

**Faces of Dementia**  
**21<sup>st</sup> September 2011**  
**World Alzheimer's Day**  
**National Dementia Awareness**  
**Week**  
**18<sup>th</sup> - 24<sup>th</sup> Sept.2011**



**Toolkit**

# **National Dementia Awareness Week and World Alzheimer's Day**



**Dear Friends,**

**Warm greetings from the National Office of Alzheimer's and Related Disorders Society of India**

**I have great pleasure in informing you that this year we propose to observe 18<sup>th</sup> - 24<sup>th</sup> September as National Dementia Awareness Week. We invite you to join hands with us to commemorate this campaign by holding awareness programmes, memory walk / cycle rally, seminars, workshops, training for health care professionals, memory screening camps etc., to pay our respects to the people with dementia and their carers.**

**Invite your elected representative for the function and have a call to the Prime Minister, Chairperson of the National Advisory Council, Cabinet Ministers etc. to prioritise dementia care in the next Five Year Plan and to have financial allocations for series of strategies dedicated for the dementia care in the Country.**

**I request you to kindly consider covering this year's World Alzheimer's Day and the National Dementia Awareness Week in a big way in your esteemed medium.**

**With all good wishes**

**Yours sincerely,**

**Dr. K. Jacob Roy  
National Chairman, ARDSI**

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### ***MetLife Foundation***

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# Alzheimer's and Related Disorders Society of India (ARDSI)

**Alzheimer's and Related Disorders Society of India (ARDSI) is a registered non-profit, secular, voluntary organization, dedicated to the care, support, training and research of dementia since 1992. ARDSI has been in the forefront to disseminate knowledge about dementia to the public through various forums and is actively involved in developing services like respite care, day care, home care, setting up memory clinics, conduct training programmes for the family members, doctors, nurses and social workers and promote research.**

## Alzheimer's Disease International

Alzheimer's Disease International (ADI) is the federation of 73 Alzheimer associations around the world. It was founded in 1984 as a network for Alzheimer associations to share and exchange information, resources and skills.

ADI is based in London and is registered as a non-profit organization in the USA. It has been in Official Relations with the World Health Organization since 1996. Each of its 73 members is a non-profit association focused on supporting people with dementia and their families.

## About World Alzheimer's Day

World Alzheimer's Day was launched in 1994 to mark ADI's 10th anniversary and has grown significantly since then. Each year more countries participate as the global Alzheimer movement gains momentum.

World Alzheimer's Day is an opportunity to show that your association is part of a global movement. It is an occasion to feel proud of the international network that you are part of and to demonstrate that Alzheimer associations worldwide are working together to improve the lives of people with dementia and their families on the same day.

## What ARDSI will do for you?

- Provide a selection of World Alzheimer's Day publicity materials, including bulletins, posters, stickers, balloons and bookmarks. These materials are also available on the intranet site for ADI member associations to adapt and translate
- Provide you with up to date global figures and statistics
- Publicise your World Alzheimer's Day event on the ARDSI webpage and feature a selection of events in the ARDSI newsletter
- Help you to find spokespeople or ARDSI representatives for your event
- Provide you with materials, advice and contacts to make your event successful
- Act as the international coordinator of World Alzheimer's Day, giving your event or campaign an international context, stronger impact and prestige

## How to describe World Alzheimer's Day

It is important that we present a positive image of united Alzheimer associations across the world. We therefore ask members to use the following text when describing World Alzheimer's Day.

'Every year on 21 September, World Alzheimer's Day unites people living with dementia around the world. From Australia to Zimbabwe people with dementia, carers and Alzheimer associations take part in activities from Memory Walks to tea dances to raise money and awareness of dementia.'

'There are currently estimated to be 36 million people with dementia worldwide and the number is set to rise to over 115 million by 2050. With so many people affected it is time dementia was recognized as a global health priority. We must combat stigma and ignorance so that people with dementia receive the care, treatment and attention they deserve. World Alzheimer's Day is co-ordinated by Alzheimer's Disease International, the federation of 76 Alzheimer associations worldwide.'

### About dementia

There are currently estimated to be 36 million people worldwide living with dementia. The number of people affected is set to rise to over 115 million by 2050. Much of this increase is predicted to take place in the developing world, especially in heavily populated regions such as China, India and Latin America.

Dementia is a term used to describe different brain disorders that affect memory, thinking, behaviour and emotion. The disease knows no social, economic, or ethnic boundaries. Alzheimer's disease is the most common cause of dementia. Other causes include vascular disease, dementia with Lewy bodies and fronto-temporal dementia.

Dementia is surrounded by myth and stigma and in many parts of the world is still thought to be a normal part of ageing. Many people believe that if you have dementia, nothing can be done about it. While there is no cure for most causes of dementia at present, there is a great deal of advice, support and information available from Alzheimer associations throughout the world.

The public awareness about dementia in India is low. It was perceived as normal, anticipated as part of aging. There is no special emphasis on dementia diagnosis and management in the training of healthcare professionals. Media interest in dementia and related healthcare issues remain low. This general lack of awareness has serious consequences.

Low awareness and the resultant low demand for services perpetuate the silent suffering of the affected people and their families. It is essential to change these state of affairs by the concerted efforts of all stakeholders with an important role for the Government.

## Organising an event

**A successful event will allow you to deliver your message to your key target audiences while helping to build your public profile. It is important to ensure that people coming to your event are aware of why they should participate, are given plenty of notice and have a smooth and well-organised day.**

**Some of our members have been running events for over 10 years and so have gained a lot of experience about what works and what does not. Below are some of their tips for running a successful event.**

### Planning your event

#### Before the event

**Identify both your target audience and your potential partnerships.** Decide who you want to influence with your campaign – it could be policy makers or the population at large. Then, identify individuals and organisations interested in planning World Alzheimer’s Day activities and make partnerships with them. Some ideas include hospitals, senior citizens groups, schools, colleges, universities, women’s groups and religious groups.

**Choose an activity with clearly defined and achievable objectives.** Without objectives, you cannot measure whether your event has been a success or not.

**Be realistic about what your association can undertake.** The human and financial resources that are required should not be underestimated. It is better to run a small, successful event than a bigger, more chaotic one.

**Publicise, your event!** Use flyers, posters, announcements, TV and radio, newspaper and newsletter advertising to make sure that the widest audience possible knows about your event – and wants to come!

**Delegate: be clear who is responsible for what.** Give people deadlines for completing their tasks and have regular meetings to check the progress being made.

**Invite people to your event.** Who you invite will depend on your target audience. You could invite your minister of health if you are advocating to your government. Invitations themselves serve to raise awareness and encourage people to become involved. A follow-up phone call is often an effective tool.

## On the day

Having an event that runs smoothly is vital. **Hold a meeting before the event with all** those involved to run through the timetable for the day, contact details for key staff and arrangements for the media.

Ensure your staffs are well briefed about their responsibilities, what to do in the case of an emergency and what message you are trying to promote to those attending. They are ambassadors for your association.

**Emphasise the global aspect of World Alzheimer's Day.** Draw attention to the work being done both by your association and by ARDSI & ADI.

**Manipulating the media – brief your spokes people and your photographer.** Spokespeople should have a list of talking points and be well versed in your key messages. The photographer needs to be aware of what is expected of him/her.

## After the event

**Remember to say thank you to all the people who made your event possible and memorable.**

This may include sponsors, invited guests and volunteers. This will make people feel valued and encourage them to support your association in the future.

**Evaluate your activities.**

This can be done easily by preparing a simple questionnaire collating the views of helpers and those participating. Were the

defined objectives achieved? What was a success and what are your learning points? This process is essential in order to build on the achievement for future World Alzheimer's Day campaigns.



