

Alzheimer's Public Awareness Campaign Update GACA Meeting

February 12, 2025

ALZHEIMER'S  ASSOCIATION®

Presenters



Terri Spitz
Executive Director
Alzheimer's Association



Dawn Webley-Fadda
VP, Agency & Media Operations
ON Advertising

Why

We identified a critical need to reach Arizona's diverse and underserved urban population with information about dementia and available resources.

Primary objective

- Increase awareness of Alzheimer's disease and related dementias in rural and underserved urban areas of Arizona, with particular emphasis on reaching:
 - Adults over 65 (the highest risk group)
 - Rural communities across Arizona
 - Urban Black/African American, Native American, & Hispanic/Latino populations
- The campaign was designed not just to raise awareness, but to create actionable change by connecting individuals to the Alzheimer's Association's 24/7 helpline and local support services.

A Public-Private Partnership

- **Funding:** \$1,063,000 total
 - **Initial Proposed Investment:** \$500,000 (H.B. 2087, Dunn)
 - **Additional State Investment:** \$250,000 (Health Budget Bill, Shamp)
 - **Foundation Partner/Match:** \$313,000
 - Donated time & services by ON Advertising: \$127,500+
- **Public Health Purpose:** Alzheimer's Awareness Campaign for rural and underserved communities
- **Support:** Broad bipartisan backing
- **Approval:** State investment of \$750,000 included in FY24 State Budget, approved by Governor Hobbs and State Legislators



Championed by
Senator Tim Dunn

Media Strategy

The Alzheimer's Association utilized a phased, multi-media channel strategy to maximize awareness, reach, and education across the entire state with a focus on rural and underserved communities statewide.

- **Multi-platform, phased rollout** effort to ensure efficient media spend and statewide coverage of all 15 counties
- **Strategic media mix** balancing both traditional and digital efforts such as outdoor billboards, rural radio, print publications, social media, streaming television, and digital display.
- **Culturally inclusive approach** ensuring meaningful engagement with diverse underserved communities including Spanish-speaking, Black/African American, elderly and Native communities, through platforms such as Univision, Navajo-Hopi Observer, and Arizona Informant.
- **Sustained education efforts** through public education programs Arizona Media Association's Public Education Program that is multi-language statewide!

Creative Examples

Digital Display



Outdoor Billboard



Digital Streaming/Video



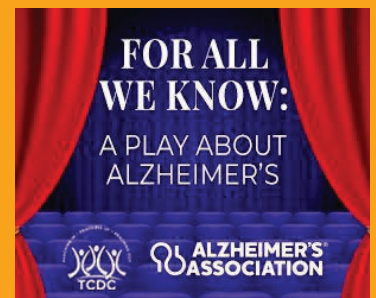
Digital Display Banner



Measuring Success

- Media Impressions
- Calls to the Alzheimer's Association 24/7 Helpline 24/7
- Attendance at Programmatic Events
- Community Partnerships

Creative Example from
Community Partnership -
Tanner Community
Development



2024 Media Results (73% of budget)

105M+
Overall
Impressions
Delivered

15
Arizona
Counties
Touched

10%+
In-kind
Advertising
Impressions

16,000+
Clicks to
alz.org

24M+
Spanish
Impressions
Delivered

47M+
Outdoor
Impressions
Delivered

15M+
Social
Impressions
Delivered

Campaign Start: March 2024
Reporting Dates: 3/1/2024 - 12/31/2024

Campaign Results

- 22% increase in Helpline Calls
- 48% attendance in Education Programs/Events
- 88 Community Partners



Thank
You!



Governor Katie Hobbs



Senator Tim Dunn



QUESTIONS?

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