Staff Toolkit

Dementia Awareness Week 2019
Monday 3 – Sunday 9 June
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Welcome

Welcome to the Alzheimer Scotland staff toolkit for Dementia Awareness Week Scotland - our annual opportunity to spread the word about the work we do, the people we support and change how Scotland sees dementia.

This year, our theme focuses on our **local support and dementia research**.

From Monday 3 to Sunday 9 June, our messages are:

- Dementia research is crucial to making a difference for people living with dementia now, and in the future
- Dementia research can only take place with the help of volunteers who have dementia and those who do not
  - ...to make sure that we can learn more about dementia prevention and improving quality of life, in our journey to ultimately finding a cure
- It’s vital that people living with dementia feel recognised, valued and supported in their local communities to prevent isolation and stigma

Alzheimer Scotland provides a wide range of dementia-specific support, delivered through our localities in the heart of communities across Scotland

We can only make Dementia Awareness Week a success by working together, which is why we have provided you with this branded toolkit to support you with your plans and activities for during the week. It is important that we are all communicating the same key messages so that we can gain national awareness of our campaign, to reach as many people as we can across Scotland, helping everyone to understand a little more about dementia.

In preparation for the week, you can help us by:

- Thinking about how you would like to use the materials in this toolkit throughout the week
- Upload your DAW activities to our website and local Facebook pages, so we can tell even more people about the events that are during this week, in their local area
- Tell us about a local experience or story of how someone has benefited from the support we have delivered; how they have been involved in research; what a difference volunteering has made to them
- Getting familiar with dementia research to have confident conversations with the people we support, you can find out more by contacting Lindsay Kinnaird (lkinnaird@alzscot.org)

If you have any questions about the resources provided in this toolkit, need more materials or have any questions about how to use them, please do not hesitate to contact me on bjardine@alzscot.org.

Here’s to a fun and successful Dementia Awareness Week in 2019, helping us with our mission to make sure nobody faces dementia alone.

**Beccy Jardine**
Campaigns Marketing and Social Media Manager
Events – help us spread the word about your activities

Dementia Awareness Week is a great time to do let your local community know about the amazing support you provide.

What are you doing during DAW?
You may already have lots of ideas on what you want to do to mark Dementia Awareness Week in your locality. Even if you’re not planning to do something out of the ordinary during DAW, it’s still a great time to shout about your normal activities, like Dementia Cafes and Craft Groups. You can always take little steps to make your normal activities reflect Dementia Awareness Week:

• Use your DAW goodies (page 12) to brighten up your normal activities
• Take some time to learn more about dementia research so you can have confident conversations with the people we support

Getting the word out there
We want to help make sure your local community knows what’s going on in your area during Dementia Awareness Week. As we countdown to DAW, we’ll be posting all your local events on our Dementia Awareness Week website for the public to see.

How to get your event on the DAW website
This year, Dementia Awareness Week event listings will be directly connected to your local Facebook page.

All you need to do is add it as a Facebook event to your local page and the Communications Team will do the rest. Adding a Facebook event is also a great way to let your local community know about events taking place in their area.

Ask your locality Facebook admin to use the following instructions to publish your event. No access to your local Facebook? Email bjardine@alzscot.org and we can publish this for you

How to add a Facebook event
1. Go to your Facebook locality page
2. On the left-hand side of the page, click on ‘Events’ (you may need to click twice)
3. Fill in the form with your event information
4. Use one of the FB event photos (available from April on the DAW Yammer group and ALIS)
5. Make sure to select ‘only the host can post’ in the ‘Options’ section
6. Publish
Open Day

Holding an Open Day during Dementia Awareness Week is a great way to celebrate all the wonderful activity that goes on at your locality or Dementia Resource Centre and raises awareness to your local community about what is available.

Who is it for and when should it take place?

