**Native Brain Health and Dementia Risk Reduction Social Media Toolkit**

*An American Indian & Alaska Native media resource guide for members of the community, public health professionals, and leaders working towards Brain Health Awareness*

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*The International Association for Indigenous Aging (IA2) is dedicated to improving the health and well-being of American Indians, Alaska Natives, and other Native people as they move through the aging spectrum.*

*Our work helps people and programs figure out how to engage and competently and effectively serve Native communities. We attempt to advance both knowledge and practice and promote engagement at all levels– local, tribal, regional, and national.*

*Our work acknowledges the history, rights, cultures, and values of Indigenous people throughout their lifespans, recognition of tribal sovereignty, and centers the work of Native communities in meaningful partnerships.*

[**www.iasquared.org**](about:blank)

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# Introduction

The International Association for Indigenous Aging (IA²) created the Native Brain Health and Dementia Risk Reduction Social Media Toolkit to raise awareness of dementia risk reduction and brain health in American Indian and Alaska Native (AI/AN) populations. IA²’s goal is to engage community members, public health professionals, and community leaders.

The toolkit includes culturally tailored sample social media messages for AI/AN communities. Also included within the toolkit is a calendar of health-related awareness dates and several hashtags (see below) that can be used within messages on desired social media platforms. The messages can easily be copied and pasted into the social media platform or can be personalized to your community.

## Hashtags

In social media, a hashtag refers to a “#” sign placed before a word or phrase without spaces. Hashtags are user-generated and are strategically worded to allow others to search for topics of interest. A hashtag search will return all posts that have been tagged with a hashtag, including a specific word or phrase.

Be mindful that each platform has a certain number of characters or hashtags that can be placed in a single message as mentioned in each description above. Here are some sample hashtags you can use in your posts:

#NativeBrainHealth

#NativeTwitter

#NativeTok

#NativeTikTok

#indigenoustiktok

#Indigenous

#IASquared

#RiskReduction

#Dementia

#NativeResilience

#BrainHealth

# Social Media Platforms

Due to the availability of internet access and cell phone usage, social media has become a popular form of communication across the globe. However, many social media platforms are not allowed to collect demographic data or simply do not collect the information upon signing up. Therefore, we do not have sufficient data on the number of users who are AI/AN.

## Facebook

The most popular use of Facebook is to message friends and family by posting or sharing photos and videos and get their news. This platform is great for organizations to market to select populations.

* Facebook is a social media platform to share information with others who follow your content and allows the use of photos, videos, graphics, and [hashtags](#_Hashtags_1).
* Facebook allows for longer messages than other platforms.
* Facebook allows you to have a personal account and a business or organization page.
* This platform allows people who follow you to view your gallery and express your branding for yourself or your organization.
* On Facebook, you can “boost” your posts through ads (additional fees may apply).
* With Facebook’s “Followers,” you can analyze your follower growth in weeks, months, or quarters.
* The person or organization who creates the post(s) can track interactive activity.
* You can add up to five [hashtags](#_Hashtags_1) for maximum reach for longer posts. To ensure maximum engagement, aim for two to three [hashtags](#_Hashtags_1) per post.

## X (formerly Twitter)

X is a platform for online news and social networking. This site is where people can communicate with one another in short messages. You can use X to find profiles based on your interest to follow including people, organizations, and companies.

* X uses short posts with a 280-character limit as of July 2024. Users can pay for a premium account for longer character limits in posts.
* Most posts include [hashtags](#_Hashtags_1).
* Technically, you can use as many [hashtags](#_Hashtags_1) as you like in a post, within the **280-character limit,** but X recommends using no more than two hashtags.
* X is a conversation-style platform.
* X allows you to have a personal account and a business or organization page.
* The person or organization who creates the posts can view post activity tracking engagement and impressions.

## Instagram

Instagram is a popular platform for sharing photos and videos (or reels). You can share Instagram Stories, posts, Instagram Reels, shopping, and more. You can follow other profiles of interest and interact with them by commenting, liking, tagging, and messaging.

