

Community Outreach Plan – Discussion and Goal Setting Guide

This document is designed to help facilitate the discussion between Chapters and Alpha Kappa Alpha as you work together to develop a community outreach plan. Each point of discussion is followed by an activity to help capture ideas, determine who is managing the activity, outline next steps and identify any necessary resources.

Once all thoughts are captured and organized, you should have a well thought out plan, specific next steps and ideas to keep expanding your reach through the course of this partnership. This should be a living document that Chapters and AKA refer to often, review and update as necessary.

I. What are the issues facing African-Americans in regards to Alzheimer’s disease?

- African-Americans are twice as likely to develop the disease (higher risk)
- African-Americans are less likely to be diagnosed
- There is a need for increased Alzheimer’s awareness, education, programs, services and resources
- There is a need to better engage the African-American community in the full mission of the Association
- Additional thoughts?

Activity: Identify potential barriers and challenges to reaching African-Americans with these important messages, as well as any solutions you may have. This list will be helpful as you identify outreach tactics.

Potential Challenges

Potential Solutions

II. Who are we trying to reach through this collaboration?

- Those who may be concerned about the warning signs of Alzheimer’s disease (for themselves or someone they care about)
- People with Alzheimer’s (most likely those with a recent diagnosis and/or who are in the early stages of the disease)
- Caregivers
- Leaders, influencers and champions within the African-American community
- Community partners who may help the Association better reach and engage African-Americans
- Additional thoughts?

III. What are our key messages to these audiences?

- African-Americans and Alzheimer’s
 - a. Increased risk
 - b. Alzheimer’s is not a normal part of aging
 - c. 10 Warning Signs of Alzheimer’s disease
 - d. Benefits of early detection
 - e. Dispelling myths and decreasing stigma
- Resources and support available from the Alzheimer’s Association
- Understanding the full mission of the Alzheimer’s Association
- Opportunities for engagement across the full mission of the Association
- Additional thoughts?

Activity: Identify places, events, activities, etc. that already have a footprint in the African-American community and may serve as a pipeline to reach key audiences with these messages.

Does anyone have a connection to these places, events etc. that may be able to open doors?

Next steps

IV. What are the goals of outreach to the African-American community?

- Educate members of the African-American community on Alzheimer’s disease and the work of the Association
- Connect African-Americans to alz.org, helpline and Chapter programs and services
- Invite members of the African-American community to fight Alzheimer’s by participating in fundraising events, advocacy and policy efforts, TrialMatch etc.
- Identify and engage networks within the African-American community to further the reach of the Association
- Additional thoughts?

Activity: Identify tactics to achieve each goal identified by the group. Use this format as a guide to capture all information.

Goal _____

Tactic 1 _____

Who will manage: _____

Timeline: _____

Resources needed: _____

Next steps: _____

Repeat for all tactics outlined to achieve each goal.

Please reach out to your local Alzheimer’s Association contact or visit alz.org/findus for more information and to begin making an impact in the African-American community