

THE FORGETTING

A Portrait of Alzheimer's



Encore National Broadcast
August 3, 2008 at 9 pm ET, check local listings
followed by *THE FUTURE OF ALZHEIMER'S* with *David Hyde Pierce*
pbs.org/theforgetting

OUTREACH TOOLKIT

Introduction

Alzheimer's disease touches nearly every American family, wiping away vast stores of personal memories and human connections. It is a reality millions of Americans live with today, and a prospect the rest of us must prepare for—for ourselves and our loved ones.

THE FORGETTING: A Portrait of Alzheimer's and its companion program, ***THE FUTURE OF ALZHEIMER'S with David Hyde Pierce***, provide wonderful opportunities to reach out to the core PBS audience and to communities nationwide with up-to-the-minute information. The centerpiece of this two-hour PBS prime time special is a 90-minute documentary, followed by a half-hour program that focuses on the latest scientific breakthroughs. Complementing the broadcast, ***THE FORGETTING's*** Web site distills the thousands of Internet resources about Alzheimer's disease into a simple, easy-to-use Web site that includes *The Living Center*, a virtual activity center for late stage Alzheimer's patients and their families. This project is designed to help people better understand this disease, and face their personal fears about Alzheimer's.

To help you in designing your local effort, this tool kit provides:

- background project information,
- project contacts,
- the program treatment and a description of the half-hour follow-up show,
- a menu of outreach activity options, and
- promotional resources (to be made available online throughout the project).

We know your outreach successes have been built on fruitful local partnerships as well as support and teamwork within your own organization. We hope that this Toolkit and other online resources, available at tpt.org/theforgetting, will provide additional expertise to get your ideas flowing, connect you with potential collaborators, and help you extend the reach and impact of your efforts.

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Overview

In early August 2008, PBS will present an encore national broadcast of ***THE FORGETTING: A Portrait of Alzheimer's***. The centerpiece is a 90-minute documentary offering an all-encompassing look at a disease that 95% of Americans feel is a serious national problem. The primetime national broadcast, based on David Shenk's critically-acclaimed book, weaves together powerful portrayals of families with the science of this awesome disease, its imprint on human history, and the current race to stop the disease in its tracks. Following this powerful portrait of Alzheimer's, a new half-hour panel discussion, ***THE FUTURE OF ALZHEIMER'S with David Hyde Pierce***, will highlight the latest research, answer practical questions and point audiences to valuable resources.

THE FORGETTING outreach and promotional tools will help PBS stations and other community outreach professionals to create the best possible Alzheimer's initiatives they can for their particular community. With these resources, we hope to provide advice, compelling ideas and access to committed national partners.

Key elements of these national-local activities will include:

Connecting outreach professionals with a powerful national resource partner: Our national resource partner, the Alzheimer's Association, has local chapters, with dedicated staff and volunteers working daily with the Alzheimer's community. Where available, we encourage you to link with them to help you plan and implement joint outreach and educational efforts, individually tailored to the needs of your community.

Furnishing online and print outreach resources, including:

- Viewers' Guides
- Fact Sheets
- A refreshed destination Web site located at pbs.org/theforgetting, designed to provide users with easy access to the most up-to-date information and resources as well as a one-of-a-kind technological innovation for Alzheimer's patients and caregivers, called *The Living Center*

Promoting the broadcast and your outreach initiatives. Together with EMK Public Relations, we have created customizable materials for print, broadcast, and online media promotions; simply download these turn-key resources and spread the word about your activities around ***THE FORGETTING***.

The challenges and needs raised by Alzheimer's disease are enormous, both in the immediate term, and for our future as individuals, as families and as a society. We applaud your willingness to seize the opportunity to help your community understand and face this disease together.

Twin Cities Public Television (TPT): Outreach and Production

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Saint Paul, MN 55101

Fax 651.229.1570
Outreach Web Site tpt.org/theforgetting

Key Contacts

- Heidi Van Heel, Outreach Specialist, 651.229.1436 (Central time), hvanheel@tpt.org
- Naomi Boak, Executive Producer, 651.229.1125 (Central time), nboak@tpt.org

For over twenty years, TPT National Productions has crafted award-winning series, documentaries, and specials. While focusing primarily on the national public television system, TPT National also collaborates with cable channels and international broadcasters to serve a worldwide audience.