* Instagram is a tool to catch the eye of users through photos, videos, graphics, and [hashtags](#_Hashtags_1).
* This platform can allow people who follow you to view your gallery and express your branding for yourself or your organization.
* Instagram allows you to have both a personal account as well as a business or organization page.
* In order to post on to Instagram you must have and use a photo, video or graphic.
* Instagram allows you to have a caption for your content that is no longer than 2,200 characters.
* On Instagram, you can “boost” your posts through ads (additional fees may apply).
* You can use up to 30 [hashtags](#_Hashtags_1) on a post. If you include more than 30 [hashtags](#_Hashtags_1) on a single photo/video, your comment won't post.

## LinkedIn

LinkedIn is a good platform to network with other professionals rather than exchanging business cards. It is also a way to connect with different jobs, companies, and recruiters. There is also the option to join professional groups to help establish yourself as a professional.

* LinkedIn is a social media platform used primarily for professional networking.
* This platform allows you to have both a personal account as well as a business or organization page.
* LinkedIn provides a space for professionals to network, share content, webinars, research, job postings among other things.
* The person or organization who creates the posts has the ability to track interactive activity.
* For LinkedIn posts, the recently expanded limit is 3,000 characters. Around 200 characters are initially visible, and readers must click to see more. Comments on posts and messages have a separate character limit, set at 2,000 characters each.
* LinkedIn also offers the option to create longer-form posts called LinkedIn Articles. These articles have a significantly higher limit of around 110,000 characters, providing ample space for extensive discussions, insights, and storytelling.
* Three [hashtags](#_Hashtags_1) per post is recommended, but there is no limit as long as it fits within the character requirements.

# Collective Social Media Efforts and Campaigns

## Health-Related Awareness Dates

This calendar of awareness months is included to enhance your social media campaign by referring to a date or month and bringing awareness to the cause.

* February – American Heart Month - #AmericanHeartMonth
* February – Low Vision Awareness Month - #LowVisionMonth
* March – National Nutrition Month - #NationalNutritionMonth
* March – National Sleep Awareness Week - #SleepAwarenessWeek (starts same day as Daylight Saving Time)
* March (Friday before spring equinox) – World Sleep Day - #WorldSleep Day
* April – National Minority Health Month - #NationalMinorityHealthMonth
* May – National Physical Fitness & Sports Month - #NationalPhysicalandFitnessMonth
* May – Older Americans Month- #OlderAmericansMonth
* May - Mental Health Awareness Month - #MentalHealthAwarenessMonth
* May – Healthy Vision Month - #HealthyVisionMonth
* May 25th - National Senior Health & Fitness Day - #NationalSeniorHealthandFitnessDay
* June – Alzheimer’s & Brain Awareness Month - #AlzheimersAndBrainAwarenessMonth
* September – National Healthy Aging Month - #NationalHealthyAgingMonth
* September 21st – World Alzheimer’s Day - #WorldAlzheimersDay
* September 25th – World Heart Day - #WorldHeartDay
* October – Health Literacy Month - #HealthLiteracyMonth
* October (second Monday) – Indigenous Peoples Day - #IndigenousPeoplesDay
* October 12 – World Arthritis Day
* November – American Diabetes Month - #AmericanDiabetesMonth
* November – National Family Caregivers Month - #NationalFamilyCaregiversMonth
* November – Alzheimer’s Disease Awareness Month #AlzheimersDiseaseAwarenessMonth
* November – National Native American Heritage Month - #NationalNativeAmericanHeritageMonth
* November 14th – National Diabetes Day - #NationalDiabetesDay

# Social Media Messages to Share

The below tables include sample posts with hashtags and links you can use. Each table has a focus area named in the title.

**Purpose:** The intent of the table is to allow anyone who would like to share messages on the various topic areas outlined below.

