



Alzheimer's Association PR Plan

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Situational Analysis:

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. The association has numerous chapters throughout the country that follow the association's six pillars: providing and enhancing care and support, accelerating research, increasing concern and awareness, strengthening diversity and inclusion, advancing public policy and increasing revenue.

The Alzheimer's Association provides support resources to those living with Alzheimer's, caregivers, and family members through its various programs. Its mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected and to reduce the risk of dementia through the promotion of brain health.

The Omaha chapter will be launching a local-specific blog to complement its nationwide blog. This blog will be unique to the Omaha chapter where advocates and others can connect and share stories specifically from Omaha.

Challenges:

The biggest challenge the Alzheimer's Association faces is removing the stigma that Alzheimer's disease is only "for old people." The blog needs to be relevant across all stages of the life-cycle. Content should be engaging to younger audiences and those at-risk alike.

Another challenge for the blog may be gathering content. The organization wants to focus on real-life stories of those affected by the disease. While identifying those people may be easy, asking them to contribute to the blog may pose a challenge.

Opportunities:

The Nebraska chapter is working on a new blog opening on their website. This blog will share stories of different Nebraskans connected to the disease and how it's changed their lives. This is an opportunity to get more people invested in the disease and present to the public how many people this disease affects.

The association could also utilize video stories to connect a face to a story and invest different audiences into their storytelling. The video stories could be posted on their

website and social media and create a more personal public identity. This positive identity could boost their numbers of advocates and fundraising.

The association could also use social media more as a whole. One of the Nebraska chapter's goals is to reach a younger audience, and social media is a good way to accomplish it. Using social media to advocate and inform is so important in today's digital age, and the association could utilize it for more than just event promotion.

Target Audience:

A diverse audience of young adults ages 18-25 with little to no knowledge of the importance of Alzheimer's research and the Alzheimer's Association Nebraska Chapter.

Goals:

- To create content for the launch of the Alzheimer's Association Nebraska chapter's new blog page.
- To promote the launch of the blog page to a younger audience and gain engagement.

Strategies:

- Use personal stories to connect Alzheimer's to Nebraskans
- Create meaningful blog content for the Nebraska chapter
- Develop different types of blog content related to the association's strategic plan

Objective 1

- **Create 5 unique blog posts for the webpage by April 30, 2019.**

Tactics:

- John: Public Policy **Deadline April 30, 2019**
- Sarah: Enhance care and support **Deadline April 30, 2019**
- Courtney: Diversity and inclusion **Deadline April 30, 2019**
- Shannon: Increase concern and awareness **Deadline April 30, 2019**
- Elizabeth: Accelerating research **Deadline April 30, 2019**

Objective 2:

- **Increase website and blog traffic by 25% by December 2019.**

Tactics:

- Create news release about the launch of the blog

- Encourage our student peers to read the content we've created through our personal social media
- Encourage people to read the content using the Nebraska chapter's social media

Evaluation:

- Track number of blog visits
- Track engagement on social media such as Facebook and Twitter