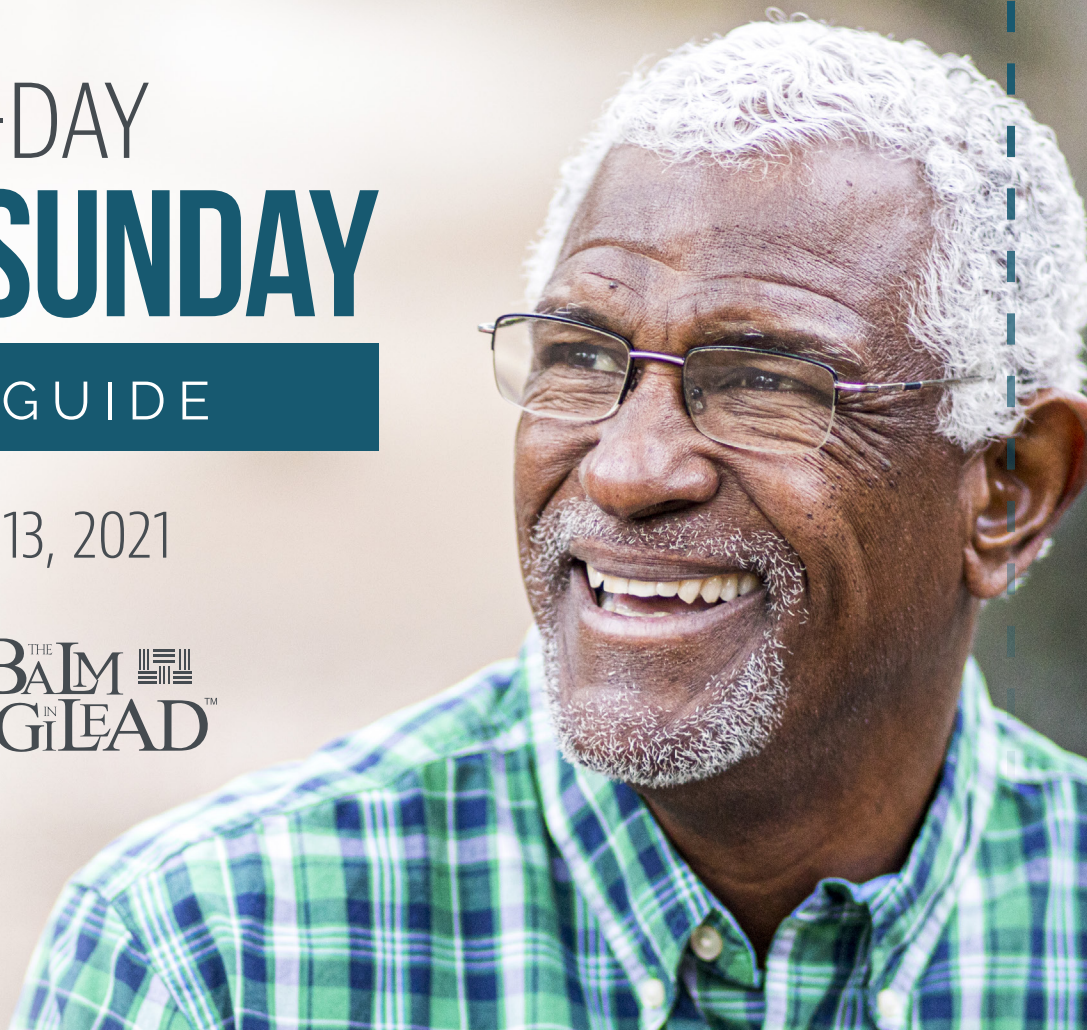


DAY-TO-DAY MEMORY SUNDAY

PARTNER GUIDE

Sunday, June 13, 2021





THE BRAIN HEALTH CENTER FOR
AFRICAN AMERICANS

THE ROAD TO MEMORY SUNDAY

Sunday, June 13, 2021



THE ROAD TO MEMORY SUNDAY

Sunday, June 6, 2021

SOCIAL MEDIA KICKOFF

Post Road to Memory Sunday Week of Events across
all social media platforms



@thebalmingilead | @brainhealthaa

Alzheimer's is a type of dementia that causes problems with memory, thinking and behavior. Symptoms usually develop slowly and get worse over time, becoming severe enough to interfere with daily tasks. Alzheimer's disease accounts for 60 to 80 percent of all dementia cases. Join us this Memory Sunday on June 13th and join the fight against #Alzheimers #MemorySunday