**How to use it:**

* Copy and paste the messaging directly to create a new post from your social media channel.
* Double-check links before posting to ensure that the links work. If the link does not work, do a quick Google search to find a new link that will apply to the content area.
* Half of the table has messaging that will work for Facebook, Instagram, or LinkedIn, while the other half of the table has been designed with a shorter character count for use in X (formerly Twitter).

|  |  |
| --- | --- |
| Brain Health | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| If it is hard for you to get through the day because of forgetfulness or memory problems, see your doctor right away. https://bit.ly/10SignsIA2  #NativeBrainHealth | Schedule an appointment every year with your doctor, even if you feel okay. Protect yourself from #dementia risks. https://bit.ly/10SignsIA2 |
| The warning signs of dementia can take many forms. If you are concerned about yourself or a loved one, learn more here: https://bit.ly/10SignsIA2 | The warning signs of dementia can take many forms. If you are concerned about yourself or a loved one, learn more here: https://bit.ly/10SignsIA2 |
| Dementia is when a person has trouble with memory, language, and skills that affect their everyday tasks. Dementia symptoms may start slowly and gradually get worse. Learn more here: https://bit.ly/10SignsIA2  #BrainHealth | Dementia is when a person has trouble with memory, language, and skills that affect their everyday tasks. Dementia symptoms may start slowly and gradually get worse. <https://bit.ly/10SignsIA2>  #BrainHealth |

|  |  |
| --- | --- |
| Risk Reduction | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| Can Native people and communities reduce their risk of dementia? Yes! Learn more: <https://bit.ly/AIANRiskReduction>  #NativeBrainHealth | Can Native people and communities reduce their risk of dementia? Learn more here: <https://bit.ly/AIANRiskReduction>  #NativeBrainHealth |
| Dementia: What We Should Know as American Indians & Alaska Natives  There are ways that we can reduce our risk of dementia. Learn more: <https://bit.ly/AIANRiskReduction>  #NativeBrainHealth | #Dementia: What We Should Know as #AmericanIndians & #AlaskaNatives  There are ways that we can reduce our risk of dementia. <https://bit.ly/AIANRiskReduction>  #NativeBrainHealth |
|  |  |
| Hearing Loss | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| Loss of hearing can increase your risk of dementia. Using hearing aids for hearing loss may help reduce this risk. <https://bit.ly/CDCSignsOfHearingLoss>  #NativeBrainHealth | Loss of hearing can increase your risk of #dementia. Using hearing aids for hearing loss may help reduce this risk.  <https://bit.ly/CDCSignsOfHearingLoss> #NativeBrainHealth |
| Reduce your risk of dementia by monitoring your hearing changes and getting your hearing tested if you notice any loss. https://bit.ly/CDCSignsOfHearingLoss  #NativeBrainHealth | Reduce your risk of #dementia by monitoring your hearing changes and getting your hearing tested if you notice any loss. https://bit.ly/CDCSignsOfHearingLoss  #NativeBrainHealth |
| Untreated hearing loss can increase your risk of dementia. Recognize early signs of hearing loss so it can be treated. <https://bit.ly/CDCPreventHearingLoss> | Untreated hearing loss can increase your risk of dementia. Recognize early signs of hearing loss so it can be treated. https://bit.ly/CDCSignsOfHearingLoss |
| Protect yourself from hearing loss. Use ear plugs in loud places and lower the volume when wearing headphones or ear buds. Untreated hearing loss can increase your risk of dementia. https://bit.ly/CDCSignsOfHearingLoss | Protect yourself from hearing loss. Use ear plugs in loud places and lower the volume when wearing headphones or ear buds. Untreated hearing loss can increase your risk of dementia. https://bit.ly/CDCSignsOfHearingLoss |
|  |  |
| Traumatic Brain Injury | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| Hitting your head can cause traumatic brain injury (TBI). This can increase your risk of dementia later in life. Protect your brain from injury. https://bit.ly/AIANRiskReduction  #NativeBrainHealth | Hitting your head can cause traumatic brain injury #TBI, which can increase your risk of dementia later in life. Protect your brain from injury. https://bit.ly/AIANRiskReduction  #NativeBrainHealth |
| Injuries to your head can raise your risk of dementia. Take steps to protect your head-- like wearing a helmet when riding a bike and putting on your seatbelt in the car. https://bit.ly/AIANRiskReduction  #NativeBrainHealth | Injuries to your head can raise your risk of #dementia. Take steps to protect your head like wearing a helmet when riding a bike and putting on your seatbelt in the car. https://bit.ly/AIANRiskReduction  #NativeBrainHealth |
| Hitting your head can cause traumatic brain injury, which can increase your risk of dementia. Protect your head by wearing a seatbelt, using a bike helmet, and make your home safer to avoid slips, trips, or falls. https://bit.ly/AIANRiskReduction  #NativeBrainHealth | Hitting your head can cause traumatic brain injury #TBI, which can increase your risk of #dementia. Protect your head by wearing a seatbelt, using a bike helmet, and make your home safer to avoid slips, trips, or falls. https://bit.ly/AIANRiskReduction  #NativeBrainHealth |
| Protecting your head is important no matter your age. Common ways to protect your head include wearing a seat belt or using a helmet when playing contact sports or riding a bike. https://bit.ly/AIANRiskReduction  #NativeBrainHealth | Protecting your head is important no matter your age. Common ways to protect your head include wearing a seat belt or using a helmet when playing contact sports or riding a bike. https://bit.ly/AIANRiskReduction  #NativeBrainHealth |

