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Date: 6/8/2017 9:16:19 AM
Subject: FW: June is Alzheimer's and Brain Health Awareness Month
Attachments: Brain-Body-Pledge_postcard_4up (1).pdf
HBHB Initiative Facebook posts.docx

Please forward the information below to your contacts, email lists, providers, etc. as appropriate. Thank you.

Denise

From: HealthyAging [mailto:healthyaging@dhec.sc.gov]
Sent: Wednesday, June 07, 2017 5:22 PM
To: CDSMP; CDSMP TOMANDO; WWE; WWE_Leaders; AFEP; HealthyAgingStakeholders
Cc: Wesley, Rosa; Williams, Patricia; Shiver, Amelia
Subject: June is Alzheimer's and Brain Health Awareness Month

Hello,

June is Alzheimer's and Brain Health Awareness month! The SC Division of Healthy Aging is running a statewide health education campaign "*Healthy Body, Healthy Brain*" in collaboration with the American Heart Association, Eat Smart, More More SC and the Alzheimer's Association. The campaign ends July 31, 2017 and we are trying to drive as many people as possible to our webpage to take the Healthy Body, Health Brain Pledge and be entered into the monthly drawing to win a fitbit (until July).

Attached, please find a document which has four postcards (print and cut into fours) that you can distributed to advertise the webpage. Also, please share this email with your staff and encourage them to print the cards and share with family, friends and organizations they may be affiliated or work with. If you need some hard copies of the postcards, already printed, please let us know by response to this email and we will get some to you. For your information the **campaign includes the following:**

1.) Webpage which includes information about taking care of your brain health

- **Printable materials:** *Brain Health - Learn the Facts* Brochure, *Controlling Risk Factors* one pager, *10 Ways to Love Your Brain* one pager and *Stroke and your Brain* one pager.

- **General information about Alzheimer's Disease**/cognitive decline and resources/links to other resources
- **Healthy Body, Healthy Brain Pledge** - visitors can take and be entered into a monthly drawing (ending July 2017) to win a fitbit.

2.) Radio PSA's will begin running June 5th which will talk about healthy behaviors and encourage people to visit the webpage <http://www.dhec.sc.gov/>

3.) Social Media Messaging for Facebook. (attached)

4.) Webpage Promotional Post cards to be disseminated to churches, organizations, businesses etc. to drive people to the webpage and take the pledge.

Michele D. James, MSW -Division Director

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