Street play, ARDSI Cochin chapter conducted WAD

## Ideas for awareness events

**There are many ways to observe World Alzheimer's Day and raise awareness – the possibilities are limited only by your imagination! Here are a few ideas to get you started.**

**1** Alzheimer Café is a concept that has come from the Netherlands where people with dementia and their carers meet for psycho-social support followed by an informal get together. Tea and coffee are provided. The support part of the meeting is led by a professional and involves a thematic talk on an emotional issue concerned with having and learning to live with dementia. There is also an opportunity for people to ask questions. Alzheimer cafés have been very successful in the Netherlands and have now been adapted in several other countries.

**2** Stopping a clock. It may be possible to get a famous clock in your town, city, or country stopped on World Alzheimer's Day (or a day near it) for a minute. The minute could be used to remember the 36 million people with dementia worldwide.

**3** Send any materials you produce (badges, T-shirts, hats sporting your logo) to local television personalities and newsreaders, encouraging them to wear these on air. Give them information about your association and encourage them to announce that 21 September is World Alzheimer's Day.

**4** Invite a journalist to spend the day with a person with dementia or a family who cares for a person with dementia, and ideally give them an opportunity to see some of the services provided by your association. This could then form the basis of a newspaper or magazine article.

**5** Have your country's president or your city/town's mayor officially declare 21 September, World Alzheimer's Day in your area. Consider staging a photo opportunity with a person with dementia and their carer in your association's day care centre.

**6** Approach the managers/owners of large buildings in your town to see if they will acknowledge World Alzheimer's Day i.e. by displaying a message on an electronic message board or changing the colour of their outdoor night lighting to match your association's colours. In the past, the Alzheimer's Society, UK, encouraged companies to decorate their buildings with a large yellow ribbon. In the US, buildings have been encouraged to 'go purple' for November, the national Alzheimer's Awareness Month.

**7** Hold a seminar on dementia and what is being done in your area to support people with dementia and their families. Consider inviting people with dementia, community groups, local researchers at universities or hospitals, your member of parliament or equivalent, the police, local businesses and other patient or carer organisations.

**8** Schedule a public hearing to discuss the global impact of dementia. There are currently estimated to be 36 million people with dementia and this figure will rise to



over 115 million by 2050. You should also talk about the impact of dementia in your country.

**9** Organise a letter writing campaign or petition to local, federal, or national decision makers urging them to support your organisation's efforts. Alternatively thank them for their support and encourage them to join you in observing World Alzheimer's Day.

**10** Contact local schools and offer speakers from your organisation (a person with dementia, a carer, member of staff or volunteer) to give a presentation about dementia on World Alzheimer's Day.

**11** Stage an event that brings to life the number of people in your area who have dementia such as a photo exhibition or candlelight ceremony.

**12** Consider holding a religious service to acknowledge people with dementia. Invite other community groups – religious and secular.

**13** Include news about World Alzheimer's Day events in your newsletters and encourage your branches, chapters, and support groups to do the same. Make sure you send details of events to all your media contacts.

**14** Consider partnering with a 'sister' organisation within ARDSI to give a truly national perspective to your events.

**15** If you have used posters to promote World Alzheimer's Day, consider having a poster spotting competition. Get people to send you details of when and where they have seen your posters. Offer a small prize for the person who sees the most. Alternatively, you could use the day to launch a photography, poetry or essay competition.

**16** Get your staff and volunteers to wear the colour of your association – or red and white – on World Alzheimer's Day.

**17** Organise a Memory Walk. Many associations around the world have now adopted this concept from the Alzheimer's Association (USA).

**18** Use the day to launch a new service (like your website, telephone helpline or a new booklet) or the results of a survey or a piece of research you have commissioned.

## Focus on: Memory Walk

Experiences from Singapore, Pakistan and Germany have contributed to the advice below.

### The planning process

- Form an organising committee, recruit a group of enthusiastic volunteers and start planning the event at least six months in advance
- Apply to the relevant authorities for permits to raise funds and use your route
- Consider your venue, date and route carefully:
  - Venue: should be accessible and a suitable size
  - Date: avoid dates that clash with school exam periods and other local events or campaigns
  - Route: should be a suitable length with aesthetic scenery
- Produce a contingency plan in case of bad weather
- Set up a separate bank account for the event. Event expenses should not exceed 30% of the gross amount raised
- Write to schools, corporations, organizations, members and carers encouraging them to take pledge/donation cards and to participate in the walk • Engage the media to ensure that your walk gets extensive coverage leading up to the walk and on the day.

### How to get your Memory Walk noticed

- Invite a guest of honour. This could be a local celebrity or a government minister
- Secure a sponsor and produce caps, balloons and t-shirts to make participants feel part of something and remember the event once it is over. A sponsor could also provide refreshments for the walkers
- Design a program of events to ensure that there is plenty to do throughout the day. Have a raffle at the end of the day to attract participants and encourage them to stay longer
- Invite people with dementia to participate in the walk
- Get the walkers to carry balloons, posters and banners and distribute information about dementia.



A moment during the Memory Walk at Cochin

### Arrangements to be made

- Distribute pledge/donation cards and collect them by their due date
- Organise First Aid at the event
- Recruit volunteers to help pack goodie bags and distribute T-shirts. You will also need volunteers to co-ordinate the event, crowd control etc.

- Organise photographers and media coverage
- Organise a caterer for a reception for the organising committee, sponsors and invited guests
- Ensure there are provisions for people who are unable to complete the walk.

## Using statistics

### New worldwide prevalence rates of dementia

On World Alzheimer's Day in 2009 and 2010 ADI released the first parts of the *World Alzheimer Report*, which featured the most accurate global figures to date of the true scale of the dementia epidemic we are facing. The report also considered the levels of mortality, disability, carer strain and dependency as well as offering recommendations for action.



Based on the studies, overseen by Prof Martin Prince of ADI's 10/66 Dementia Research Group, it is estimated that 36 million people around the world are living with dementia and the number is set to rise to 65.7 million in 2030 and 115.4 million in 2050. There is one new case of dementia worldwide every seven seconds.

The worldwide costs of dementia exceeded 1% of global GDP in 2010, at US\$604 billion. As a result, if dementia care were a country, it would be the world's 18th largest economy. If it were a company, it would be the world's largest by annual revenue exceeding Wal-Mart (US\$414 billion) and Exxon Mobil (US\$311 billion).

The alarming nature of these new figures can be used as an effective advocacy and media tool. Good quality epidemiological data can also generate awareness, provide a framework for policy-making and encourage service development. We therefore encourage you to use these statistics in a strategic way. It is important that you use the prevalence figures in collaboration with testimonies and human-interest stories to grab the attention of both the media and politicians. In this way, you will promote the idea that the statistics are not just numbers; they represent real people and real lives.

**New case of dementia arises every seven seconds in the world  
And India will have one of the largest numbers of elders with this mind  
crippling illness.**

According to many scientific estimates published worldwide, a new case of dementia arises every seven seconds in the world with the number of people with dementia set to double every 20 years. The global figures are estimated at 36 million people living with Alzheimer's and related disorders as per Alzheimer's Disease International (ADI) World Report 2010. By 2040, over 82 million elderly people are expected to have AD if the current numbers hold and no preventive treatments become available.

The number of persons with dementia double every 5 years of age and so India will have one of the largest numbers of elders with this problem. **As per the current estimates, India has about 3.7 million persons with dementia and this figure will double by 2030 to about 7 million persons. The cost of caring has been conservatively estimated at present is Rs. 14,700 Crores. While the numbers are expected to double by 2030, cost would increase three times.** The study, the first such authenticated one ever undertaken in a developing country, was done by Alzheimer's and Related Disorders Society of India (ARDSI), a non-profit organization established in 1992, which has published a country status report on Dementia (The Dementia India Report).

