

# Memory Café PSA Video Distribution Guide

## *Help introduce your community to Memory Cafés*

---

A new public service announcement (PSA) video in English and Spanish is available from the JF&CS Percolator Memory Café Network. The biggest challenge for most Memory Cafés is getting the word out to community members who could benefit from attending, but who have become isolated due to dementia and may hesitate to try something new and unfamiliar. The goal of the PSA video is to (1) spread awareness that Memory Cafés are available, and how to find them, and (2) to give community members a picture of what Cafés look like, to help them feel more comfortable attending for the first time.

Please distribute and show this video to people throughout your networks and communities. Below you will find guidance and sample text for sharing the video via emails, presentations, websites, social media and newsletters, and for outreach to your local cable station.

---

Since 2014, the JF&CS Percolator Memory Café Network has helped organizations to start and sustain Memory Cafés by providing technical assistance and a forum for sharing resources and ideas. The Percolator directly serves Massachusetts Cafés, but as the first network of its kind has welcomed participation from other states and countries.

This video project and the Percolator's ongoing work to support the spread of Memory Cafés has been made possible through support from the Massachusetts Association of Councils on Aging (MCOA), the Rosalinde Gilbert Innovations in Alzheimer's Caregiving Legacy Award, and generous donors including Rosa Rasiel, the Lebovitz Family Charitable Trust, Nancy Belsky and the Rita J. and Stanley H. Kaplan Family Foundation.

### **Watch and download the video:**

- **In English, to view with WiFi:** <https://www.youtube.com/watch?v=Hgt1uY8ssig>
- **In English, to view with WiFi or to download:** <https://vimeo.com/280399553>
  
- **In Spanish, to view with WiFi:** <https://www.youtube.com/watch?v=xpuxZdTWsSQ&feature=youtu.be>
- **In Spanish, to view with WiFi or to download:** <https://vimeo.com/280399909>

**Note:** you can also let cable stations know that the files have been added to TelView Connect and MMX (Mass Media Exchange). A big thank you to ACMi in Arlington for doing that for us!

### **Expected results**

- 1) Widespread sharing and viewing of video link.
- 2) Increased self-referral, and referral to Memory Cafés by providers.
- 3) Increased attendance at Memory Cafés.
- 4) Ultimate goal is increased social connection for people living with dementia and their care partners.

### **Sensitivities & considerations**

- 1) Because audiences are likely to include people with hearing loss, closed captions have been added to the videos.
- 2) The general public lacks information about dementia. To keep the video short, only basic information was included. If you have the opportunity, you may wish to offer more information about dementia when sharing the video. This could include the Alzheimer's Association 24/7 Helpline at 1-800-272-3900. The Helpline provides information, guidance and emotional support on specific issues, and referrals, and has capability to serve people in over 200 languages.
- 3) A hallmark of Memory Cafés is that they vary in terms of setting, activities, language and other characteristics, so that they can fit their local community. Due to the cost of professional videography and the time limit for a PSA, footage from only three Cafés is shown. Café coordinators are encouraged to provide information about their specific Café when sharing the video so that they can inform their community members about its unique attributes.
- 4) The video focuses on Massachusetts; however, those in other parts of the country are welcome to share it as they find it useful.

### **Suggested Video Distribution List**

- Cable TV (see below for details)
- Town "Patch" (visit [www.Patch.com](http://www.Patch.com) to search for you community. Contact Patch to request an interview about your café, and give Patch the video link to post on their blog)
- Local newspaper
- Faith communities
- Veterans Service Officers
- Gerontology programs
- High schools

- Municipal leaders
- Town government organizations
- Blogs
- Community health networks
- Boards of Health
- Illness-specific organizations
- Presentations on age- and dementia friendly communities

### **Sample text for your use when distributing video**

#### Short description of video

This one-minute video helps the public learn about Memory Cafés, free social programs for people living with dementia and those who care about them. Memory Cafés are widely available in Massachusetts.\* The video includes scenes from various Cafés and a link to the online directory of all Cafés in Massachusetts ([www.jfcsboston.org/MemoryCafeDirectory](http://www.jfcsboston.org/MemoryCafeDirectory)). This is a production of the JF&CS Percolator Memory Café Network of Jewish Family & Children’s Service, Waltham. The video is available in English and Spanish.

\*add information about your Memory Café’s name and location here.

#### Short context message:

Over 130,000 people in Massachusetts live with Alzheimer’s or another condition that causes the symptoms of dementia. Dementia often causes individuals living with dementia as well as their family and friends to become socially isolated. However, we are fortunate in Massachusetts to have over 85 free programs called Memory Cafés. Memory Cafés are welcoming social gatherings for people living with dementia and their family, friends and caregivers. Please watch this one-minute video, and share it widely to help us spread the word about these programs. You can find the statewide directory of Memory Cafés and more information at [www.jfcsboston.org/MemoryCafeDirectory](http://www.jfcsboston.org/MemoryCafeDirectory) or by contacting Beth Soltzberg at [bsoltzberg@jfcsboston.org](mailto:bsoltzberg@jfcsboston.org).

#### Detailed context message:

Over 130,000 people in Massachusetts live with Alzheimer’s or another condition that causes the symptoms of dementia – memory loss, difficulty making decisions and communicating, and disorientation or confusion. Individuals living with dementia as well as their spouse, child or others who are close to them often become socially isolated, due to stigma and lack of public understanding about dementia, as well as the difficulty in managing daily tasks. However, we

are fortunate in Massachusetts to have over 85 free programs called Memory Cafés. Memory Cafés are welcoming social gatherings for people living with dementia and their family, friends and caregivers. Please help us spread the word about these programs by sharing this one-minute video with your contacts and mailing lists. You can find the statewide directory of Memory Cafés and more information at [www.jfcsboston.org/MemoryCafeDirectory](http://www.jfcsboston.org/MemoryCafeDirectory) or by contacting Beth Soltzberg at [bsoltzberg@jfcsboston.org](mailto:bsoltzberg@jfcsboston.org).

### **Guidance for Cable TV Stations**

Requirements: Each cable station is independently run, so requirements may differ. However, in general, cable stations make it a priority to show local content. So, we encourage you to call or drop by the station for the community where your café is located, and let them know that this PSA helps to promote a program located in your town.

Some cable stations require a membership (for a small fee) in order to submit content. Let the cable station know that your memory café is a public service program, not a business, and they may waive this requirement. Or, you may be able to submit your request via a Council on Aging or other local nonprofit which is already a member of that station.

Timing: this PSA can be submitted any time. Consider doing it now, and then contacting your cable station again in late October to ask them to run it again during November for national Alzheimer's Awareness month.

Description for channel guide: Submit a short sentence description of the PSA that the cable station can put in their channel guide.

Again, make it local! Make sure to let your cable station know how this PSA connects to your local community. The cable station may request a photo to accompany the video, and this is a great opportunity to send them your own photo or café logo. If you send a written inquiry, include this information:

The [name of your café] meets at [location] here in [your town]. [Your cable TV station] can help us to reach people who could benefit from attending. The Memory Café is provided as a community service, and attendance is free of charge. Please help us spread the word about [name of your café] by showing this one-minute PSA video on your cable station.

**Questions about the PSA?** Contact Beth at [bsoltzberg@jfcsboston.org](mailto:bsoltzberg@jfcsboston.org) or 781-693-5628.