loved ones with Alzheimer's disease. It is available in English and Spanish and can be accessed online or by phone. Visit [MyBrainGuide.org](https://MyBrainGuide.org) or call 855-BRAIN-411. #TookTheFirstStep #MyBrainGuide
- ➔ Looking for help managing your or your loved one's brain health journey? BrainGuide by @UsAgainstAlzheimer's is a first-of-its-kind 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 on their brain health journey. Available in both English and Spanish, visit [MyBrainGuide.org](https://MyBrainGuide.org) or by calling 855-BRAIN-411. #TookTheFirstStep #MyBrainGuide

## LINKEDIN

- BrainGuide by UsAgainstAlzheimer's is a first-of-its-kind platform that empowers people with knowledge and resources to take the best next steps in managing their own or a loved one's #brainhealth.

BrainGuide can help whether you're interested in protecting your brain health, you've been diagnosed with mild cognitive impairment (MCI) or #Alzheimers, or you're concerned about a family member.

BrainGuide begins with an automated, confidential self-administered memory questionnaire, developed with input from memory experts, that can be taken on behalf of yourself or someone you care about. Once you complete the questionnaire, BrainGuide provides tailored education and resources to help you find the best next steps in your or a loved one's brain health journey. BrainGuide does not provide a diagnosis.

UsAgainstAlzheimer's worked in close collaboration with medical, technology, and industry experts to innovate and carefully create BrainGuide. BrainGuide was developed with in-kind and financial support from Biogen. The platform runs on Amazon Web Services (AWS), using state-of-the-art technologies to power the memory questionnaire capability and make it available to anyone with a telephone or internet access. BrainGuide is part of the long-term commitment from UsAgainstAlzheimer's to ensuring that no one is lost to #Alzheimers disease.

**[Organization name]** is pleased to share this platform, and we encourage you to take the first step in acting on your brain health today by visiting [MyBrainGuide.org](https://MyBrainGuide.org) or calling 855-BRAIN-411.

#TookTheFirstStep #MyBrainGuide

## INSTAGRAM

- We know that taking action on brain health can be difficult. Luckily, BrainGuide by @UsAgainstAlz can help, offering tailored resources to help you find the best next steps in your or a loved one's brain health journey. It can help whether you're interested in protecting your brain health, you've been diagnosed with mild cognitive impairment (MCI) or Alzheimer's, or you're concerned about a family member. BrainGuide is free, easy-to-access, and available in both English and Spanish. Take the first step by visiting [MyBrainGuide.org](https://MyBrainGuide.org) or by calling 855-BRAIN-411 and sharing your experience with BrainGuide by using #TookTheFirstStep #MyBrainGuide.
- Looking for help managing your or your loved one's #brainhealth? Take the first step with BrainGuide, the first-of-its-kind, easy-to-access platform by @UsAgainstAlz, by visiting [MyBrainGuide.org](https://MyBrainGuide.org) or calling 855-BRAIN-411. #TookTheFirstStep #MyBrainGuide
- With greater understanding of the importance of brain health and growing public awareness of #Alzhiemers, BrainGuide by @UsAgainstAlz is helping people take meaningful action in their brain health journey. Find out more at [MyBrainGuide.org](https://MyBrainGuide.org) #TookTheFirstStep #MyBrainGuide

This Key Messaging document consists of simplified language about BrainGuide that is geared toward consumers, who might not know as much about brain health or Alzheimer's. Use these messages to tell your audience more about BrainGuide.

### TOP LINE MESSAGE

**Are you worried about your brain health and memory or that of a loved one? BrainGuide<sup>™</sup> by UsAgainstAlzheimer's can help. We offer confidential memory questionnaires and tailored resources so that you can take the best next steps with confidence, no matter where you are in your journey.**

### CORE MESSAGES: Describing BrainGuide

#### About BrainGuide:

- BrainGuide is free and easy-to-access – in English and Spanish – online at [MyBrainGuide.org](https://MyBrainGuide.org) and by phone at 855-BRAIN-411. BrainGuide provides memory questionnaires that you can take on behalf of yourself or someone you care about. Once the questionnaire is complete, BrainGuide offers a set of tailored resources based on the answers you provide. Privacy is protected, and responses are not recorded or shared with anyone. BrainGuide does not provide a diagnosis, only a doctor can do that with more information.
- BrainGuide includes free, easy-to-access, and confidential memory questionnaires – taken over the phone or online in English or Spanish. The questionnaires can be for you or someone you spend a lot of time with and are worried about. Once you complete the questionnaire, BrainGuide suggests tailored resources based on your answers. Resources may include tips for keeping your brain healthy, information about screening and detection, ideas for how to raise the topic with your loved ones and providers, and links to local resources. BrainGuide will help you take the first steps in your brain health journey with confidence.