Make sure you know who your open day is for – professionals or families? A business or professional may want to host or attend an event midweek within normal 9-5 working hours and expect a structured or formal event, while an informal social gathering at the weekend of early evening is ideal for the general public.

What could you do?

Each of our locality areas are unique and you may already have come up with some great ideas for what you can do during DAW. If you’re looking for inspiration, here are some ideas that have worked well in previous years:

• Create display zones with photos and artefacts to highlight the range of services and activities available and have staff members on hand to answer any questions.

• Provide opportunities for people to speak to people with dementia and their carers who already utilise the support on offer. They can share how they have benefitted from the support provided and what they enjoy about their visits.

• Have volunteers on hand to talk about what they get out of volunteering in the locality.

• Give out packs with general information about Alzheimer Scotland and dementia.

• Use TV screens or computer monitors to display a slideshow of photos and quotes, or show videos.

• Set up activities for visitors to get involved with. For example, if you provide art therapy, let visitors have a go while you explain the benefits.

• Create a gallery of positive quotes and feedback about your locality. Speech bubble templates to use in your display are available at www.alzscot.org/dawstaff.

• Set up an area to promote Dementia Friends Scotland. Have a computer displaying the website and people can watch the videos and sign up there and then.

• Provide refreshments. Give people the chance to relax and chat over a cup of tea in an informal environment. You could leave a collecting can or donation envelopes out on the tables. Speak to your Community Fundraiser to make sure you have these supplies on hand.

• Include a fundraising corner where you can highlight local activity and talk about how fundraising supports your locality.
Open Day

- Have a collection can at your reception desk so that visitors can make a donation.
- Remember to get permission from people to display their work or photos and that all material of a sensitive nature is stored securely.

Promoting your open day

- Check your stock of leaflets. You will receive a delivery of Dementia Awareness materials in April but if you need extras, please contact Beccy Jardine via DAW@alzscot.org to order any additional materials you require for Dementia Awareness Week by Friday 22 March.
- Adapt the press release template at www.alzscot.org/dawstaff with your event information – please send your edited version back to our PR Manager Elaine Nixon (enixon@alzscot.org).
- Check to see if your locality has a scheduled newsletter or e-newsletter and include the details.

Promote your event on Facebook!

Example post:

Join us at our FREE open day! We’re opening our doors for Dementia Awareness Week.
When: [day, date, time]
Where: [address]
Cost: FREE
Find out what we do at [INSERT SUPPORT/GROUP NAME] from our team and the people we support. We’d welcome you to come look around, take part in activities and ask your questions about dementia.
Partnering for promotion

Working with local partners to create Dementia Awareness Week Scotland displays around your locality is a simple, yet effective way to get information and resources out into the community and highlight the week.

We are going to continue to centralise distributing materials to partner organisations across the country. All you need to do is to get the word out with your local contacts and share the web link www.alzscot.org/DAW (or help them to fill in the form if they’re not comfortable on computers).

Who to approach

• Schools, nurseries, colleges and universities
• Doctors, dentists and hospitals
• Local businesses, shops and cafes
• Leisure centres
• Citizens Advice Centres
• Police stations

Asking partners

Here’s some text you can use to email out to your contacts to ask, or put into a flyer you can drop into local businesses:

“Can you help us get the message out during Dementia Awareness Week 2019?

From Monday 3 to Sunday 9 June, people in Scotland will be raising awareness of dementia: of the support available and how to get involved in dementia research. Can you help us spread the word?

It would be great if your workplace could spare some space to host an information display in the run up to and throughout Dementia Awareness Week.

We can provide you with materials free of charge, filled with useful information to your staff and customers who may be concerned about dementia. Visit www.alzscot.org/supportDAW to find out more.”

When to do it

The website will be open for orders week commencing Monday 1 April. The display should be up for DAW between 3 and 9 June. It would be good to have the materials up a week or so in advance of the week so that people can find out what’s happening locally and plan it in to their diaries.
Working with Local Media

Working with local media is a great way to get the word out about what is happening in your locality. Your local newspaper, radio and TV stations, and listings websites are a fantastic resource.

