

Metafact Newsletter design brief:

Metafact is Q&A fact-checking platform where we ask experts to answer questions important for users/society. We then present all opinions and a consensus expert score to give readers a metric on the truth. See what we do here and the style (metafact.io).

We are launching a new product called 'Metafact Review'. It will be a curated piece of content (>2000words) on a specific topic (eg "Alzheimer's Disease" or "Kombucha"). We are looking for a unique design that takes the form of the cards format similar to the Quartz Obsession style you can see here that we like (<https://qz.com/emails/quartz-obsession/1667368/>). It will also be sent to users as a mobile-friendly newsletter. Dimensions should be mobile/slim but the colors we are using so far for the site are: `#0c9cfc`, `#e0e0e0`, `#f50057`. The font we using is `Open Sans`. Please use these colors and font in your design.

We are looking for a Metafact newsletter design with adaptable design cards for us to use in the newsletter and on the web. There are 10 simple cards to design within it:

- 1) Title Card. This would include a Cover Image, "Metafact Review", Major topic title "Alzheimer's Disease", Issue #1 July 2019. (see the attached draft to give you an idea).
- 2) Summary Card. This would include an image, section title, Working title and text (see the 'Origin Story' section in the Quartz example above)
- 3) Question & Answer Card. This would showcase a question (eg "Is Alzheimer's Genetic") then show a specific quote from an expert and the credentials of an expert. (See this as an example, https://metafact.io/factcheck_answers/831).
- 4) Consensus Card. This would showcase a question then highlight the overall expert score with a 100 word summary text. (See this as an example of the content, <https://metafact.io/factchecks/419-is-alzheimers-genetic>)
- 5) Takeaway Card. This is a card with a list of 5 key points/facts as 2-sentences takeaways.
- 6) Member Quiz Card. This is a quiz for readers, styled on the Quartz pop-up quick (see above). Title should be called 'Member Quiz'.
- 7) Member Poll. This is a poll with 5 options for readers. Please include a 'Suggest your own topic' as a link at the bottom of this poll.
- 8) Call to action card. This is a promotional card with title, sentence then button
- 9) Member Promo Card. Title called "Become a member. All-access pass to get trusted facts from the world's top experts so you can make better decisions in your life or business" Below this promo include 4 icons (Priority Answers, Expert Summaries, Reviews, Podcasts)
- 10) Footer. Basic colored footer design with smaller text, links etc.

Here is a draft of some of the content we have for the newsletter.

Your science-backed guide to:

ALZHEIMER'S DISEASE

ISSUE #1 - 2019

Why Alzheimer's? *(150 word summary on the topic and why it's important to readers)*

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DATA

The Meta-Index

50,000,000: Number of people world-wide with dementia

70%: Proportion of those with dementia having Alzheimer's Disease

\$1,000,000,000,000: Economic cost of dementia in 2018

3: Seconds for someone in the world to be diagnosed with dementia

\$1,789,000,000: US National Institutes of Health research spending in 2018 on Alzheimer's Disease

