PUBLIC AWARENESS CAMPAIGN 2025

Growing the number of Memory Cafes and increasing the sustainability of existing Memory Cafes in the U.S. depends on getting the word out to prescribers, potential cafe leaders, and participants. This campaign will have two phases.

PHASE ONE (Spring)

- **Focus**
  - bring people in the field to the directory and new modules.
- **Actions**
  - Partnering organizations share the Press Release in their communications along with a link to the video.
  - Partnering organizations share the one-pagers with their audiences as appropriate.
  - MCA lead team will share the materials with targeted audiences through webinars, podcasts, press interviews, etc.

PHASE TWO (Fall) (more instructions coming!)

- **Focus**
  - Raise awareness about Memory Cafes to general audiences - bring people to memorycafedirectory.com
  - Competition to mobilize existing Memory Cafes to collaborate on a social media campaign with their own videos / images - What is a Memory Cafe? (inspired by our model video)

- **Actions**
  - Training Hubs host panel discussions on What is a Memory Cafe? (November)
  - Existing Cafes create videos
  - Celebrity judges select winners