

# COMMUNITY EXPANSION ENCOURAGES ENGAGEMENT

## OVERVIEW: ALZHEIMER'S AND DEMENTIA RESOURCE SERVICE (ADRS)

ADRS is a program of IU Health Community Health that provides resources and services free of charge to those with Alzheimer's and dementia, their loved ones, and care providers in South Central Indiana.

We concluded that our main objectives for this project would be to help ADRS **expand into two new counties** and **increase overall awareness** of ADRS and Alzheimer's and dementia.

## PROJECT FOCUS



- Analyze current brand awareness & online presence
- Expand ADRS's offerings to Lawrence & Orange County
- Promote timely, helpful content and services for ADRS's target demographic

## OUR RECOMMENDATIONS

**Emphasize Social Engagement:** ADRS primarily uses Facebook to connect with its target demographic but was struggling with its post engagement. Our team implemented a biweekly uploading schedule with informational, social, interactive, and promotional posts to increase brand awareness. We also recognized an opportunity to partner with a local radio station and organized interviews and ads to reach ADRS's target audience.

**Understand Community Needs:** To identify the needs of Lawrence and Orange County, we have been helping ADRS implement and market focus groups. ADRS hosted three focus groups—for family and friends, community members, and professionals—with the mission of better understanding Alzheimer's and dementia care needs and barriers to support and care in the local communities.

## RESULTS



Increased total post impressions by over 6000% when comparing December 2020 organic post impressions to January and February 2021



Reached 70% of adults in Lawrence County through the radio ads alone



Strengthened social media presence and improved brand awareness in Lawrence and Orange County