TPT National Productions' reputation for creativity, innovation, and quality has earned us both popular and critical acclaim, garnering more than 300 awards for artistic and technical achievement. Honors include 25 national and regional Emmy Awards (including the National Primetime Emmy Award awarded to *THE FORGETTING: A Portrait of Alzheimer's*), the duPont-Columbia Commendation, two Peabody Awards, an Academy Award nomination and awards at the Chicago, New York, and Tokyo Film Festivals.

TPT National Productions is also acclaimed for its high quality outreach initiatives. Community-based educational programming around *THE FORGETTING's* premiere broadcast was recognized as groundbreaking by the National Center for Outreach, and was instrumental in connecting families across America with Alzheimer's resources. TPT also creates and implements educational initiatives and resources around other original productions, including family science favorites like *Newton's Apple* and *DragonflyTV*, history specials such as *Benjamin Franklin* and *LIBERTY! The American Revolution*, and lifestyle series like *Life (Part 2)* and *Make:.* TPT's innovative approaches, combined with its commitment to forging local and national partnerships, have resulted in pioneering outreach programming that serve community members of all ages.

EMK Public Relations: Promotions

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- Erin Martin Kane, 508.309.3530 (Eastern time), erin@emkpr.com

In 2005, Erin Martin Kane used her 14 years of public relations experience to launch EMK Public Relations, a boutique public relations agency specializing in media projects.

Based outside Boston, Erin is an experienced publicist with established contacts at national and local print and broadcast outlets. During her career, she has booked top broadcast programs including *Oprah*, the *Today Show*, FOX News Channel, *Extra!* and *Entertainment Tonight*. On the radio side, she collaborated on two projects that included remote live broadcasts of NPR's *Talk of the Nation*. She also has booked segments with NPR's *All Things Considered*, *Here and Now*, and *Marketplace*.

During the six years she managed national publicity for the PBS series FRONTLINE, the program was nominated best in its category by the Television Critics Association five times, taking home the award three times. While at FRONTLINE, Erin served as chief communications counsel, providing guidance to senior management on potential issues, most notably during a bid to film jury deliberations in a Texas death penalty case. Other controversial films produced during her tenure include *The Lost Children of Rockdale County*, *American Porn*, *The Jesus Factor*, and *The Killer at Thurston High*.

National Resource Partner

Alzheimer's Association

225 North Michigan Avenue
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Chicago, Illinois 60601-7633

Phone	312.335.8700
Toll-free	800.272.3900 — 24/7 Helpline
Fax	312.335.1110
E-mail	info@alz.org
Web Site	http://www.alz.org/

Description

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. 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. Through its nationwide network of chapters, the Alzheimer's Association offers a broad range of programs and services for people with the disease, their families and caregivers, and represents their interests on Alzheimer-related issues before federal, state and local government and with health and long-term care providers.

Programs and Services offered nationwide by the Alzheimer's Association include telephone helplines for general information and care consultation, community education and support groups. In addition, some chapters offer special programs such as funding of local researchers, assistance to people with Alzheimer's who live alone, rural and/or multicultural outreach and training programs for families and professionals.

Role

Alzheimer's Association chapters are natural partners for awareness and outreach activities. Chapters can provide content experts, connections to local resources, and volunteers for awareness and outreach activities. **To find the Alzheimer's Association chapter in your community go to <http://www.alz.org/findchapter.asp>.**

Resources

- [Alzheimer's Association national Web sites \(www.alz.org and www.actionalz.org\)](http://www.alz.org) provide the most comprehensive and reliable resources about Alzheimer's and dementia diseases including: in-depth information about the warning signs, diagnosis, treatment and care of the disease; science and public policy updates; and ways to get involved in the cause.
- The Alzheimer's Association has also generously supplied Twin Cities Public Television with quick links to their most highly trafficked fact sheets. For this streamlined access to rich tools, go to tpt.org/theforgetting.
- Note: A variety of the Alzheimer's Association materials are available in Spanish and Chinese. Translation and interpretation services are available for callers who do not speak English through the Association's toll free number 800.272.3900.