Publicity is a vital part of awareness-raising as it helps spread the word about your event or activity so more people attend, and gives you a chance to celebrate what happens on the day.

Please keep our PR Manager Elaine Nixon (enixon@alzscot.org) updated on all approaches to media for advice and media release sign off.

If you need more advice on drafting media messages in advance of your event please get in touch with the PR Manager as early as possible.

**Top tips for working with the local media**

**Focus on your role in the local community** – DAW2019 surrounds “Prevent now, Care today, Cure tomorrow”. Think of examples of how your service is helping to make sure people are supported and cared for. Perhaps you know of someone who would like to share their story and share how one of our Dementia Cafes or Daycare sessions has helped them? Or have you worked with a local business or service which has gone the extra mile to help others? Who benefits from your activity or event?

**Share your facts and figures clearly** – give details or any milestones you might be celebrating. If you’re holding an event, make sure to be clear about who can take part (is everyone welcome? Could this be an opportunity to meet new friends and find out about dementia?).

**Get to know your local media** – finding out more about your local media can be the difference between being ignored and getting coverage. Learn the key contacts in each media outlet and their rough deadlines/publishing dates. Don’t be afraid to reach out to your local media ahead of DAW2019 – local media respond very well to local staff, often much better than national offices, and reaching out greatly increases the chance of your event or activity being picked up.

**Press releases and planning** – Radio and TV stations will want to know about your event well in advance to plan any filming, visits or interviews – and most local newspapers are only printed once a week (for example, a Thursday edition usually has a Tuesday morning copy deadline), so make sure you send your press releases out well in advance.

If you’re promoting an event in advance, submit your release to your local media at least a month beforehand. If you are keen for a local journalist or photographer to attend, be sure to include that at the top in red text. Remember to follow this up with another release closer to the event. Always plan for a post-event press release (with photograph – see below) to maximise your coverage, even if a journalist can’t attend on the day.
Having a good photograph can make all the difference to getting your story published, especially after an event has taken place.

A few days before your event, follow up your release asking if the news desk is planning to send a photographer. Make sure to give the press a named contact to ask for on arrival and prepare in advance to have everyone available to take part in the photo shoot. Often press photographers will take a little longer to secure the best possible image to suit their audience.

Make sure you capture your own images for publicity in case a local press photographer can’t make it along – this doesn’t need to be a professional photographer but should be someone who has proper camera equipment and knows how to use it. The quality of mobile phone images is usually not good enough to be used by the media.

**Ways you can improve your photographs**

- Think about a location – choose a spot with the least distracting background and good light. If there is a banner or sign with our new branding think about staging around this but avoid out of date branding.

- Does the picture look interesting – a line of people looking at a camera is just not interesting. People doing something or looking at something other than the camera will make an interesting image for press. Think about props as they can help tell a story. If staged in, e.g. memory garden use garden spades and planting pots to promote the hard work put into the garden.

- Different angles – often a picture will look good with some height so use a chair or a step ladder to gain some height to capture the moment. Other idea would be to ask people to stand on different steps or stand on a staircase to give the image some movement.

**What to avoid**

Don’t get tunnel vision – think about what the public likes to read, not just what you want to tell people about your activity. Is there a great story you can share about how someone you know who has a great story about how they found our locality or why they fundraise for us? A poignant experience or something humorous? Is someone famous involved?

Don’t get caught out by the press – do not respond directly to journalist/media enquiries not related to your activity – e.g. if the request relates to something about policy or a locally sensitive issue (like a NHS dementia unit closure etc.) Refer them to Elaine Nixon (enixon@alzscot.org).

**Media permissions**

Please ensure that you have media permissions in place for all those photographed and that they are filed digitally.