#### Additional:

- BrainGuide by UsAgainstAlzheimer's was created to help people of all ages and from all communities understand brain health and Alzheimer's disease, and it empowers you to take action.
- BrainGuide provides a wide variety of resources for people seeking to manage their brain health, people worried about their own memory or the memory of someone they love, and those caring for loved ones with Alzheimer's disease.
- BrainGuide was created by UsAgainstAlzheimer's – a leading advocacy organization that exists to conquer Alzheimer's disease and will not rest until brain span equals life span for everyone. BrainGuide was developed with in-kind and financial support from Biogen.
- BrainGuide is a platform that offers confidential memory questionnaires – taken over the phone or online in English or Spanish – followed by tailored education and resources based on the answers provided. The memory questionnaires do not provide a diagnosis.

#### How to Use BrainGuide:

- BrainGuide offers tailored resources to help you find the best next steps in your own or a loved one's brain health journey. It can help whether you're interested in protecting your brain health, you've been diagnosed with mild cognitive impairment (MCI) or Alzheimer's, or you're concerned about a family member.



This BrainGuide postcard is perfect for any direct distribution needs, whether it be through mail or in person. It contains concise information on what BrainGuide is and offers, as well as a QR code so your constituents can easily access BrainGuide at [MyBrainGuide.org](https://mybrainguide.org).

**Printing instructions:** The postcard is intended to print double sided and in color, on 4-by-6-inch paper. 130#, smooth white cover stock paper is recommended.

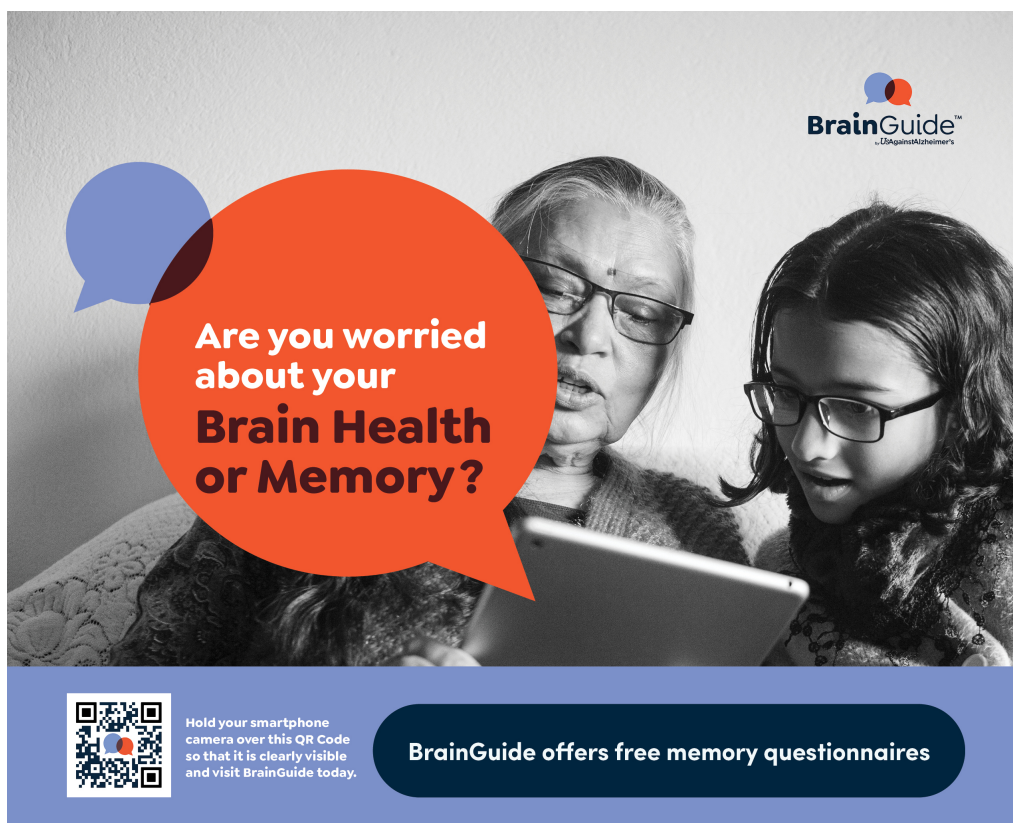
**Click on the image to access a downloadable file.**



The BrainGuide flyer contains information on BrainGuide, what it is, what kind of information a user can expect to find, and how to access it. The flyer includes a QR code so constituents can easily access BrainGuide. Distribution possibilities include in person, direct mail, and scaling it to digital poster ads within your office space.