The 90-Minute Documentary

Based on the extraordinary best-selling book by author David Shenk, *THE FORGETTING* is the first television program ever to tackle the entire spectrum of the Alzheimer's epidemic—the first-hand tragedy, the rising numbers, humankind's age-old fascination with dementia and worldwide effort to find a cure.

In the film, three individuals and their families share their intense, real-world experience of Alzheimer's. Gladys Fuget, who is in the early stages of the disease, jokingly denies problems with her memory, while we watch it visibly slip away. She cannot remember what year it is, nor can she recognize her own image in a photograph. Fran Noonan wrestles with the disease's middle stages, tormented by uncontrollable outbursts of anger, sadness and confusion. Late in the disease, Isabelle McKenna is robbed of everything but the ability to sense human touch and the presence of a family who stands by as she nears the end. It has been a "long goodbye," a journey they have been on for 13 years. We get inside these families' compelling caregiving experiences and witness their tenacity, frustration, grief and humor.

Science itself is the fourth dramatic character in *THE FORGETTING*. The documentary follows the trials and triumphs of researchers battling Alzheimer's on the front lines. Dr. Steven DeKosky and his team conduct breakthrough scientific tests, while Dr. Rudy Tanzi, a pioneer in the field of genetics, tells of groundbreaking discoveries that may help pinpoint the cause of Alzheimer's. The experts make the research palpable and real, explaining in down-to-earth terms how Alzheimer's dismantles the day-to-day lives of Gladys, Fran and Isabelle.

Amidst the touching stories and passionate research, a thread of history, art and literature weaves gracefully throughout the film, giving context to the maddening world of Alzheimer's. Commentary from David Shenk explains how dementia has so wholly captured the human imagination, intriguing countless great minds, from Aristotle to Shakespeare to Dickens.

As the number of Alzheimer's cases skyrocket and the research forges ahead, *THE FORGETTING* portrays the full personal and social impact of the disease and gives viewers reasons for hope.

The 30-Minute Scientific Update

The updated follow-up show, *THE FUTURE OF ALZHEIMER'S with David Hyde Pierce*, is an opportunity for those affected by or curious about the disease to find answers to their questions. This newly produced and dynamic half hour will:

- ❖ **Explain and contextualize new information from the Alzheimer's Association International Conference on Alzheimer's Disease (ICAD), held in Chicago July 26-31, just before the broadcast.** The new program's esteemed panel features Dr. Steven DeKosky, Rudy Tanzi, Jennifer Manly, and Lisa Gwyther, who will offer vital insight and resources for patients, caregivers, and policymakers. This discussion will create a tangible sense of urgency around the need for expanded research and public awareness, as well as news you can use.
- ❖ **Show the "new face" of Alzheimer's.** Because early-stage diagnosis of Alzheimer's is increasing, more people affected by the disease are charting their own futures than ever before. The follow-up discussion will explore this emerging phenomenon, and will highlight the importance of early diagnosis and treatment in light of the advances in scientific research.
- ❖ **Emphasize the importance in addressing and treating Alzheimer's within ethnic and racial minorities.** Due to cultural and economic disparities, many racial and ethnic populations are less commonly treated for (and aware of) Alzheimer's than their Caucasian peers. And given the fact that communities of color experience statistically high rates of heart disease and diabetes, both of which have been correlated with dementia, these patients, their families, and their physicians are in dire need of Alzheimer's awareness. The follow-up show will underscore this disparity, and explore ways to decrease (and ultimately eliminate) it.
- ❖ **Discuss the future of Alzheimer's research, diagnosis, and treatment.** The network of resources available to people with Alzheimer's and their families is incredible. This new production will raise awareness of those resources and connect people with the help they need.