Our photography consent form can be found at: [www.alzscot.org/dawstaff](http://www.alzscot.org/dawstaff).
Social Media

Social media is another great way of shouting about what we’re up to for Dementia Awareness Week. Below is everything you need to know in terms of what to share, and when:

The hashtag for Dementia Awareness Week is #DementiaAwareness

Many of you will have a rough idea of the events, posts and information you would like to share during Dementia Awareness Week already, while some of you will just be getting started.

Dementia Awareness Week launch – Tuesday 2 April

We will launch promotion of Dementia Awareness Week at the start of April and will be actively asking our supporters to sign up to take some form of action:

• Sign up to learn more about dementia
• Raising awareness of dementia research through social media
• Raise money and awareness through hosting a fundraising event

Social media assets

At the end of March, a series of social media assets will be made available via ALIS and a new DAW group on Yammer, in time for our April launch – including assets to help you promote your own events. Please use the assets we provide as much as possible, so we can give a strong, united message to our supporters. Bespoke social media assets will only be generated in exceptional circumstances and requests should reach Beccy Jardine (bjardine@alzscot.org) by Friday 29 March.

We will also share some suggested social media posts and publishing dates on ALIS – this is to help those of you who are not as confident on social media, to plan your countdown to June, but feel free to add in any additional content.

On the Friday before Dementia Awareness Week we will send a further bundle of assets to local page admins with instructions on use and a timeline key posts to look out for and share during the week.

Here are some tips on how to construct a good social media post for an event:

• Write about what your audience is going to get out of coming to your event, not what you want from them such as increasing their knowledge of dementia.
• Get as much key event information into the text of the post as possible, not the picture. This helps with accessibility if people are using a screen reader or similar. The picture is there to be eye-catching, not the source of information.
• Get your event on as a Facebook event on your local page – this is also the way you’ll get your local events to appear on the DAW website. For more information head to the events section in this toolkit.
Social Media

Paying to promote your posts

If you’re having an event that you want to promote to a wide group of people locally, you can pay to advertise on Facebook.

Even spending as little as £10 can help you reach an audience that you wouldn’t usually speak to. The minimum spend on promoting a Facebook post is £5 per day.

You can make sure you’re reaching your exact target audience.

For example, if you’re holding a coffee morning or tea & blether type fundraiser you could advertise to people:

- Who live within 10 miles of your service/event
- Love tea and cake or the Great British Bake Off
- Have an interest in dementia

If you would like to pay to advertise your event locally on Facebook, get in touch with Beccy Jardine via DAW@alzscot.org.
Your DAW goodies

This year, you’ll have two options to choose from in terms of ordering DAW goodies for your locality

Whether you want to mark Dementia Awareness Week in a low-key fashion or whether you want to hold a big information and fundraising social, we have a bundle to suit you.

Submit your order here: www.surveymonkey.co.uk/r/localitydaw2019

Which pack is for you?

**AlzScot Small pack**

This pack is ideal for our smaller localities, who are not as big as a DRC, or may experience lower footfall. You can order up to 3 of these packs

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<th>Quantity</th>
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<tr>
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<tr>
<td>A4 DAW Empty Belly</td>
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</tr>
<tr>
<td>Leaflet – Alzheimer Scotland</td>
<td>10</td>
</tr>
<tr>
<td>Leaflet – JDR</td>
<td>10</td>
</tr>
<tr>
<td>Leaflet – Dementia Friends</td>
<td>10</td>
</tr>
<tr>
<td>A6 postcard – DAW actions</td>
<td>10</td>
</tr>
<tr>
<td>Bunting – DAW specific flags</td>
<td>15 flags</td>
</tr>
<tr>
<td>Balloons</td>
<td>6</td>
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</table>