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| --- | --- |
| Cardiovascular Health / Hypertension (Heart Health) | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| High blood pressure can damage your brain’s health. Protect yourself by protecting your brain and heart. <https://bit.ly/IA2HealthyHeartBrain>  #NativeBrainHealth | High blood pressure can damage your brain’s health. Protect yourself by protecting your brain and heart. <https://bit.ly/IA2HealthyHeartBrain>  #NativeBrainHealth |
| High blood pressure increases a person's risk of having a stroke. This can increase your risk of dementia. About 1 in 3 American Indian and Alaska Native adults have high blood pressure. Keep your heart healthy. <https://bit.ly/IA2HealthyHeartBrain>  #NativeBrainHealth | High blood pressure increases a person's risk of having a stroke. This can increase your risk of dementia. About 1 in 3 American Indian and Alaska Native adults have high blood pressure. Keep your heart healthy. <https://bit.ly/IA2HealthyHeartBrain>  #NativeBrainHealth |
| You can protect your body, heart, and mind by keeping your blood pressure under control. American Indian and Alaska Native adults who have high blood pressure are at a higher risk of memory problems . <https://bit.ly/IA2HealthyHeartBrain>  #NativeBrainHealth | You can protect your body, heart, and mind by keeping your blood pressure under control. #Native adults who have high blood pressure are at a higher risk of memory problems. <https://bit.ly/IA2HealthyHeartBrain>  #NativeBrainHealth |
| Check your blood pressure and know your numbers. Aim to keep it at less than 120/80 mmHg (120 over 80) -- it may save both your heart and brain. You can take your blood pressure at home. Ask your doctor to show you how. <https://bit.ly/IA2HealthyHeartBrain>  #NativeBrainHealth | Have your blood pressure checked and know your numbers. Aim to keep it at less than 120/80 mmHg – it may save both your heart and your brain. Ask your doctor to show you how. <https://bit.ly/IA2HealthyHeartBrain>  #NativeBrainHealth |
|  |  |
| Physical Activity | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| Share the ways that you enjoy being physically active with your community during National Physical Fitness & Sports Month. <https://bit.ly/IA2BeActive>  #NativeBrainHealth #NationalSeniorHealthAndFitnessDay #NationalPhysicalFitnessAndSportsMonth | Share the ways that you enjoy being physically active with your community during National Physical Fitness & Sports Month. <https://bit.ly/IA2BeActive>  #NativeBrainHealth #NationalSeniorHealthAndFitnessDay #NationalPhysicalFitnessAndSportsMonth |
| Physical activity can help you reduce your risk of dementia. It can be good for your physical and mental health too. Look for fun ways to be physically active. <https://bit.ly/IA2BeActive>  #NativeBrainHealth | Physical activity can help you reduce your risk of dementia. It can be good for your physical and mental health too. Look for fun ways to be physically active. <https://bit.ly/IA2BeActive>  #NativeBrainHealth |
| Being physically active can help your brain! Exercise increases blood flow to your brain, improves memory, and helps with stress. <https://bit.ly/IA2BeActive>  #NativeBrainHealth | Being physically active can help your brain! Exercise increases blood flow to your brain, improves memory, and helps with stress. <https://bit.ly/IA2BeActive>  #NativeBrainHealth |
| It's traditional to be physically active. American Indian and Alaska Native people have always been active as a part of our cultures. It improves our mentality, spirituality, and brain health. What traditional things do you do to stay active? <https://bit.ly/IA2BeActive>  #NativeBrainHealth | It's traditional to be active. Native people have always been active. It is a part of our cultures. It improves our mentality, spirituality, and brain health. What traditional things do you do to stay active? <https://bit.ly/IA2BeActive>  #NativeBrainHealth |