Web Site

THE FORGETTING Web site, located at pbs.org/theforgetting, is refreshed and updated, featuring up-to-the-minute news and information about the disease, streaming video of the film, and more. Whether you're afraid of getting Alzheimer's or have already been touched by the disease, **THE FORGETTING** Web site is a place to find reassurance, actionable ideas and answers to the big questions...

What's it like to have Alzheimer's?

- See the disease through the eyes of those who have it. Get up close and personal with how the disease progresses from early to late stage.

Who's at risk?

- Attend a crash course in current Alzheimer's wisdom. Find out why the disease is soaring to epidemic proportions, what the risk factors are and whether or not you can protect yourself.

What's normal? What's not?

- Take a humorous look at some common memory mishaps, and consider the difference between those "senior moments" and the real signs of dementia.

How do we live well with Alzheimer's?

- Gain insight from those who have successfully lived with and loved a person living with Alzheimer's. Share your own lessons from the front lines, and use our "planning ahead" feature to reduce overwhelming anxieties about the future into a simple to-do list.

What can we do together?

- Make a date with someone who has late stage Alzheimer's, and explore a virtual 1950's living room together. This first-of-its-kind online experience has been developed for PBS at M.I.T.'s Media Lab. Hear what's playing on an old-style radio, flip through a vintage Sears catalog, create flower arrangements and discover countless ways to enjoy each other's company.

In addition to the site's rich content, search our database of recommended Alzheimer's links to find exactly what you need. From research sites to public policy groups to discussion boards, **THE FORGETTING** Web site is a one-stop shop for what you need to know.

Alzheimer's Information Fair

Hosting an Alzheimer's Information Fair is an excellent way to reach out to members of the general public that you might not reach in other ways. While this is one of the more labor-intensive outreach activities, it might be the most rewarding, as you are able to directly connect people to resources. You may only want to undertake this if you have a committed partner who is already planning such an event.

Goal

Reach a broad audience to inform and educate people about the disease, while building interest in the broadcast.

Locations and Target Audiences

- Shopping malls → General public
- Schools → Faculty and staff, students and their families, neighbors
- Community centers → Members of the neighborhood
- Theaters → General public
- Major employers → Employees
- Churches, Synagogues, Mosques → Congregation members
- YMCAs, health & fitness centers → Employees, members
- Hospitals, independent living facilities, nursing homes → Medical staff, patients, visitors

Potential Booths

- **THE FORGETTING** booth with clip reel, literature and computer with Web site demonstration of *The Living Center*, the first on-line activity center for Alzheimer's patients and their families
- An Alzheimer's Association booth, where local chapter representatives distribute information about the Association's local walk-a-thons, their "Champions" recruitment program, and more
- Medical professionals on hand to discuss warning signs, diagnosis, stages, etc.
- Memory games to attract interest
- Caregiver support program resources and representatives
- Financial planners to discuss strategies and resources available for AD patients and families
- Legal professionals to discuss Durable Power of Attorney, will and other legal matters
- Mental health professionals
- Therapy and companion animals and their owners or trainers
- Information on nursing homes and day care centers that cater to patients with dementia

Potential Partners

- Alzheimer's Association
- AARP
- Delta Society
- Faith in Action
- Caregiver groups and centers
- Medical community

Book Clubs & Reading Groups

One challenge with increasing awareness of Alzheimer's disease is that the subject is difficult for many people to face. Working with local libraries and other organizations to promote ***THE FORGETTING*** to book clubs and reading groups may make the subject more approachable, giving people the opportunity to share their reactions and fears with others.

Goal

Increase overall awareness of David Shenk's book *The Forgetting, Alzheimer's: Portrait of an Epidemic* within the community to stimulate interest in the broadcast. Reach an audience that might not be reached through public television alone. Reduce fear and apprehension about this disease within the community.