These alarming figures are a call to action. Government must start to plan policy and allocate health and welfare resources for the future. There has to be fundamental awareness among policy makers, clinicians and the public and more community based services, welfare and support at an accelerated pace. Many developed countries like USA, UK, France, Australia, New Zealand and Canada have National Dementia Strategies and Dementia Programmes for their countries. In Asia, some of the countries that are developing a National Dementia Programme are Japan, Singapore and Korea.



Release of Dementia India Report 2010

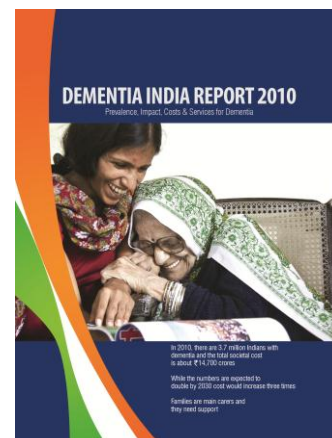
Since its inception, ARDSI is been working with the aim of raising awareness, developing care and services, offer trainings, promote research and to work on advocacy for national policies and programmes in need of patients with dementia and families across India. Presently ARDSI has 14 chapters in India, apart from running directly day care centres, domiciliary care services, respite care centres, memory clinics and training for doctors, nurses and care givers. ARDSI is the first Afro-Asian organization to receive full membership with Alzheimer's Disease International (ADI) a worldwide federation of 76 national Alzheimer associations across the globe, which has an official relationship with the W.H.O.

Dementia is one of the major causes of disability in late life. A syndrome usually chronic, characterized by a progressive, collective deterioration of intellect including memory, learning, orientation, language, comprehension and judgment due to disease of the brain, it mainly affects older people; about 2% of cases start before the age of 65 years. After this, the prevalence doubles with the increase of every five year. Once considered a rare disorder, Alzheimer's Disease-AD, is now seen emerging as a major public health and social problem that is seriously affecting millions of older people and their families.

Early identification is important for bringing management in daily life, which would help both the person and the carer for a secured and dignified living. Further, early diagnosis would also increase timely medical and / or surgical intervention as some less common causes of dementia like chronic infections, brain tumors, hypothyroidism, subdural

hemorrhage, normal pressure hydrocephalus, metabolic conditions and toxins or deficiencies of vitamin B`12 and folic acid are may be treated partially.

**The Dementia India Report** was an effort to document comprehensive holistic care and support to the affected people and their families, a nation-wide assessment of prevalence, gaps in service facilities available and cost of care services, analysed through series of workshops all over India in the presence of experts in the medical stream of neurology, psychiatry, psychology, NGOs, architects, insurance people, lawyers etc,.



### **The following details give the highlights of the status of Dementia in India:**

- The impact of dementia on the individual, the family and society will increase exponentially in terms of the burden, disablement and cost of care. There will be an increase in demand for support services.
- Person with dementia do not access and use health and social care services. A small portion of persons with dementia and families access private health services due to absence of or unsatisfactory public services, which is again delivered at piece meal and inefficient fashion.
- Dementia care is characterized by a significant lack of service delivery and evidence on outcomes with interventions.
- More investment and careful planning will be needed to maximize the quality of life of Persons with dementia and their families, and to accomplish that in an efficient manner with the available services.
- There are hardly any standard practice guidelines and treatment centres in India.

The recommendations that follow therefore contain both a series of proposals for policy development and proposals for improving the evidence base:

### **Recommendations:**

1. Make Dementia a national priority
2. Increase funding for dementia research
3. Increase awareness about dementia
4. Improve dementia identification and care skills
5. Develop community support
6. Guarantee carer support packages
7. Develop comprehensive dementia care models
8. Develop new National Policies and Legislation for People with Dementia.

## 10/66 Dementia Research Group

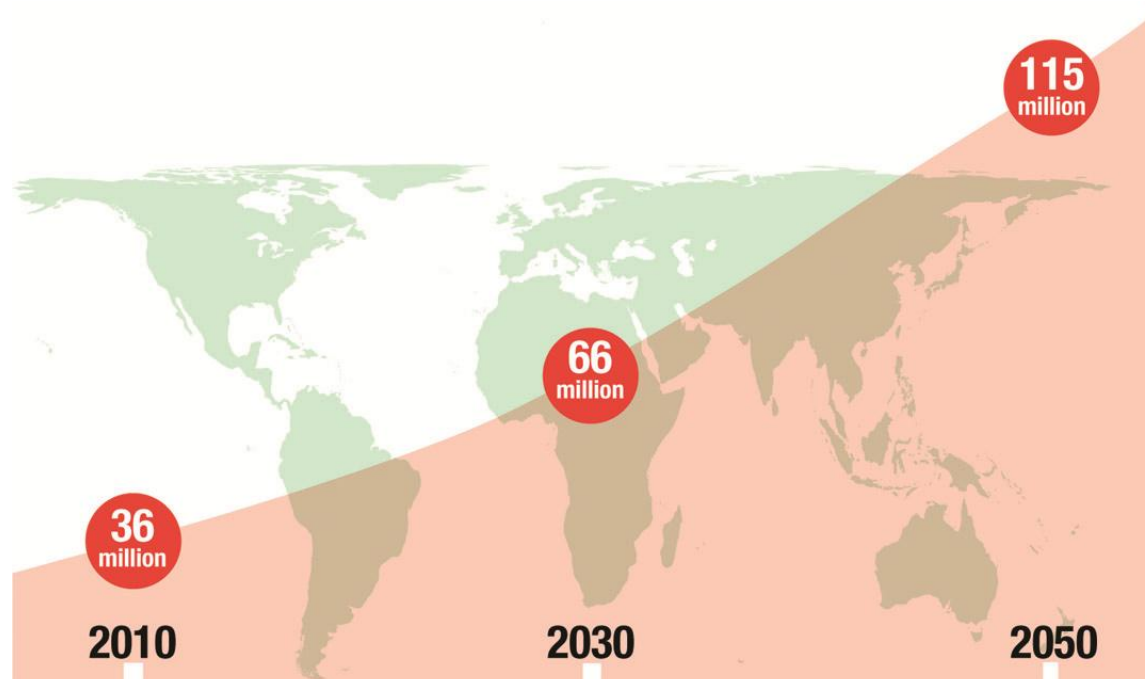
Over the last 25 years, there has been a huge advance in our understanding of the epidemiology of dementia and its causes – the most obvious being that prevalence of dementia raises sharply with age. Up until the launch of ADI's 10/66 Dementia Research Group, the majority of population based research into dementia had been directed towards people in developed countries. However, 10/66 is trying to redress this imbalance and is now made up of over 130 researchers from 35 countries, operating from research centres in developing countries around the world.



Through its epidemiological studies, 10/66 aims to

- Quantify the prevalence of dementia where it has not yet been studied
- Learn more about the causes of dementia
- Describe care arrangements for people with dementia
- Quantify the impact of providing care on caregivers
- Encourage the development of appropriate support services, and evaluate their effectiveness.

For more information on the 10/66 Group, visit [www.alz.co.uk/1066](http://www.alz.co.uk/1066)



Estimated numbers of people with dementia worldwide, by year

## Member tips and suggestions

**Many of our members have used prevalence data in a variety of ways. The following example is from Alzheimer Scotland.**

**1** Statistics help to provide evidence for campaigning – quantitative data is what impresses politicians (especially if combined with human stories to illustrate). We have used statistics in our Dementia Manifesto prior to national government elections.

