

3.2.1 OUTREACH CALENDAR TEMPLATE – EXAMPLE

This completed example demonstrates how a community might use the Outreach Calendar Template to plan and track community engagement and awareness activities related to brain health, dementia awareness, and caregiver support. It is provided for guidance only and may be adapted based on community size and capacity.

Month / Date	Activity or Event	Target Audience	Key Message	Outreach Channel(s)	Partner(s) Involved	Lead / Responsible Party	Notes / Status
January	Brain Health Awareness Presentation	Older adults	Brain health can be supported at any age	Library program, flyers	Public Library, DHS LTSS	Outreach Coordinator	Completed – good attendance
February	Caregiver Resource Promotion	Family caregivers	Support and resources are available	Email, newsletter	DHS LTSS, Healthcare Clinic	Caregiver Support Lead	Completed
March	Dementia Awareness Workshop	General public	Dementia is not a normal part of aging	Community center event, social media	Public Health Dept., EMS	Program Manager	High interest
April	Health Fair Booth	Community members	Protect your brain through healthy habits	Health fair, handouts	Hospital, Volunteers	Steering Committee	Planned
May	Support Group Launch Promotion	Caregivers	Join a caregiver support group	Flyers, partner emails	DHS LTSS, Faith Organizations	Support Group Facilitator	Planned
June	Local Newspaper Article	General public	Know the signs of dementia	Newspaper, online article	Local Media	Communications Lead	Draft submitted

HOW TO USE THIS EXAMPLE

This example shows a mix of education, outreach, and promotion activities spread over several months. Communities are encouraged to start small, coordinate with partners, and adjust plans as needed.