Target Audiences

- Baby boomers
- Senior citizens
- Caregivers and family members

Tips

- Send out a letter to list of prospective organizations, describing the book and broadcast, offering to help coordinate and publicize this activity for a book club or reading group. Follow up with a telephone call or personal contact to finalize arrangements.
- Make available contacts from local Alzheimer's or caregivers organizations to attend meetings upon request.
- Provide a sign-in sheet to track number of participants.
- Provide an evaluation form to get feedback on the topic and handouts with resource organizations and contact numbers for questions and concerns.
- Use radio to promote reading groups or to facilitate discussions.

Potential Partners

- Bookstores
- Employers
- Libraries
- Public radio
- University faculty centers

Electronic Meeting Places

The Internet provides a wealth of information for caregivers and Alzheimer's patients. It also functions as a two-way communications vehicle, providing a method for people to communicate at a time and place that is most convenient, which is especially important for family caregivers. Through online tools like message boards and discussion groups, users can interact with others in their community or in a "virtual" community who are in similar situations.

Goal

Direct people to online communities of individuals coping with this disease, to help reduce isolation and despair through connections with others.

Target Audiences

- Caregivers
- Alzheimer's patients
- Families of Alzheimer's patients

Potential Activities

Promote national or local online newsletters, message boards, listservs, newsgroups and discussion groups, such as:

- The Alzheimer's Association's message boards at http://www.alz.org/living_with_alzheimers_message_boards_lwa.asp
- Eldercare Online's various e-resources at <http://www.ec-online.net/>
- National Institute on Aging's newsletter and other tools at <http://www.nia.nih.gov/Alzheimers/ResearchInformation/Newsletter/>

Potential Partners

- Alzheimer's Association
- Medical professionals to answer questions, if developing local group
- Web host, if developing local group

Outreach to Employers & Employees

According to the Family Caregiver Alliance, “Between one-third to one-half of all caregivers are also employed outside the home. Working caregivers sacrifice leisure time, and often suffer stress-related illnesses. Negative effects on working caregivers include time lost from work, lower productivity, quitting a job to give care, lost career opportunities and lower future earnings. Eventually, some 12% quit their jobs to provide care full-time.” Among employees who remain on the job, work disruptions due to caregiving responsibilities result in significant productivity losses. Activities that raise awareness of these issues will help employers and employees understand the effects of caregiving on workers and the workplace and how best to support these unsung heroes.

Goal

Increase awareness of how caregiving affects employees, their co-workers, and company productivity. Encourage employers to offer planning information, resources, support programs/services and benefits—such as flex time, in house support groups and lunchtime seminars—that address caregiving issues.

Target Audiences

- Employees who care for a loved one or who are worried about caring for a loved one in the future
- Human resource managers
- Training and development professionals
- Employers and business owners
- Employee-assistance professionals

Potential Activities

- Work with partners, such as the Alzheimer’s Association, to provide speakers to the Chamber of Commerce, local chapters of American Society for Training and Development, human resource or management groups and major employers, to brief members on the impact of caregiving on employees, the workplace and company productivity. Provide information on support services and model programs that benefit employees, their families and the bottom line. Address issues such as long-term care and financial planning.
- Work with local employers to arrange brown bag lunch seminars where affected employees can learn about community support services.
- Identify and publicize businesses that support caregivers through company policies and programs.

Potential Partners

- Alzheimer’s Association
- American Society for Training and Development
- Chambers of Commerce
- Major employers

Respite Activities

The stress of caregiving can take its toll on caregivers' health, finances, career and family relationships. Respite activities provide caregivers a way to relieve stress, network and just get away from it all.

Goal

Provide time and space for caregivers to relax, get support and/or express themselves through creative activities.

Target Audiences

- Caregivers

Potential Activities

- **Night out for caregivers.** Plan an evening diversion, such as screening a comedy or classic movie and providing refreshments.
- **Creative arts activities or classes.** Enlist art, crafts or creative writing instructors to lead one or a series of classes that allow caregivers to explore their creative side and/or create a remembrance of their loved one. Other ideas include:
 - Collage
 - Memory pillow
 - Scrapbook
 - Telling/recording life stories
 - Creative writing
 - Cooking classes
 - Music therapy
- **Tai chi, chi gong or yoga.** Draw on local tai chi, chi gong or yoga instructors to provide a special series of classes for caregivers to help reduce stress.
- **Massage.** Bring in massage therapists to provide seated massages at special caregiver events.
- **Creative Caregiving Club.** Host a support group for caregivers that will let people discuss unique strategies for living well with Alzheimer's. Groups can e-mail their best or wildest ideas and stories to **THE FORGETTING's** Web site, and, if chosen, they will be posted.
- **Alzheimer Association Memory Walk club.** Organize a meeting place and time for caregiver "training sessions" for their local Memory Walk. These group walks allow participants to exercise, connect, and share experiences, all while preparing for a great cause.