| Physical activity can protect your body, heart, spirit, and mind. It's what gave our ancestors strength. Let's honor them by keeping up the tradition and staying active! <https://bit.ly/IA2BeActive>  #NativeBrainHealth | Physical activity can protect your body, heart, spirit, and mind. It's what gave our ancestors strength. Let's honor them by keeping up the tradition and staying active! <https://bit.ly/IA2BeActive>  #NativeBrainHealth |
|  |  |
| Diabetes | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| Manage your diabetes to reduce the risk of memory problems. <https://bit.ly/AIANRiskReduction>  #NativeBrainHealth | Manage your diabetes to reduce the risk of memory problems. https://bit.ly/AIANRiskReduction  #NativeBrainHealth |
| Diabetes is common in American Indian and Alaska Native adults, and it results in a higher risk for dementia. If you have diabetes, see a doctor regularly to check your blood sugar and keep up with medicines to prevent brain, kidney, eye and heart damage. https://bit.ly/AIANRiskReduction  #NativeBrainHealth | Diabetes is common in American Indian and Alaska Native adults, & it results in a higher risk for dementia. If you have diabetes, see a doctor regularly to check your blood sugar and keep up with medicines to prevent brain, kidney, eye & heart damage. https://bit.ly/AIANRiskReduction  #NativeBrainHealth |
| Diabetes increases the risk of memory decline. Talk to your doctor about blood sugar testing if you have any of these symptoms:  1) Blurry vision  2) Numb or tingling hands or feet  3) Sores that heal slowly  4) More infections than usual  5) Being very thirsty  It will help both your physical and brain health. https://bit.ly/AIANRiskReduction  #NativeBrainHealth | Diabetes increases the risk of memory decline. Talk to your doctor about blood sugar testing of you have these symptoms:  1) Blurry vision  2) Numb or tingling hands or feet.  3) Sores that heal slowly  4) More infections than usual.  5) Being very thirsty.  Talk to your doctor if you have any symptoms. https://bit.ly/AIANRiskReduction  #NativeBrainHealth |
|  |  |
| Excessive Alcohol Use | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| Excessive alcohol use can harm your body, mind & spirit. Car crashes or falls due to alcohol use can lead to brain injuries and increase your risk of dementia. <https://bit.ly/AIANRiskReduction> https://bit.ly/DrinkingIndex  #NativeBrainHealth | Excessive alcohol use can harm your body, mind & spirit. Car crashes or falls due to alcohol use can lead to brain injuries and increase your risk of dementia. <https://bit.ly/AIANRiskReduction> https://bit.ly/DrinkingIndex  #NativeBrainHealth |
| People who drink alcohol excessively are more likely to develop #dementia. Talk to your doctor if you have questions about your alcohol use. <https://bit.ly/AIANRiskReduction> https://bit.ly/DrinkingIndex  #NativeBrainHealth | People who drink alcohol excessively are more likely to develop #dementia. Talk to your doctor if you have questions about your alcohol use. https://bit.ly/DrinkingIndex  #NativeBrainHealth |
| Did you know dementia can be related to alcohol use? By limiting your alcohol use, you can lower your risk for dementia. <https://bit.ly/AIANRiskReduction> https://bit.ly/DrinkingIndex  #NativeBrainHealth | Did you know dementia can be related to alcohol use? By limiting your alcohol use, you can lower your risk for dementia. <https://bit.ly/AIANRiskReduction> https://bit.ly/DrinkingIndex  #NativeBrainHealth |
| Alcohol use can disrupt important aspects of traditional life and the harmony of your mental, physical, spiritual, and emotional wellbeing. Honor yourself and take care of your brain by limiting your drinking.  <https://bit.ly/DrinkingIndex> #NativeBrainHealth | Alcohol use can disrupt important aspects of traditional life and the harmony of your mental, physical, spiritual, and emotional wellbeing. Honor yourself & take care of your brain by limiting your drinking. <https://bit.ly/AIANRiskReduction> https://bit.ly/DrinkingIndex  #NativeBrainHealth |