Alzheimer's Disease is the 6th leading cause of death. It kills more than breast cancer and prostate cancer combined! Join us starting June 7th on our road to #MemorySunday to bring awareness to this incurable disease! Participate in live social media events featuring celebrity guest, public health experts and information on what you can do in your community.

Heart health is #BrainHealth! Activities like exercising, staying hydrated, and eating healthy foods are good for both the heart and the brain. Like @brainhealthaa to learn more about ways we can be #BrainHealthy and reduce our risk of dementia.

THE ROAD TO MEMORY SUNDAY

Tuesday, June 8, 2021

ALZHEIMER'S AND DEMENTIA AND THE AFRICAN AMERICAN COMMUNITY

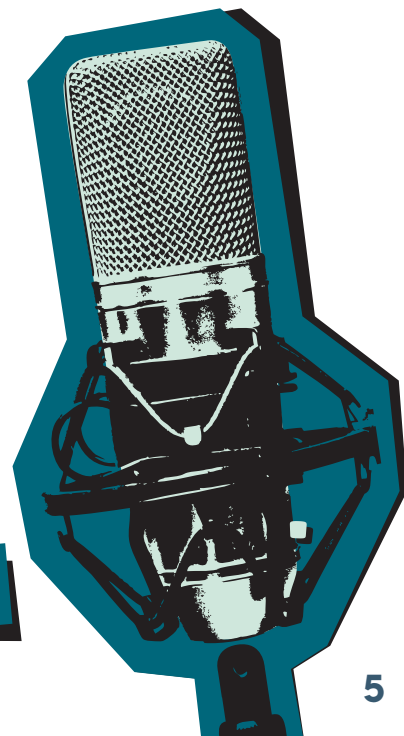
- **Description:** Join Founder and CEO of The Balm In Gilead, Pernessa C. Seele and Brain Health Center Director Pamela Price as they take a look at the African American experience with Alzheimer's and Dementia. The two will discuss where we are and where we're headed with regards to awareness, early diagnosis, treatment, and policy.
- **Speakers:** Dr. Pernessa C. Seele, Founder and CEO of The Balm In Gilead and Pamela Price, Director of The Brain Health Center.
- Social media graphics will be distributed on all social platforms on Monday, June 7, 2021.
- Video can be viewed via Facebook Live and The Balm Connect.

THE ROAD TO MEMORY SUNDAY

Thursday, June 10, 2021

DR. P ON THE POD

- Dr. P on the Pod episode released/shared with special guest, Dr. Richard Swinton, University of Aberdeen, Scotland, UK.
- Podcast video will be available for view under resources on the Memory Sunday website.



THE ROAD TO MEMORY SUNDAY

Friday, June 11, 2021

CAREGIVER'S SUPPORT

- "A Salute to Caregivers" infographic will be posted on all social media platforms.
- "A Salute to Caregivers" carousel will be distributed on Instagram and Facebook Story.



THE ROAD TO MEMORY SUNDAY

Sunday, June 13, 2021

MEMORY SUNDAY EVENTS

- Share the Balm in Gilead's Sunday Morning Health Corner on Alzheimer's and Dementia to all networks.
- Newsletter with Memory Sunday resources will be distributed, asking participants to download resources.





THE BALM IN GILEAD, INC.
620 Moorefield Park Drive, Suite 150
Richmond, VA 23236

info@balmingilead.org
804-644-2256 | 888-225-6243