

3.2 OUTREACH CALENDAR TEMPLATE

This Outreach Calendar supports planning, coordination, and tracking of community engagement and awareness activities related to brain health, dementia awareness, and caregiver support. Communities may adapt this template to fit their capacity and timeline.

Instructions: Use this calendar to plan outreach activities over a month, quarter, or year. Focus on realistic, achievable activities and leverage existing events whenever possible.

Month / Date	Activity or Event	Target Audience	Key Message	Outreach Channel(s)	Partner(s) Involved	Lead / Responsible Party	Notes / Status

OUTREACH IDEAS (OPTIONAL)

- Brain health awareness campaigns
- Community presentations or workshops
- Dementia awareness events
- Caregiver education or support group promotion
- Health fairs or community celebrations
- Library or senior center programs
- Local media articles or interviews
- Social media or newsletter campaigns

USING THE OUTREACH CALENDAR

Review and update the outreach calendar regularly (monthly or quarterly). Use it to coordinate with partners, avoid duplication, track progress, and document outreach efforts for evaluation and reporting.