|  |  |
| --- | --- |
| Nutrition & Traditional Foodways | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| Celebrate National Nutrition Month by using your tribes' indigenous healthy foods in as many ways as you can! Pass along Indigenous food knowledge. It will help keep your brain healthy! <https://bit.ly/IA2HealthyFoodHealthyBrain>  #NativeBrainHealth #IndigenousFood | March is #NationalNutritionMonth!  Celebrate by using your tribe’s Indigenous healthy foods in as many new ways as you can! It’s good for your brain. <https://bit.ly/IA2HealthyFoodHealthyBrain>  #NativeBrainHealth |
| Look at the food labels while you shop! Get foods low in sugar, sodium, and trans-fat. It’s good for your brain health. <https://bit.ly/IA2HealthyFoodHealthyBrain>  #NativeBrainHealth | Look at the food labels while you shop! Get foods low in sugar, sodium, and trans-fat. It’s good for your brain health. <https://bit.ly/IA2HealthyFoodHealthyBrain>  #NativeBrainHealth |
| Returning to Indigenous food pathways and eating local, seasonal fresh foods make it easier for us to eat healthy. Healthy foods can protect your brain. <https://bit.ly/IA2HealthyFoodHealthyBrain>  #NativeBrainHealth #IndigenousFood | Returning to Indigenous food pathways and eating local, seasonal fresh foods makes it easier for us to eat healthy. Healthy foods can protect your brain. <https://bit.ly/IA2HealthyFoodHealthyBrain>  #NativeBrainHealth |
| Eating healthier, more traditional foods can help your brain health and overall health. <https://bit.ly/IA2HealthyFoodHealthyBrain>  #NativeBrainHealth #TraditionalFood | Eating more #TraditionalFoods can help your brain health and overall health. <https://bit.ly/IA2HealthyFoodHealthyBrain>  #NativeBrainHealth |
| Indigenous food is sacred.  “Without the elk, salmon, huckleberries, shellfish, and cedar trees we are nobody.” --Valerie Segrest (Muckleshoot) <https://bit.ly/IA2HealthyFoodHealthyBrain>  #NativeBrainHealth #TraditionalFood | Indigenous food is sacred.  “Without the elk, salmon, huckleberries, shellfish, and cedar trees we are nobody.” --Valerie Segrest (Muckleshoot) <https://bit.ly/IA2HealthyFoodHealthyBrain>  #NativeBrainHealth #TraditionalFood |
| As American Indian and Alaska Native people, it is important to remember we come from a healthy place. Eat a healthy diet and be active regularly to care for your heart and brain. <https://bit.ly/IA2HealthyFoodHealthyBrain>  #NativeBrainHealth | As American Indian and Alaska Native people, it is important to remember we come from a healthy place. Eat a healthy diet, and be active regularly to take care of both your heart and brain. <https://bit.ly/IA2HealthyFoodHealthyBrain>  #NativeBrainHealth |
|  |  |
| Smoking Commercial Tobacco | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| When you stop smoking cigarettes, your risk of heart attack decreases, and your lungs begin to improve. Call the American Indian Commercial Tobacco Program today: 1-855-5AI-QUIT. https://keepitsacred.itcmi.org  #NativeBrainHealth | #DYK after you stop smoking cigarettes, your risk of heart attack decreases, and your lungs begin to improve. Call the American Indian Commercial Tobacco Program today: 1-855-5AI-QUIT.  [https://keepitsacred.itcmi.org](about:blank)  #NativeBrainHealth |
| When you stop commercial tobacco use, your risk of heart attack decreases, and your lungs begin to improve. Call1-800-QUIT-NOW. https://keepitsacred.itcmi.org  #NativeBrainHealth | #DYK after you stop commercial tobacco use, your risk of heart attack decreases, and your lungs begin to improve. 1-800-QUIT-NOW.  [https://keepitsacred.itcmi.org](about:blank)  #NativeBrainHealth |
| You can protect your body, heart, and mind by stopping commercial tobacco use, including cigarettes and chewing tobacco. https://keepitsacred.itcmi.org/  #NativeBrainHealth | You can protect your body, heart, and mind by stopping commercial tobacco use, including cigarettes and chewing tobacco.  [https://keepitsacred.itcmi.org/](about:blank)  #NativeBrainHealth |