**2** Statistics can help raise awareness of dementia with service planners. Alzheimer Scotland produced a report for commissioners and planners of health and community care services called '*Planning Signposts to dementia care services*' (2000). In it we set out the range of services needed from early intervention to palliative care then

- worked out the prevalence rate of dementia in a population of 100,000
- worked out the numbers of people roughly with high, medium and low dependency needs
- worked out the volume of each type of service required.

**3** Like politicians, the media loves statistics – especially with a human story attached.

**4** Responding to Government consultation papers – always include the number of people with dementia in your opening paragraph and where appropriate, the predicted rise over the next 5 and 10 years.

**5** Statistics are useful to you – produce a Facts and Figures Information Sheet and update it each year. This will save a lot of time and energy. This can be used for a variety of purposes and students will find it helpful too.

**6** Remember to dig out statistics produced by other agencies, for example the number of specialist care homes for people with dementia; the number of specialist community nurses for people with dementia; amount of respite care etc. They should have separate data on dementia but this is usually a problem. You may not be able to get hold of figures about the amount of service available or used by people with dementia and carers because nobody bothers to collect it. People with dementia included under other groups even though people with dementia have significantly different needs from older people in general and people with acute mental illness. Numbers are large and increasing and they deserve separate attention by policy makers, planners and providers of services.

**7** Carrying out public attitude surveys can help to raise awareness about dementia. Alzheimer Scotland has conducted two – 18 months apart – and the second revealed a significant increase in awareness about the organisation.

**8** Carrying out other surveys can help produce very useful figures for helping to campaign or make the case for funding for services.

# Working with your government

## Organizing a successful meeting with government ministers and officials

### Be prepared

Thoroughly research and prepare for your visit. Be clear about the purpose of your visit and what you want to achieve. Develop, rework and refine your messages in advance.

### Listen

Let the official express his or her point of view.

### Be patient

Public officials, whether elected or appointed, have many parties competing for their attention. Use your time constructively to work on your presentation while you wait your turn.

### Be courteous

Public officials and their staff are human and expect common courtesy. They may be more helpful if you treat them with respect.

### Be brief

Get to the point quickly. Show that you know how valuable their time is.

### Simplicity

Keep it simple! Don't be too technical, too detailed, too complex, or too indirect. Get to the point, cover the basics and make sure the official understands your main point.

### Keep your group small

An unwieldy group can make everyone uncomfortable, distract from your message, and waste valuable time getting set up. Make certain that the group has already decided on a spokesperson and stick with that decision.



Release of World Alzheimer's Report



## Never tell a lie

Your reputation is everything. You lose your credibility permanently if you lie.

## Don't forget to close your visit

Always ask for the official's vote or support.

## Thanks

Remember to call/send a note of thanks to the person you visited to remind them of your visit.

## Be persistent

Follow up your visit with a phone call or subsequent letters if your requests are not met. Public officials are busy but are more likely to take notice if you make your presence felt through frequent correspondence.

### How to get people to participate in your advocacy and public policy events

- The number of people you attract to your event is important. The size of your group at an event speaks volumes about your message and cause.
- Call your board members, support group leaders and service providers you have good relationships with. They are great sources of people who understand your message and will be more likely to help recruit others to attend your event.
- Transportation and care arrangements can be barriers for carers to attend functions. If you can provide assistance with these things, do!
- A senior association person (board member, staff) needs to be visible at the event to 'shepherd' participants, troubleshoot, and assure they know the role of the group's presence.
- Identify and prepare a media spokesperson.
- Security is usually taken very seriously – especially when visiting government officials. When information given to you about an event is said to be 'Confidential', it is so for a reason. Keep it that way.
- Give the best information possible to all attendees.
- Call and ask participants directly to attend an event. Don't just assume an invitation or flyer will get people to come when you need them.
- Don't forget to say 'thank you' to all carers and speakers who attend an event. A simple 'thank you' goes a long way to assuring their support in the future.

# Media

**World Alzheimer's Day is an important time for media activity for your association. It is an excellent opportunity to get TV, radio and newspaper coverage and to let people in your country and area know that your association exists to support local people with dementia and their carers.**



National Dementia Strategy Meeting in Coimbatore

## Suggested media to target

- National, regional and local daily and weekly newspapers
- Health and life-style magazines
- Trade journals e.g. dementia journals, care journals, non-profit journals
- Medical journals e.g. journals targeting general practitioners, nurses, old age psychiatrists
- National, regional and local television networks
- National, regional and local radio stations

## Suggested messages

Before contacting the media you need to be clear what your key messages are and who you are trying to reach with this message. Here are a few suggestions:

### People with dementia

- If you are worried about your memory, see your doctor
- Contact your local Alzheimer association, who will be able to provide you with information, support and details of any services available in your area
- Although there is no cure at present, a diagnosis provides an opportunity to discuss dementia and plan for the future to maximise your quality of life

### Carers/families

- Make contact with your local Alzheimer association if you are caring for a person with dementia – we can provide information and support to help you cope
- Remember to take care of yourself

### Government/ policy makers

- The number of people with dementia is set to increase dramatically as people live longer. Develop appropriate services to support people with dementia and their families now
- Our association represents people with dementia and their families and can help advise you on what actions to take

### Medical professionals

- Memory problems are not a normal part of ageing. If a patient is worried about their memory or is disorientated or confused, do not dismiss their symptoms – investigate the possible causes

- If you diagnose a person with dementia, give them and their carer the contact details of the local Alzheimer association
- Update your knowledge of diagnosing, managing and treating dementia and consider being a medical advisor to your Alzheimer association

## Media Trust online guide

**ADI is grateful to the Media Trust for their permission to use their online guides. The Media Trust is a not-for-profit organisation set up to help other not-for-profit organisations with their communications. Although they are based in the UK, they have several free online guides which are available at [www.mediatrust.org](http://www.mediatrust.org)**

In this section, you will find the following guides:

- A Top ten PR tips
- B Generating media coverage
- C Establishing contact with the media
- D Speaking to the media
- E Writing a press release
- F Sample press release
- G Getting into women's magazines

## A Top Ten PR Tips

### 1 Know your product and your people

As well as having knowledge of the products and services your organisation provides, make sure you have a good understanding of the different roles people have.

Understanding your colleagues' jobs will make it easier for you to communicate on their behalf.

### 2 Have a plan

Use the following headings to guide you through the planning process:

- Objectives – 'to raise profile/awareness' is not specific enough
- Why do you want to raise awareness?
- Target audiences – think through all the stakeholders whose opinions and actions affect your work
- Key messages – list all your key messages on a sheet of paper and identify as many different opportunities of communicating these as you can
- Communication methods – think beyond media relations. What about publications, direct mail, exhibitions, shop window displays, facility visits etc?
- Time plan – focus effort at strategic points to create the most noise
- Budget
- Evaluation – how will you measure achievement against the objectives identified? Plan in a debrief to identify what worked and what didn't.

### 3 Write your own checklist (known as a 'brief')

Most people only write a checklist when they are working with an external agency, but it's a good idea to write one for work you are doing yourself because it serves to make sure that you have thought everything through. Look at advertising or design agency checklists for good headings (ask design agencies for these).

Always start by making yourself complete in writing the sentence 'this piece of communication (e.g. feature article, exhibition, poster,) will have achieved its objective if...' Really do write it out in black and white. It is often more difficult than you think. Try to achieve an action or measurable result as a result of your communication.

### 4 Build up your 'media resource bank'

Be prepared to answer media enquiries quickly:

- Have a couple of well-trained spokespeople
- Build up a file of case studies and obtain consent for their use in media relations. Develop a database of facts and figures – not just about the work of your organisation, but the problems you are tackling (journalists love people who can do their research for them)
- Get a local college/university photography course to adopt your association and build up your photo library.