Tips

- Use local resources, such as an art theatre to host a night out for caregivers.
- Promote activities through local partners, businesses, senior centers, retirement homes and assisted living facilities and other caregiver or family support groups.
- Use the activities to pitch a story to local media to promote the role of caregivers and the need to support their efforts.
- Provide adult and/or child care services to free up caregivers to participate.
- Include pet therapy at any of these events.
- Many respite activities can be intergenerational.

Potential Partners

- Alzheimer's Association
- Senior centers
- Faith in Action
- Caregiving Groups
- Child care centers
- Community colleges
- Community theaters
- Local arts groups

Speakers' Series and/or Educational Presentations in partnership with the Alzheimer's Association

Getting accurate information and knowing where and how to access resources can help us face and address fears about Alzheimer's disease.

A speakers' series or educational presentations can be targeted to a variety of audiences, including organizations that have regularly scheduled membership meetings. These organizations frequently look for new speakers and fresh topics.

Goal

Provide accurate, helpful information on Alzheimer's disease—including diagnosis, treatment and living with the disease and caregiver support—to those coping with or concerned about the disease.

Target Audiences

- General adult audience
- Baby boomers
- Senior citizens
- Caregivers
- Youth

Potential Topics

- General Information
 - What is Alzheimer's disease?
 - The difference between normal forgetting and Alzheimer's
 - Lowering your risk for Alzheimer's
 - Benefits of early diagnosis
 - After the diagnosis
 - Stages of the disease
- Living with Alzheimer's
 - What it's like to have Alzheimer's, using stories from the Web site or have early-stage patients discuss their experience with the disease
 - Managing at home care or facility care
 - Enjoying a person's remaining abilities rather than focus on disabilities, using the *Living Center* for interaction
- Caregiving
 - Dealing with stress and improving family communication
 - Caring for the caregiver
 - Long distance caregiving
 - Balancing work and caregiving demands
 - Communicating with Alzheimer's patients
 - Benefits of music, art and other therapies
 - Coping with aggressive behavior
 - Tackling financial and legal issues when a loved one has Alzheimer's
 - Long-term grieving

- Coping
 - Communicating effectively with your physician
 - Benefits of therapy or companion animals for Alzheimer's patients (Note: This would be a good intergenerational event for adults and teenagers.)
 - Using on-line resources for support, recordkeeping and connection with others, showcasing ***THE FORGETTING*** Web materials for caregivers, patients and teens.

Tips

- Identify your target audience, topics and potential speakers
- When securing a location for the event(s), make sure parking is available and that it is accessible to those with disabilities.
- Consider piggybacking speaker events on existing meetings, such as civic, church, or senior groups, public service sororities or fraternities.
- Promote the series beyond the media to senior centers, churches, support groups, businesses or other entities.
- Invite representatives from community organizations.
- Provide informational handouts.
- Promote ***THE FORGETTING*** if the series is prior to the broadcast.
- Record responses to the series by providing short evaluation forms.