0.8%: Proportion of US research budget spent on Alzheimer's Disease

147,214: Number of research papers published relating to Alzheimer's Disease

134,602: US deaths in 2015 associated with Alzheimer's Disease

100: Number of anti-Alzheimer's drugs that have failed in recent decades

99.6%: Failure rate of Alzheimer's clinical trials during 2002-2012

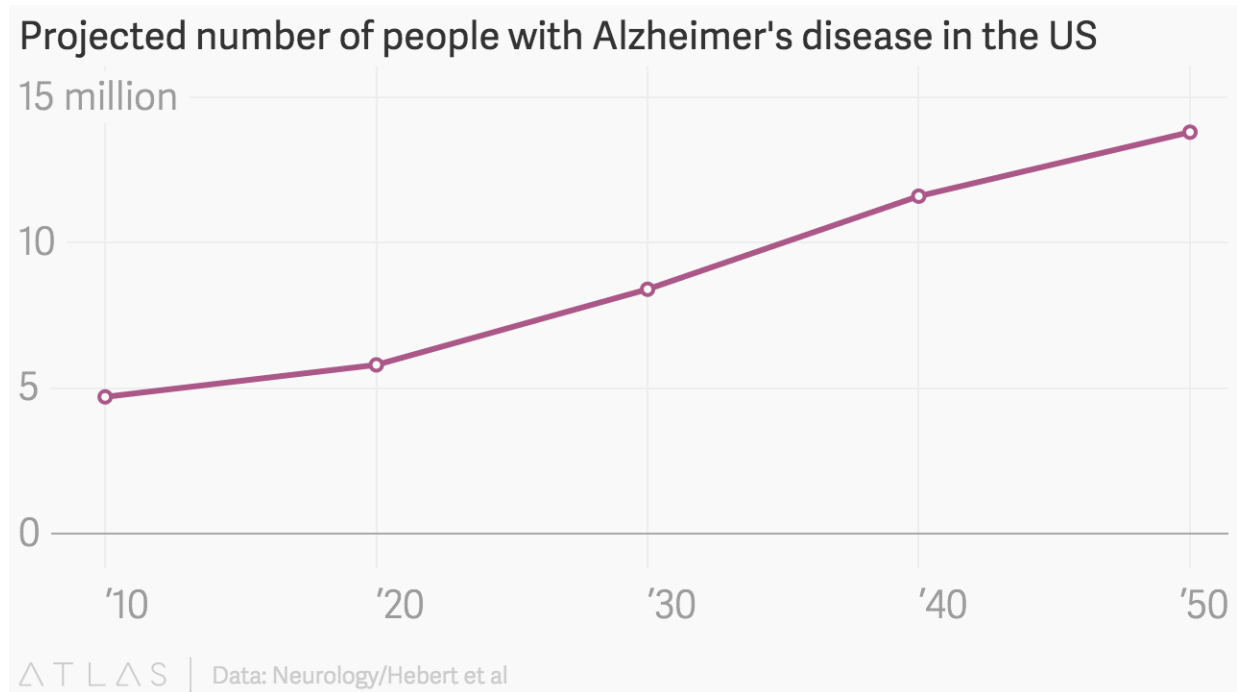


ORIGIN STORY

Dr Alois Alzheimer

In 1906, Dr. Alois Alzheimer documented never-before-seen changes in the brain tissue of a woman recently deceased from a curious mental condition involving significant memory declines, speaking and language problems, and bizarre, erratic behavior. An autopsy revealed the presence of abnormal protein clusters now referred to as amyloid plaques and tau tangles accumulated within the neurons of her brain, a characteristic feature of this condition known to modern science as Alzheimer's disease (AD).

Charts



Is Alzheimer's genetic?

 85%

Affirmative

From 20 verified experts:



17 answered Likely or higher

When it comes to medical conditions, few could envision a malady more horrifying than one that slowly drains you of your cognitive abilities and memories. So naturally, many wonder whether the development of Alzheimer's is a genetic, forgone conclusion, or if there are steps that can be taken to decrease one's chances of developing the disease.

About 85% of our experts agreed that genetics play a role in the development of Alzheimer's, but it's not always entirely clear to what extent genetics are involved. Erin Abner, an associate professor in the department of epidemiology at the University of Kentucky, [explained](#) that there are two forms of AD: early onset and late onset. Early onset occurs in a small percentage of cases and "is entirely genetic."

As for the other 95% of cases? Well, there are certain genes associated with them. "Sporadic AD ... is strongly linked to the APOE gene, specifically the epsilon 4 allele," wrote Abner. "People with either one or two copies of the APOE4 allele are between 4 and 12 times more likely to develop dementia due to AD compared to people without a 4 allele. There are also many other genes (around 20) that have been linked to sporadic AD, but their individual effects are not nearly as strong as APOE. Overall, we estimate that about 70% of a person's risk for sporadic AD is explained by genetics."

So if the other 30% is environmental, does that mean we can take meaningful steps to decrease our risk of developing AD? Margaret Gatz, a professor of psychology, gerontology and preventive medicine [cited](#) several studies suggesting "risk for developing Alzheimer's disease is greater in those who do not engage in physical activity; in those with uncontrolled high blood pressure, diabetes, or obesity in midlife; and possibly among those exposed to greater air pollution."

QUESTION

Are dementia rates in the US declining?



Cynthia Picard has answered **Near Certain**

An expert from Douglas Mental Health University Institute in

Alzheimer's Disease

"Genetic variants in the genes APP, PSEN1 and PSEN2 are known to cause familial Alzheimer's disease. For the sporadic form, the strongest genetic risk factor is the E4 allele of the Apolipoprotein E gene. Other factors such as age, gender and cholesterol-related medical conditions also influence the risk."

WHAT YOU NEED TO KNOW

Takeaways

METAFACT #1

Diet can help prevent Alzheimer's, particularly the Mediterranean diet. **That means you should eat lots of vegies, fruits, nuts, seafood (2 serves a week) and not much red-meat. Or just move to Italy, Spain or Greece.**

METAFACT #2

Coffee neither causes or prevents Alzheimer's. **Enjoy your latte.**

METAFACT #3

Brain games and video games good for cognition but doesn't prevent Alzheimer's. **Sudoko anyone?**

METAFACT #4

Alumiumin does not cause Alzheimer's. **Yes, you can still enjoy roasting with Aluminium foil.**

METAFACT #5

Good sleep is strongly linked to Alzheimer's. **Get >7-9hrs.**

METAFACT #6

Air pollution strongly linked to Alzheimer's. **If you can, avoid being near busy roads for long periods of time at home or work. Or just wait til Elon Musk makes cars electric..that'll take a while.**

Have the answers

When someone says “Intelligence is nurture, not nature”, *you can say* – **that is entirely false**, as Metafact experts share the fact that up to 80% of your intelligence is inherited from your parents...

When your friend says “Zinc lozenges help with colds”, you can say – **Yes, there is some science backing up that claim**– but be wary of extrapolating this to lozenges on the market as many are ineffective through low doses or added stuff..

When your sister says “Eating soy increases your risk of breast cancer”, you can say - **Not true according to the current expert consensus**, in fact there is evidence that soy foods lower the risk of developing breast cancer...