## **5 Understand the value of third party endorsement**

Decide whose opinion counts in your local community. Invite them to your association. While they are there, get a quote from them about how they feel about the service you are providing. If you ask them when they are seeing positive results you are more likely to get a strong quote. Use it.

## **6 Don't expect journalists to do you favours**

Always start from the position that a journalist has a job to do and that is to produce a good story. If you haven't worked in the media, try to get some shadowing experience. Understand what a journalist wants and give it to them. For example:

- Provide quotes in your press releases
- Commission someone to take pictures of your event/news story who is a good photographer (start by asking the picture desk for recommendations)
- Sell whole 'packages' to TV and radio news programmes – i.e. expand the story by thinking about pictures, the actual event and interviewees.

## **7 Catch the journalist's attention**

The headline and first paragraph of your news release are the most important parts. You have to catch the journalist's attention with them. Concentrate on what is news in the release and put it right at the top. Avoid the temptation to put your organisation's name in the first sentence – instead, concentrate on the issue and how it affects the reader.

## **8 'Steal' other people's ideas**

Start a 'good ideas box'. Keep copies of great print materials, cut out good photos from local papers and list things which other organisations have done successfully to raise their profile. Once every six months hold a creative brainstorm. Get PR professionals from local companies to come along as a donation in kind to your association.

## **9 Officially ban photos of donations (usually cheques) being accepted by your organisation**

Picture editors loathe them. Banning them will force you to be more creative.



Ban photos of cheque hand-overs!

## **10 Monitor performances**

Don't just measure column inches when assessing the results of your media coverage. Develop a scoring system to assess quality, as well as quantity of coverage, based on number of key messages communicated (as identified in your PR plan). Set yourself a target – and celebrate if you achieve it!

## B Generating local media coverage

**The media always want good local stories, or a local angle on a national story. You do have a good story – follow some basic guidelines and you will find the media more receptive than you ever thought.**

### Identify and prepare the resources you have

These could include a:

- Person with dementia
- Local person who was helped by your association and is a lively interviewee
- Family which gives a human face to recent statistics
- Success story or opening of a service (e.g. helpline, website, respite care).



Activities at the ARDSI Day Care Centre, Kolkata

### Key messages

Agree on the key messages you want to communicate through the media e.g.:

- It is important to invest time and effort to develop a good relationship with your doctor
- People who prepare for their visit to the doctor receive better quality of healthcare than those who do not
- Establishing good communication with your doctor is important. Do not be afraid to ask questions if you do not understand something your doctor has told you
- Your Alzheimer association can provide information and support to people with dementia and their carers.

### Before you start, plan your media approach

#### What kind of story do I have?

There are different types of 'local story'. Each one should be offered to the appropriate section of the press or broadcast media. The main categories are news, features and listings.

#### News

A news item is one linked to a specific date, a one off event or a new piece of information, like a forthcoming fund-raising event, new research findings with relevance to the local area, the opening of a new facility locally, the participation or endorsement by a celebrity of a local event, a local problem affecting your user groups. In short, something that will be new to readers.

## Features

Features come in all shapes and sizes and cover all sorts of themes. A 'human interest' feature is a personal story, one family's or person with dementia's experience, a triumph over tragedy, anything that is centred on a person or people who have experiences readers can relate to. An analytical feature can be an opinion piece, a survey based on in-depth research or a look at the background to current statistics.

Feature articles depend more on personal contact – you need to catch the imagination of a journalist or an editor by suggesting a feature they can get their teeth into. Ideally it should be someone you have spoken to before and whom you know to be interested in your work.

## Events listings/diary

When you want to promote a forthcoming event try to make sure it is mentioned in the 'forthcoming events' sections of all local papers.

Contact local radio as they will often cover an event if they know about it in advance and can send a reporter down. They are much less likely to cover an event retrospectively.

## Do I have photos?

Are there good quality photos available, or a photo opportunity for the press?

Photographs can make all the difference, especially in local newspapers: a story is much more likely to be printed with a good photo. Even just a photo with a caption is a good way to get coverage. Get to know a local photographer with news experience, and build up a bank of good pictures. Good visuals are central to successful television coverage too so think about a good picture-opportunity if you're targeting television.



**Shinkarimelam made the Memory Walk at Cochin colorful**

## Organising photocalls

In the UK, it is common to invite a targeted selection of media to a photo call: a picture is worth a thousand words. You could consider inviting photographers to your World Alzheimer's Day event. To make this a success, ensure you have a strong visual angle. You will need a vivid, expressive image. Dramatic action shots, celebrities, families and children, fancy dress, fun shots and humour can all capture the imagination of the photographers you invite. Have someone there to take pictures for the association and let them know what you want. The image can then be circulated to anyone who does not attend.

## Which media should I approach?

You or someone in your association should become familiar with the local media: the main newspapers and magazines, the free press, the local radio and TV programmes. You need to identify all possible outlets for your story, from mainstream local papers to the trade and free press, and all public and independent radio and TV stations. Remember, no outlet is too small: often the freesheets circulated in residential areas are more widely read than national daily newspapers.

## Getting to know the media

Do you have any media contacts already? Personal contacts with journalists, whether from previous coverage, family and friends, or just a friendly phone call, can be the quickest way to a story. If not, identify the contact name of the right person for your type of story. This is not difficult: just looking through your local paper you will see stories about similar themes to yours – make a note of the section and the writer, and try to place a similar story in the same section yourself. If you are 'cold-calling' a newspaper or local radio, just ask for the name of the most relevant person to your story: the news editor, features editor, picture editor for photos, etc.

Do you have access to local media directories/lists? If so, make a list of all appropriate media to contact for your particular story, in order of preference. Then work your way down with your story idea.

## When do I want this to go out?

You also need to establish a time frame. When do you want this coverage, and what are the media deadlines to get it printed/broadcast by then? Be careful: copy deadlines can be surprisingly early.

Television and radio broadcasters are generally more flexible; although if your news is not groundbreaking then don't expect it to be accepted after deadlines.

## Getting in touch

Make sure you read, listen or watch the publication or programme! Start with a phone call to the newspaper or broadcast outlet, to find out which department or journalist deals with your type of story.

The first time you call, ask whether it is a good time, or would it be better for you to call another time. Once you have them listening ask about their deadlines – when do they go to press, when do they have a news meeting, when would they like to be contacted, etc. Ask what kind of stories they are interested in – and listen to what they say!

Make sure you get their direct phone line if they have one, and their fax number, email address, etc. Be ready to fax them immediately with your press release or another clear, snappy document.

Keep a note of the journalist's responses – it might be worth making a file. Then, each time you call them make a note of when it was and what was discussed. When you call again, remind the journalist what you discussed before. This helps build the relationship. Invite them to any event your association might have – once you meet face-to-face they are more likely to remember you! If you know a journalist personally, do call them first and offer your story or ask their advice about placing it.



## Be creative

If your association has relatively little exposure in the local media try thinking up an interesting story to feed them. Try to think whether:

- A local person associated with your association is doing something unusual or interesting
- Something you've come across while working for your association has moved/intrigued you; if so, then it's likely that other local people will be interested too
- There are ways in which your association can localise national issues

### Checklist

- 1) Identify your own team and agree on who your media representative / PR person should be.
- 2) Identify your best spokesperson – an articulate, friendly, well-informed and easily reachable person you can field to the press for interview. Always give their home or mobile number for easy access (they will only be called at home if a story is likely to go ahead, so it's worth it).
- 3) Be ready with back up photos, case studies and people for interview.
- 4) Identify your story and your media outlet – who, where, when, what are you doing?
- 5) Do you have photos to go with the text?
- 6) Which media should you send it to?
- 7) Be creative and find a way to link up local events with the 'buzz' of a national issue. Organise events with local people or in a local venue if you possibly can, but if not; focus on some appealing aspect of what you do and the people you work with.
- 8) Write a press release and follow it up – be persistent. When you are rejected, keep working down the list of possibilities.
- 9) Keep in touch with your national press office.