| If you use commercial tobacco, ask about medicine, counseling, or help to stop. Your body and brain will thank you. https://keepitsacred.itcmi.org/  #NativeBrainHealth | If you use commercial tobacco, ask about medicine, counseling, or help to stop. Your body and brain will thank you.  [https://keepitsacred.itcmi.org/](about:blank)  #NativeBrainHealth |
|  |  |
| Depression | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| Your mental health can affect your brain health. Talk to your doctor about how you feel. https://bit.ly/10SignsIA2  #NativeBrainHealth | Your mental health can affect your brain health. Talk to your doctor about how you feel. https://bit.ly/10SignsIA2  #NativeBrainHealth |
| Native people are resilient, and our wisdom carries through generations. Care for your community and protect the sacred wisdom by caring for yourself, your mental health, and your brain health. https://bit.ly/10SignsIA2  #NativeBrainHealth | #Native people are resilient. Our wisdom carries through generations. Care for your community and protect the sacred wisdom by caring for yourself, your mental health, and your brain health https://bit.ly/10SignsIA2  #NativeBrainHealth |
| What inspires you to feel good and stay healthy? Being outdoors? Eating healthy? Exercising? Spending time with family and friends? Your mental health matters. As a Native person, it is important to take care of your brain health for yourself and future generations. https://bit.ly/10SignsIA2  #NativeBrainHealth | What inspires you to feel well & stay healthy? The outdoors? Traditional foods? Loved ones? Your mental health matters. As a #Native person, it is important to take care of your brain health for yourself & future generations. https://bit.ly/10SignsIA2  #NativeBrainHealth |
| Elders are sacred knowledge keepers and important to our culture and communities. Check in on them to make sure they are being cared for in all ways. https://bit.ly/AIANRiskReduction  #NativeBrainHealth | Elders are sacred knowledge keepers and are important to our culture and communities. Check in on your elders & make sure they are being cared for in all ways. https://bit.ly/AIANRiskReduction  #NativeBrainHealth |
|  |  |
| Social Contact | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| You are sacred as an Elder. Take care of your body by staying socially connected. It is important for your overall health, including your brain. <https://www.nicoa.org/connected-elders>  #NativeBrainHealth | You are sacred as an Elder. Take care of your body by remaining socially connected. It is important for your overall health, including your brain. <https://www.nicoa.org/connected-elders>  #NativeBrainHealth |
| Social isolation and loneliness can be harmful to our physical and mental health, especially of American Indian and Alaska Native Elders – and may increase risk of dementia. Be proactive; find resources that will help Elders become more socially active: https://www.nicoa.org/connected-elders/  #NativeBrainHealth | Social isolation and loneliness can be harmful to our physical and mental health, especially of #NativeAmerican Elders. Many are lonely, spending hours, even days alone. Make time to visit your Elders #dementia https://www.nicoa.org/connected-elders/  #NativeBrainHealth |
| Loneliness may increase your risk of dementia. Learn more about the effects of loneliness — and find resources to help: https://www.nicoa.org/connected-elders/  #NativeBrainHealth | Loneliness may increase your risk of #dementia. Learn more & find resources to help: https://www.nicoa.org/connected-elders/  #NativeBrainHealth |
| #NativeAmerican Elders who are socially connected have fewer hospitalizations & may be at a reduced risk of #dementia and #Alzheimer’s. Check out these fact sheets for resources & activities to help Native elders with social isolation: https://www.nicoa.org/connected-elders/  #NativeBrainHealth | #NativeAmerican Elders who are socially connected have fewer hospitalizations & may be at a reduced risk of #dementia and #Alzheimer’s. Check out these fact sheets for resources & activities to help Native elders with social isolation: https://www.nicoa.org/connected-elders/  #NativeBrainHealth |