Potential Partners

- Alzheimer's Association
- Delta Society
- Faith in Action
- NIA Alzheimer's Disease Centers
- Area Agencies on Aging
- Caregiving Groups
- Fraternity/sorority collegiate and alumni groups
- Rotary, Optimists or similar civic groups

Activity Evaluation

- **Start with the end in mind.** When you develop your goal(s) and strategies, have a clear vision of what you want to happen as a result of your plan. Be specific. A well written goal is realistic, specific and measurable. Consider your strengths and limitations when designing your project to insure your goals are achievable.
- **Correlate your evaluation strategy with your goal(s).** Using your goals and strategies to create a checklist for your evaluation process will keep you focused on your intended results. When creating evaluation questionnaires, clarify each question you ask, insuring it is clear and will yield the kind of information you seek. Below are some sample questions for informational events:
 - ✓ How useful was (NAME EVENT) in helping you better understand (INDICATE THE TOPIC COVERED HERE, such as Alzheimer’s disease; the difference between normal forgetting and Alzheimer’s; Alzheimer’s prevention strategies; stages of the disease; etc.)?
1 – not useful; 2 – somewhat useful; 3 – useful; 4 – very useful
 - ✓ What was the most valuable thing you learned?
 - ✓ What do you plan to do as a result of the information you received at this event?
- **Identify what information you need.** Limit your evaluation to the information you, your partner or funder(s) will find useful and which will provide a snapshot of the impact of your effort.
- **Determine how you will gather your data.** Quantitative measures are the most direct way to determine impact. They might include the number of people attending events, requesting information or calling a hotline. But numbers alone don’t paint a complete picture of your project’s reach and can be misleading. For instance, counting those who attend events or participate in call-in programs may count people who attended or called more than once.

Qualitative measures, which can provide the stories behind the statistics, include using pre- and post-questionnaires to demonstrate greater awareness of or changes in perspectives on an issue, fielding surveys or using evaluation forms at special events. If you distribute resource materials, consider including a self addressed, stamped post card to encourage feedback on how they were used.
- **Build in proof of performance strategies.** Envision how you plan to document your proof of performance. Many stations have found proof of performance spots a good way to reinforce their role as a resource in the community. Envision what story you’d like to tell as a result of this effort. What results will you share with your community?

Online Promotional Resources

The promotional campaign seeks to widely and effectively raise awareness and tune-in for *THE FORGETTING*'s rebroadcast, as well as create knowledge about and utilization of *THE FORGETTING*'s community and Web-based educational resources. To accomplish this, our promotional strategy is designed to leverage the following key advantages:

- **Interest generated by the Alzheimer's Association International Conference on Alzheimer's Disease (ICAD).** *THE FORGETTING* will air nationwide on Sunday, August 3rd at 9 pm ET. This broadcast is specifically timed to benefit from the media attention to Alzheimer's disease research that will occur as a result of the Alzheimer's Association International Conference on Alzheimer's disease (ICAD), taking place in Chicago from July 26 – 31. With over 5,000 researchers from over 60 countries attending, this six-day conference—as it always does—will generate numerous stories about the latest breakthroughs in Alzheimer's disease research. On TV and radio newscasts, the Internet, the public will be getting the latest news about groundbreaking research on early diagnosis, genetics and other risk factors, as well as current approaches to care and promising future therapies. Our promotion campaign will “piggyback” on this attention and coverage.
- **The high degree of media attention around *THE FORGETTING*'s premiere and the project's great success.** We will remind media outlets about the popularity, critical acclaim and long-lasting impact generated around the project in 2004, and solicit their renewed coverage because of the continued relevance and power of the documentary and the follow-up show.
- **David Hyde Pierce's participation in the project.** David is a well-loved and widely-recognized actor who has also long been an informed, respected public voice about Alzheimer's. He has enthusiastically committed to promote the new broadcast, and will use his keen insight (and celebrity) to generate media coverage and create renewed interest in the film and its attendant outreach components.

In addition to this national promotion, your “on-the-ground” work in your community will also publicize the project and any outreach initiatives you are implementing. To help you spread the word about *THE FORGETTING*, we have created multiple free, downloadable tools, available on our outreach website at tpt.org/theforgetting. These resources include:

- ❖ Customizable press release
- ❖ E-postcard
- ❖ Streaming film clips
- ❖ Logos
- ❖ Photography

Please tailor these tools to suit your audience and needs, and don't hesitate to contact TPT or publicist Erin Martin Kane for ideas, questions, or guidance. All contact information is on pages 2 and 3 of this document.