Another useful method of finding ideas for stories is to identify those anecdotes which you yourself would use to describe what is lively and interesting about your association. These stories will probably work well for the local media.

Identify whether your story is exclusive as this may affect the type of coverage it receives. It is important to bear in mind however, that giving an exclusive to a reporter may mean that other journalists and publications may not cover it so it may not be a risk worth taking.

It is important to remember that once you have created a story you need to keep the momentum going. Editors always appreciate a regular source of ideas or information and they will not hesitate to approach you when they need a story.

### **Be accessible**

It is important when you have a story to run in the local media that you are accessible. When contacting the media, always give your contact numbers including your home or mobile number. Don't be alarmed by this. You are only likely to be called at home in exceptional circumstances. Being accessible out of office hours may prove the difference between a story being run or pulled.

### **Be persistent**

If your story doesn't get aired or gets bounced from the front page to half a column on page 7, don't despair. It doesn't necessarily mean your story is not newsworthy. Agendas change all the time. Editors have a range of stories to juggle and stories often get overtaken by events and dropped. Therefore if your story does not succeed at first, and can stand the test of time, get in contact with newspaper or broadcaster to try and find it a new angle or slot.

### **Establish your expertise**

This is a more long-term approach. You can establish yourself with local media as the first port of call, the expert on your issue, whom journalists will want to consult again and again.

If a big story breaks (nationally or locally) in your association's sphere, the most knowledgeable member of your team should call the press to offer a quote/an interview immediately.

Surveys and reports: if you have done some new research on a local issue, let the media know. Always give full contact numbers (inc. home tel.) for easy access to the relevant expert.

### **Keep up the effort!**

Don't forget – you are not going to get every story you suggest to the publication – don't take it personally!

## C Establishing contact with a journalist

- 1 Make sure you read the publication!
- 2 The first time you call, ask whether it is a good time, or would it be better for you to call another time.
- 3 Once you have them listening ask about their deadlines – when do they go to press, when would they like to be contacted, etc.
- 4 Ask how they would like to receive information – fax, email, phone etc.
- 5 Ask what kind of stories they are interested in – and listen.
- 6 Make sure you get their direct phone line if they have one, and their fax number, email address, etc.
- 7 Keep a note of journalist's responses – it might be worth making a file. Then, each time you call them make a note of when it was and what was discussed.
- 8 When you call again, remind the journalist what you discussed before, e.g. 'you might remember we spoke about the opening of our new headquarters a couple of months ago'. This helps build the relationship.
- 9 Invite them to any event your organisation might have – once you meet face to face they are more likely to remember you!
- 10 Keeps the effort going!

## Remember the factors competing for attention

**Bulk** Journalists are sent huge numbers of press releases most of which are irrelevant and go straight in the waste paper bin.

**Time** Journalists will be worrying about their deadlines, their editors, and their colleagues – sometimes they might have to compete for space.

**Mess** The newsroom is rarely an ordered place. It is very easy for press releases and pictures to get lost or mislaid.

**Luck** The journalist may just be in a good mood, have an interest in your kind of organisation for personal reasons, or they may not be as busy as usual.

## Organising a news conference

An effective means of getting media coverage for your World Alzheimer's Day event is to hold a news conference. Use the following checklist to help you organise one:

- Invitation list – print press, radio, television and other.
- Time and date – try not to compete with other events.
- Photo opportunity.
- Call back the invited press to confirm their attendance.
- Media kits – include speeches, main announcement release, biographies, background, fact sheet, photographs and so on.
- Anticipate possible questions from the media and prepare answers.
- Focus all presentations and answers on a small number of key messages.
- On-site arrangements – room rental, name signs on the podium/table for speakers, audiovisual equipment and so on.
- Refreshments if desired.

News agencies can be an important resource. As well as contacting newspapers and magazines, you should contact the national news agency or wire service. If they accept your press release, the information will go out to every newspaper, magazine, radio station and television network in your country.



**Dr. Daisy Acosta, *Chairman ADI* handing the Memorandum to Shri. Mukul Wasnik, Hon'ble Minister of Social Justice and Empowerment**

## D Speaking to the media

### Before the interview

Ask the interviewer why they want to interview you, establish how much they know about the subject and what more they want to find out. Try to identify who else they might be interviewing on the subject and find out all you can about the publication or programme they are working for. The better you know your interviewer, the more relaxed you'll be and the better you'll perform. At the very least you should remember that journalists generally work at great speed and under intense pressure. They have to find a colourful angle that will attract the reader. If you can help them do that and remain true to your own organisation, you've got a much better chance of being asked back.



*National Dementia Strategy Meeting in Mumbai*

Don't go into an interview before you've prepared some notes on the subject you will be talking about. If a journalist comes on the phone for an immediate quote promise to call back and spend at least a few minutes preparing your ground. Remember to call back as soon as possible as new stories always crop up and you could get forgotten.

You might have several points to make but at the very most your audience will remember two or three. The less you say, the more they'll remember, so try to identify the issues and subjects that will appeal most to the audience.

Try to picture the journalist and audience reading or hearing your message for the first time and ask yourself whether it will overcome their subconscious 'So what?' barrier. If not, find another way of presenting it.

### During the interview

Remember the principle of the 3 Cs: confidence, clarity, control

#### **Confidence**

Have confidence in your own knowledge. You know your subject better than the journalist.

## Clarity

Use a clear, conversational style. Establish a maximum of 3 key messages and illustrate your points with anecdotal examples for credibility. Avoid jargon.

## Control

Take charge of the interview. Preparation is the key. No such thing as a wrong question, only wrong answers. And use the ABCD technique:

- A** Acknowledge and Address the question (1 sec) e.g. yes, no, I don't know, I'm not able to answer that.
- B** Bridge (3 sec) e.g. but, however, what I can tell you is.., let's be clear about this.
- C** Control and Clarity (30 sec) e.g. key messages from your interview brief.
- D** Dangle e.g. what's really interesting is...

## Other tips

- **Give examples** – a good example can be worth a thousand words. People love stories so identify a graphic example or anecdote to back up every assertion.
- **Use analogies** – analogies are another good way to 'ring a bell' in the audience's mind. Relate abstract terms and dimensions to everyday things such as converting hectares into football pitches.
- **Give advice** – people love to be 'in the know' so where possible give the audience a few hot tips on how to get the best out of something or avoid disaster.
- **Anticipate questions** – don't worry too much about being asked a surprise question. There are a finite number of questions that can be asked on your subject and you're in a better position to know them than the journalist.
- **Body languages** – sit well in the back of the chair, lean forward, use your hands to communicate.
- **Don't discuss** – it will make you sound too unclear.
- **Don't defend** – at least, not in such a way to make you sound defensive.
- **Don't debate** as this lowers yourself and your organisation. Exception to this is a panel debate.
- **What to wear** – try to wear your association's t-shirt or a badge. Your aim is to promote the image and logo of your association.
- **Check your facts** – don't say anything you are not sure about.