| Many Elders in tribal communities may struggle to stay connected. Yet social isolation is linked to an increased risk of dementia. Find a list of resources to help Elders become more socially active and receive the help they need to feel fulfilled emotionally, physically, and mentally at https://www.nicoa.org/connected-elders/  #NativeBrainHealth | Many Elders in tribal communities may struggle to stay connected. Yet social isolation is linked to an increased risk of dementia. Some #NativeAmerican Elders live in rural areas which makes socializing more difficult than in urban environments. https://www.nicoa.org/connected-elders/  #NativeBrainHealth |
|  |  |
| Sleep | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
| People who sleep poorly or suffer from sleep disorders may be at increased risk of dementia. Talk to your doctor about how to improve your sleep.  https://bit.ly/10SignsIA2  #NativeBrainHealth | Poor sleep quality and sleep disorders may increase the risk of dementia. Talk to your doctor about improving your sleep.  https://bit.ly/10SignsIA2  #NativeBrainHealth |
| People who sleep poorly or have sleep disorders may have a heightened risk of dementia. Talk to your doctor if you have trouble sleeping through the night. https://bit.ly/10SignsIA2  #NativeBrainHealth | Poor sleep quality and sleep disorders may increase the risk of dementia. Talk to your doctor if you have trouble sleeping through the night. https://bit.ly/10SignsIA2  #NativeBrainHealth |
| Sleep is important for your brain. It balances your body, mind, and spirit and is essential for clearing out harmful waste from your brain. If this process is not happening, it may increase your risk of dementia. Reduce your risk of dementia by getting at least seven hours of sleep per night. https://bit.ly/10SignsIA2  #NativeBrainHealth | Sleep is important for your brain. It balances your body, mind, & spirit. It is essential for #BrainHealth to clear out harmful waste. Reduce your risk of #dementia by getting 7+ hours of sleep. https://bit.ly/10SignsIA2  #NativeBrainHealth |
| Good sleep is linked to stronger memory. Memories are sacred. Improve your quality of sleep to reduce your risk of dementia. https://bit.ly/10SignsIA2  #NativeBrainHealth | Sleep is linked with memory. Memories are sacred. Improve your quality of sleep to reduce your risk of #dementia. https://bit.ly/10SignsIA2  #NativeBrainHealth |
| Are you getting a good night’s sleep and breathing normally while sleeping? If you’re not getting enough oxygen to your brain and heart during sleep, it could increase your risk of dementia. Talk to your doctor about your sleep to see if you can feel more rested. https://bit.ly/10SignsIA2  #NativeBrainHealth | Make sure you get good sleep & are breathing normally when asleep. If you’re not getting enough oxygen to your brain & heart, you may increase your risk of #dementia. Talk to your doctor today. https://bit.ly/10SignsIA2  #NativeBrainHealth |

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| American Indian & Alaska Native Statistics | |
| **Facebook/Instagram/LinkedIn** | **X (formerly Twitter)** |
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| The number of American Indian/Alaska Native adults 65+ living with dementia is projected to increase over five times by 2060. Take actions to reduce your risk. https://bit.ly/AIANRiskReduction#NativeBrainHealth | The number of AI/AN adults 65+ living with dementia is projected to increase over five times by 2060. Take actions to reduce your risk. https://bit.ly/AIANRiskReduction  #NativeBrainHealth |
| The vast majority (92%) of Native American individuals think it is important for Alzheimer’s and dementia care providers to understand their ethnic or racial background and experiences. Find access to culturally competent providers.  https://bit.ly/10SignsIA2  #NativeBrainHealth | The vast majority (92%) of Native American individuals say that it is important for Alzheimer’s and dementia care providers to understand their ethnic or racial background and experiences. Find access to culturally competent providers.  https://bit.ly/10SignsIA2  #NativeBrainHealth |

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