**Printing instructions:** The flyer is intended to print one sided and in color, on 8.5-by-11-inch paper.

**Click on the image to access a downloadable file.**



## About BrainGuide

\*BrainGuide includes free, easy to access, confidential **memory questionnaires** – taken over the **phone or online in English or Spanish**. You can take the questionnaire for yourself or someone you care about. Once you complete the questionnaire, BrainGuide will send you **tailored resources** based on your answers to help you find the best next steps in your brain health journey.

We know that first steps can be tough; BrainGuide can help you take them with confidence.

**Take your first step today**

**MyBrainGuide.org | 855-BRAIN-411 (855-272-4641)**

\*BrainGuide was created with in-kind and financial support from Biogen

## Find Resources for You

- ✓ Tips for a healthy brain
- ✓ Signs and symptoms of Alzheimer's disease
- ✓ Screening, detection and diagnosis
- ✓ Living with Alzheimer's disease
- ✓ Caregiving
- ✓ Local support
- ✓ Brain health equity

Our BrainGuide 1-pager is a document with extensive information on BrainGuide, what it is, what it offers and how to access it. The 1-pager includes a QR code so constituents can easily access BrainGuide. Distribution possibilities include direct handouts to employees, placement in offices, and posting in bulletins, etc.

**Printing Instructions:** The 1-pager is intended to print one sided and in color, on 8.5-by-11-inch paper.

**Click on the image to access a downloadable file.**

**\*BrainGuide is a first-of-its-kind 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.**

**Say hello to**



**BrainGuide**<sup>TM</sup>  
by *US*AgainstAlzheimer's

**Get Started with Confidence**

**BrainGuide helps people get started with confidence, wherever they are in their brain health journey:**

**Free and easy to access.**  
BrainGuide is available online at [mybrainguide.org](http://mybrainguide.org) or as an automated toll-free phone service at 855-BRAIN-411 – in both English and Spanish.

**Provides a memory questionnaire.**  
The BrainGuide memory questionnaire does not provide a diagnosis, but it can help guide you toward information and resources that inform the best next steps for you or a loved one.

**Offers tailored resources.**  
Based on your answers, BrainGuide will give you tailored resources to help you keep your brain healthy, spot signs and symptoms of cognitive decline, live well with Alzheimer's, take care of a loved one, and more.

**Find Resources at Every Step**

**BrainGuide helps people of all ages and from all communities to learn about brain health and Alzheimer's disease – and then take action:**

**Information for any need.**  
Whether you're improving your brain health, checking on memory changes, learning more after a diagnosis, or helping your family, BrainGuide offers resources to help you navigate your or a loved one's brain health journey.

**For you or your loved one.**  
BrainGuide provides memory questionnaires that you can take on behalf of yourself or someone you care about. We also provide a wide variety of resources for people seeking to manage their brain health, people worried about their own memory or the memory of someone they love, and those caring for loved ones with Alzheimer's disease.

**Start your memory questionnaire or browse BrainGuide's resources today.**



Hold your smartphone camera over this QR Code so that it is clearly visible and visit BrainGuide today.

**Take your first step today**

**[MyBrainGuide.org](http://MyBrainGuide.org) | 855-BRAIN-411 | (855-272-4641)**

\*BrainGuide was created with in-kind and financial support from Biogen.

**Listed below are all of the links that live within this toolkit.**

- [BrainGuide Website](#)
- [BrainGuide Widgets](#)
  - [Widget 1](#)
  - [Widget 2](#)
  - [Widget 3](#)
  - [Widget 4](#)
- [BrainGuide Creative Assets for Social](#)
- [BrainGuide Postcard](#)
- [BrainGuide Flyer](#)
- [BrainGuide 1-Pager](#)