## Advice for people with dementia and carers speaking to the press

Most journalists want to help organisations like your Alzheimer association. However, sometimes there are difficulties which if you are prepared for them will be less upsetting. If you have people with dementia or carers speaking about their experiences to the media, it might be useful to consider the following:

- Journalists will usually interview a person on the telephone. A photographer will be sent the same or following day to the person's house to take a photo.
- Journalists rarely know very much about dementia. This may cause them to display some insensitivity or use language you may not use yourself.
- Journalists are writing a number of articles at the same time. It is likely that some of what is said could be slightly misrepresented and some facts may be wrong. You should not be badly misrepresented. If this happens then you should complain. However, it is wise to expect some slight inaccuracies either about what you've said or names of things.
- News priorities change. If another more 'newsworthy' story develops it may be that the interview you have arranged will fall through. This does not happen often but it is best to advise your interviewees that it might happen. Even after the interview and photographs have taken place another story may push yours off the newspaper pages. This is disappointing for all concerned. If something is not published or broadcast when you expect it, call the journalist to find out why. Often they will reschedule.

## It's your show

Every interview presents a golden opportunity to communicate your position to a large number of people. In thoroughly preparing your brief you are preparing the messages you are going to get across to the audience.



An elderly couple enjoying a quiet moment over tea at the exhibition

## **E Writing a press release**

### **Format and style**

Use A4 letterhead and an agreed format, double-spacing, on one page, two at the most. 'Press Release' and date in large print at the top. Include the name and title of the person for whose attention the release is.

The style throughout must be concise, journalistic, as catchy and intriguing as possible. Imagine you know nothing about your organisation. Does this story stand out? Is it clearly of interest to readers/viewers? In short, is it tempting to an editor inundated with press releases daily?

### **Heading**

A catchy, short title giving a sense of the story in very few words.

### **First paragraph**

Absolutely vital that it be short (ideally no longer than 30 words), to the point and newsworthy. It must clearly state the 'five W's': Who, What, Where, When and Why (in any order). This paragraph should be able to stand on its own as a concise piece of information.

### **Second paragraph**

Provide the next piece of information: either more details about the above, or new information.

### **Third paragraph / additional paragraphs**

Only if necessary, e.g. you have more new information. This paragraph could be an effective quote from someone involved who is willing to talk to the press if requested. The quote must add a new dimension, such as the personal side of the story. Alternatively it could be a quote from your spokesperson explaining the importance of the story in strong, authoritative language.

### **Contact details**

Name, title, telephone number and home or mobile phone should be included in clear, bold print at the bottom of the document.

### **Additional information for editors**

Include word count. Describe your association in a few words. Give the basic statistics and background information about your association (e.g. when it was formed, number of branches/chapters, etc).

### **Sending images to the media**

- 1) Send prints if you have used a film, rather than scans from prints.
- 2) If you send scans, scan them at 300 dots per inch (dpi).
- 3) If you use a digital camera, set the resolution and quality as high as possible before taking the photos.
- 4) Try not to adjust images from digital cameras before sending them to the media i.e. No resolution, colour adjustments or cropping.
- 5) Images are best emailed as jpegs.



## F Sample press release

Dementia is a general term to denote a progressive degenerative disease of the brain resulting in loss of Memory, intellectual decline, behavioural and personality changes. Alzheimer's disease is the most common type of Dementia. Mostly older people are affected by this condition.

It is estimated that there are more than 36 million people affected by this mind crippling tragedy globally. This number is expected to double by 2025. More than 70% of people with dementia live in developing countries like China and India. Although we don't have the actual numbers, it is estimated that there are over 3.7 million people in India who are victims of dementia. Compared to any other chronic illness, more than the patients, often it is the family members who bear the brunt of this devastating illness. It is termed as a cruel disease, because it strips the person of all the skills and intellectual achievement the person has acquired during his life time and leaves the shadow of the person he used to be. The family members often have to watch the deterioration of their loved ones helplessly. Despite the magnitude, there is gross ignorance, and is often neglected in our country.

Alzheimer's and Related Disorders Society of India (ARDSI) is the first Afro Asian National Alzheimer's Association to get full membership in Alzheimer's disease International, the world federation of 76 national Alzheimer's Associations way back in 1993. ARDSI continues to be in the forefront in raising awareness and providing much needed services to those affected. Taking cues from the countries with better dementia awareness and care, ARDSI has taken the bold initiative to develop a powerful document 'Dementia India Report' which would serve as a call for action for the government of India to develop a National Dementia Strategy. This report was officially released on the 20<sup>th</sup> Sept. 2010 at the 'National Dementia Summit' in New Delhi.

This year ARDSI propose to observe 18<sup>th</sup> – 24<sup>th</sup> September as 'National Dementia Awareness Week' to spread much needed awareness about this crippling illness which has affected millions of our senior citizens.

We seek the help of each and everyone who care about the millions of our fellow, senior citizens, who are affected by this devastating illness and make this year's 'Dementia Awareness Week' truly a memorable one.

## Note to editors

- The Alzheimer's Society is the UK's leading care and research charity for people with dementia and their carers
- Food for Thought, Alzheimer's Awareness Week, runs 2-8 July 2000
- There are x number of people with dementia in Any town health authority
- Over 3.7 million people in INDIA have dementia. More than half have Alzheimer's disease
- Alzheimer's disease is a disease of the brain that causes memory loss, personality changes and physical disability
- Dementia affects one in 20 people over the ages of 65 and one in five over the age of 80
- For more information and advice on Alzheimer's disease or other forms of dementia call Any town HELPLINE NUMBERS:- 09846198473, 09846198786, 09846198471
- Any town branch of the Alzheimer's Society provides information and advice for local people with dementia and their carers. It also runs carer support groups, day care centres and offers breaks to carers

## Tips for sending your press release – timing and targeting

Look for days and times of the day when news is more thinly spread and you are likely to receive greater attention. For example, early mornings are the best time of day to contact daily newspapers. It is best to avoid releasing on Friday afternoons or the eve of public holidays.

Where possible, your release should be addressed to a named individual (in an ideal world, a journalist you know). Alternatively, the key people in a newsroom are the News Editor and the Features Editor. You could also consider addressing the release to the Health Editor, where relevant.

It is worthwhile following up with those people the release has been sent to. Ring the journalists to check they have received it and offer to provide spokespeople and images to accompany the story if they are interested in running with it.

## Free multilingual press release distribution online

ADI has previously achieved widespread press release distribution through an online service that is free of charge. PR Web provide a free global news distribution service that e-mails your press release to journalists with a personalised e-mail based on their unique profile (i.e. health/ science). PR Web distributes news releases in English, French, Spanish (AmbosMedios) and Chinese (WunZhang).

If you are interested in submitting your press release or finding out more information, look at: <http://www.prweb.com/>

## G Getting into women's magazines

**More than 80% of adults – and 84% of women – in the UK read a consumer magazine and it appears that women learn more from magazines than any other form of media. Magazine circulation has risen dramatically over the last 10 years or so to the point that now there are magazines for every stage of a woman's life and for almost every interest.**

### Readership

Research findings show that the average consumer magazine is read for 58 minutes. By contrast, the average newspaper supplement/section is read for an average of 28 minutes. Magazines, once bought, also have a fairly long shelf-life – the average magazine is picked up 6.1 times, compared with newspaper supplements/sections where the average is 2.9 pickups.

### Positive attitudes

Readers can develop close relationships with their chosen magazines. A strong relationship/bond of trust grows up between the reader and his/her chosen magazine. Reading a favourite magazine is like talking to a friend. A reader's identification with an engaging magazine can go well beyond the simple provision of information and ideas. When a magazine strikes a chord it can reinforce the reader's own self-image. This creates a particularly powerful and trusting relationship.