**AlzScot Large pack**

This pack is ideal for our larger localities

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<tr>
<th>Item</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>A4 DAW generic poster</td>
<td>4</td>
</tr>
<tr>
<td>A4 DAW Empty belly poster</td>
<td>4</td>
</tr>
<tr>
<td>Leaflet – Alzheimer Scotland</td>
<td>30</td>
</tr>
<tr>
<td>Leaflet – JDR</td>
<td>30</td>
</tr>
<tr>
<td>Leaflet – Helpline cards</td>
<td>50</td>
</tr>
<tr>
<td>Leaflet – Dementia Friends</td>
<td>30</td>
</tr>
<tr>
<td>Leaflet – What is dementia?</td>
<td>30</td>
</tr>
<tr>
<td>A6 postcard – DAW actions</td>
<td>20</td>
</tr>
<tr>
<td>Bunting – DAW specific flags</td>
<td>30 flags</td>
</tr>
<tr>
<td>Balloons</td>
<td>10</td>
</tr>
<tr>
<td>Table Talkers – DAW specific</td>
<td>8</td>
</tr>
</tbody>
</table>
FAQs

Can I get tailored, individual posters and social media images for my DAW event?

Please try to use the social media assets and printed assets we are supplying you for DAW. However, if you’re doing something special, the Communications and Marketing team can help! Please send all bespoke requests for DAW promotion materials to DAW@alzscot.org by Friday 22 March.

Where can I order fundraising packs for our supporters?

You can send members of the public to www.alzscot.org/daw to order all they need for Dementia Awareness Week. You can also get fundraising packs through your local Community Fundraiser. These materials will become available at the start of April when we launch to the publics.

Where do I send members of the public who want to know more about Dementia Awareness Week?

More information can be found at www.alzscot.org/daw – information will be published to the public from Tuesday 2 April.

Where can I keep up to date with the updates about DAW2019 within Alzheimer Scotland? (internal comms)

Make sure to check the dedicated Dementia Awareness Week page on ALIS and join our new DAW Yammer group for all the latest. We’ll also be sharing general update posts on Yammer and ALIS, as we countdown to DAW.

What do I do if I have additional questions?

Get in touch – we’d love to hear from you! Email bjardine@alzscot.org or DAW@alzscot.org and a member of the Communications and Marketing Team will be happy to help.
Week commencing Monday 4 March

You receive this toolkit which outlines messages, support materials and timeline for Dementia Awareness Week activity.

Friday 22 March

Deadline to order your Awareness pack at www.alzscot.org/dawstaff or to submit a request for bespoke DAW materials to Beccy at DAW@alzscot.org. Bespoke material orders must be paid for using your own budget. For additional fundraising advice, please contact DAW@alzscot.org.

Deadline to submit your DAW event to the calendar on the DAW website. Find the online form at www.alzscot.org/daw-staff

Digital assets for social media in the countdown to DAW will be made available on ALIS and on the Dementia Awareness Week group on Yammer.

Week commencing 1 April

Awareness week materials will be delivered to your office. Instructions will be included in the pack as to what materials should be used ahead of DAW and which materials should be saved for during the week activity.

Tuesday 2 April

- Public-facing campaign launches to encourage the public to sign up to take action this Dementia Awareness Week (receiving information, promotion via social media, hosting a fundraiser)

- Website for DAW2019 launches www.alzscot.org/daw
- Local facebook pages are turned over to DAW cover assets and pinned posts

Friday 27 May

Facebook page admins receive their digital materials, social media suggested schedule and a timeline for the week.

Monday 3 June

Dementia Awareness Week 2018 begins and the Alzheimer Annual Conference takes place at the Edinburgh International Conference Centre (EICC).

Key Contacts

General enquiries: Beccy Jardine bjardine@alzscot.org
Dementia Awareness Week Pack enquiries: Beccy Jardine via DAW@alzscot.org
Media and PR Elaine Nixon: enixon@alzscot.org
Social media Beccy Jardine: bjardine@alzscot.org
E-marketing and web enquiries: mleiper@alzscot.org
Fundraising queries: Your community fundraiser