## Getting coverage in women's magazines – a guide

### Where do they get their ideas?

Magazines get ideas for features and articles from many different sources:

- Established writers submit ideas all the time
- National months, weeks or days (e.g. World Alzheimer's Day)
- Anniversaries are useful, not just as a direct link to a story but as a hook for other stories (e.g. the 100th anniversary of Alois Alzheimer first describing Alzheimer's disease)
- Newspapers (national, regional and local) provide trends and ideas
- Local and regional news agencies will often find a story, interview the individuals

involved, write it up and sell it to a magazine

- Readers' real-life stories
- Readers' letters
- The magazine's agony aunt may suggest a feature on an issue from her post-bag. While she would never betray the confidentiality of anyone who writes in, she may notice trend, or a relationship issue that hasn't been covered in some time.

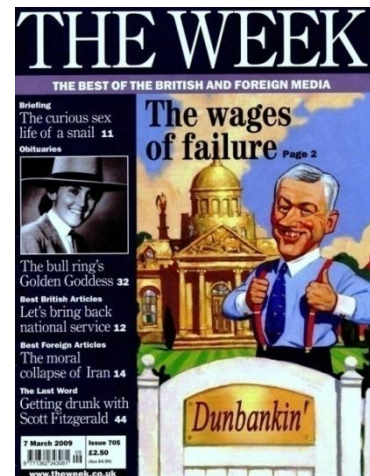
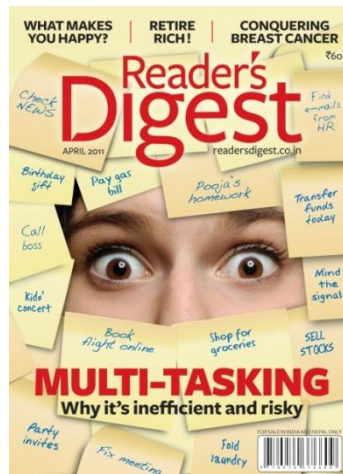
### How far ahead do they plan?

Weekly magazines plan quite far ahead – two-and-a-half to three months before they will begin to research ideas and the issue will take shape 6-7 weeks before publication. Monthlies plan four or more months ahead. So if a magazine contacts you looking for a case study, time is of the essence. If you don't provide them with the right information then some other organisation will.

### How do I get my story in?

#### The direct approach

- Read the magazine! Read several issues. Only then can you be sure that you have the right angle or target for your story.
- Target the story effectively. Don't sell a story about childhood skin cancer risks to a magazine that's mainly read by single women – tell them how to be safe in the sun instead.
- Read the magazine again to find out the right person to speak to – whether it's the features editor or the health editor or another relevant person.
- If the editor's name isn't printed, phone the magazine to find out the name and phone number of the person you want to speak to.
- Make personal contact – 'wouldn't you be interested in a story about....? I can provide real-life case studies'
- Above all you need personal case histories of people who are prepared to be interviewed, photographed and featured in the magazine – real-life examples of the story you are selling. If you are planning a big campaign, you will need several of them – no magazine wants to feature the same case history as its rivals. When finding case histories, think about which individual would suit which magazine – the more like their average reader they are, the more the magazine will like them. Always try to have a few case histories on hand in case a magazine phones you looking for one. Try and meet the people you use for case studies yourself if you can.



- Look out for trends in newspapers and other media outlets and think how you can capitalise on them.
- Be aware of forthcoming anniversaries as hooks on which you can hang your stories.

## **How do I get my story in?**

### **The freelance approach**

Another route is to interest an established freelancer writer in your story – although with cost cuts in magazines more and more work is done in-house.

A good freelancer may be able to take one not-for-profit organisation's story and, through her knowledge of women's media, sell articles to several different magazines. Ask the features editor for recommendations (most magazines have a small group of writers that they use again and again) or read the magazine and note the names of writers who cover the same sort of story you have.

Many women's magazine writers also write for women's pages or sections in national newspaper, so read those for the names of journalists too.

### **Pictures and photos**

- Most photos used in magazines are from photo libraries.
- Don't send unasked for photos – they may get lost. It's better to say that pictures are available on request.
- If a magazine is going to use your story they will probably ask for pictures then.
- The exception is real-life stories or case histories where the magazine will want to use photos of the people involved instead of pictures posed by actors.

### **Where can I get more information?**

The advertising department of each magazine can send information about the circulation, readership and reader profile.

### **So what's the downside?**

There are some issues to take into consideration when aiming for coverage in women's magazines:

- Can you cope with the response? Its great getting your helpline number printed but can you cope when thousands of women phone?
- Sensationalism is on the rise – you may get coverage for your cause but do you mind if it's at the expense of other considerations?
- If your story is a good one then it may end up on the front cover – are the people you find for their case histories aware of this and prepared for it?

### **Any other useful tips?**

Think about designating a volunteer or member of staff/press officer (if you have one) as the contact point for women's magazines. They can get a feel for the needs of magazine editors and build a rapport. Over time, they can become a trusted and reliable source of stories and information.

# Evaluation

**Evaluation is one of those things that is often neglected or forgotten about. But having gone to the trouble of organising an event for World Alzheimer's Day, it would be useful to know whether your activities were meaningful to you and to the people you were trying to reach.**

The focus of your evaluation will depend on who the evaluation is for e.g. funders, the board of your association, or participants. Evaluation should not only help you measure how successful your event was, it should also help you get the most out of World Alzheimer's Day and make sure all your activities run smoothly and effectively.

Good, effective planning for a World Alzheimer's Day activity is a necessity for your event to be a success and good, effective planning means building in evaluation as you go. Identify who your target audience is and what you hope to achieve with them through your World Alzheimer's Day event and you will be able to measure how effective you were in your aims and objectives.

You should evaluate all aspects of your World Alzheimer's Day work to give a meaningful report. For each aspect, you should identify some aims and how you are going to measure whether or not you achieved those aims. The following are some steps you might consider adopting:

## **The planning**

- Make a timetable of your event
- After the event, review whether the timetable was realistic. Did you have to make any alterations?
- What were the views of those involved on how your plan went?

## **The people involved**

- List all the people and organisations you contacted to take part in your event
- After the event, list all the people and organisations that actually came
- What functions did they fulfill?
- Get their opinions of the event. What did they like, what did they not like? What worked well, what did not work well?

## **The event**

- Record details of venues, facilities and materials used
- How much material did you distribute at the event?
- Take photos of the event
- Do an observation study of the target groups response
- Record the media coverage it generated – e.g. words spoken, number of features written, number of words written

## **Your target group**

- State who your target group was
- Use surveys to find out how many people you reached, if they knew it was World Alzheimer's Day, if they took part, what action they took
- Keep a note of how many people you spoke to yourself, how many leaflets you handed out

## **The media**

- When assessing the results of your media coverage, don't just measure number of articles or interviews on TV. Develop a scoring system to assess quality based on the number of key messages communicated
- Was the media coverage positive or negative?

## **Some ways of getting answers for your evaluation process may include:**

- On the spot questionnaires. They need to be short and easy to complete. Ask only for information that you will use
- Informal feedback – encourage participants to express opinions in visitors books, graffiti walls, video boxes
- Research – keep track of how much material you distributed and how many people attended your event, visited your website that day and called your helpline. Remember that World Alzheimer's Day is a focus for raising awareness but should be backed up all year round. The people who participated in your event have an interest in your association. Try to keep in contact with them – you might want to cultivate them into potential volunteers or donors!

## **Here are some ways of keeping in touch:**

- Collect contact details on the day and follow up with a circular letter, email thanking them for their participation and giving them some feedback about the event. Tell them about the highlights, what you achieved and what you may be planning for next year
- Remember to send out any information you promised promptly
- Invite people who participated in your event to do so again the following year.

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