



# NIA Communications and ADEAR Update

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NIA Office of Communications and Public Liaison

*ADC Meeting, October 2018*



# About Joe

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- Former radio reporter
- Communications veteran
- Eleven years at NIH
  - Office of the Director
  - National Institute on Environmental Health Sciences
  - National Eye Institute
  - Eleven months at National Institute on Aging

# Recruitment

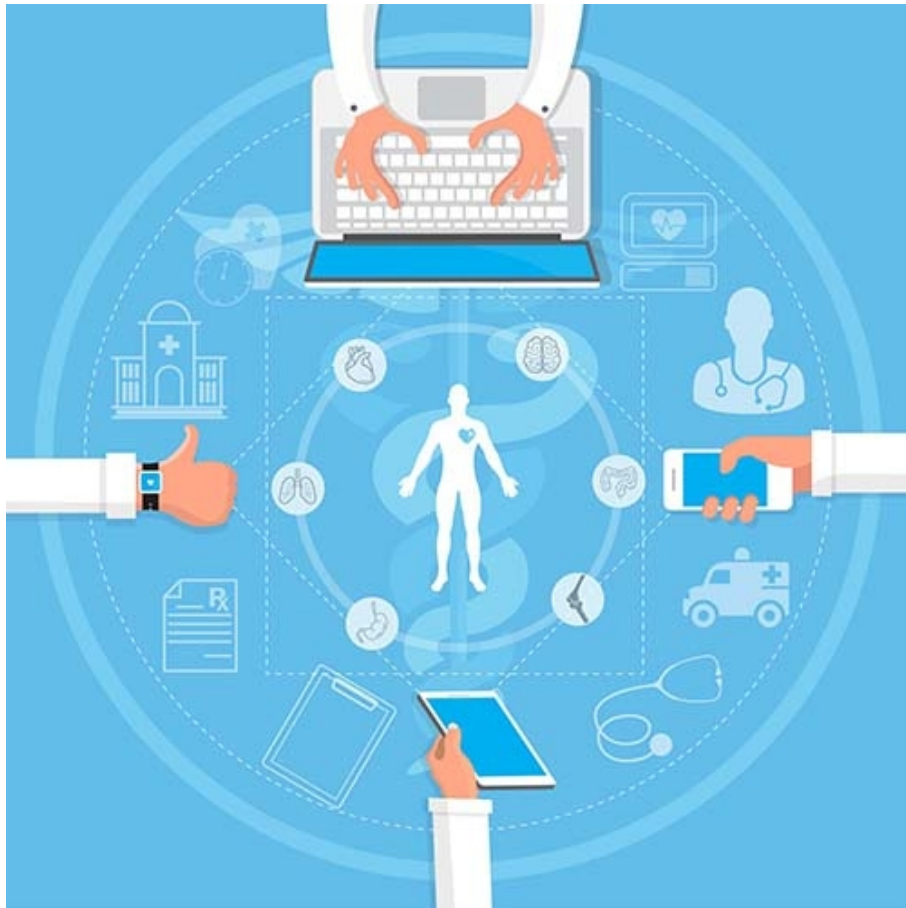
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- National Strategy for Recruitment and Participation in Alzheimer's Disease Clinical Research **to be unveiled today!**
  - See the strategy online at [www.nia.nih.gov/research/recruitment-strategy](http://www.nia.nih.gov/research/recruitment-strategy)
- The Alzheimer's Disease and Related Dementias Recruitment Repository is in the works and is slated to **launch in early 2019.**
  - Many thanks for your materials and feedback!
  - Got a new resource to share? Email [NIAADRR@mail.nih.gov](mailto:NIAADRR@mail.nih.gov)
- *Join us on social media on Oct. 23 for **#ResearchDiversity** day*



# Eureka Prize: Improving Care for People with ADRD Using Technology

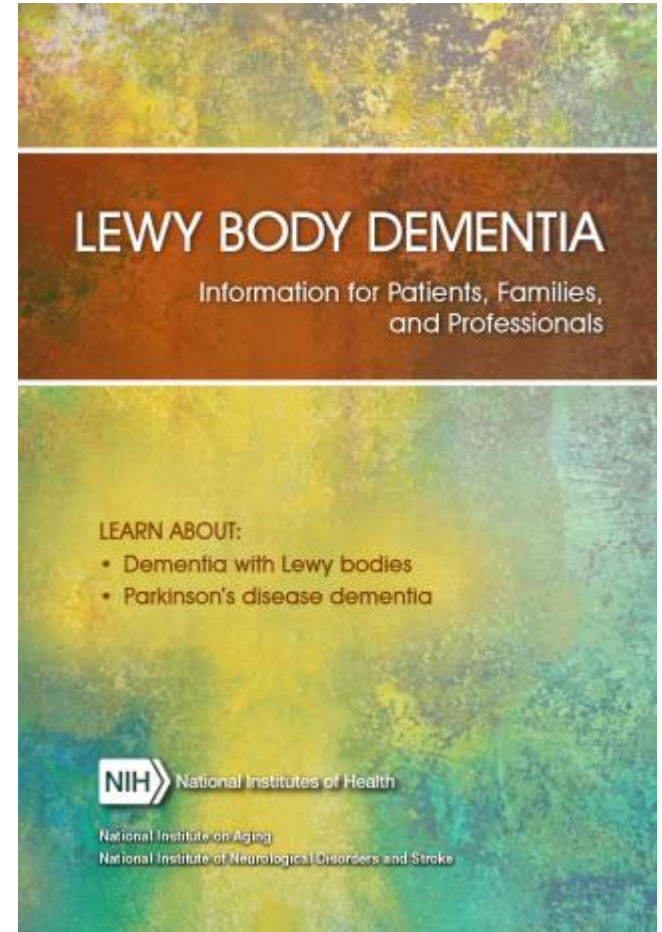
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- Know anyone who could create a dementia care coordination or navigation app?
- The challenge is currently accepting applications through June 30, 2019 with a total purse of up to \$400,000.
- [www.nia.nih.gov/challenge-prize](http://www.nia.nih.gov/challenge-prize)

# Updated ADEAR Publications

- ***Biomarkers for Dementia Detection and Research***
  - New fact sheet for participants
  - Describes PET, MRI, CSF, and more
- ***Lewy Body Dementia: Information for Patients, Families, and Professionals***
  - Info based on new DLB diagnostic guidelines
  - Resources for treatment, clinical trials, support
- Find them all at <https://order.nia.nih.gov>



# Infographics to share

**NO MORE EXCUSES!**  
Overcome Exercise Barriers

Many older adults know they should be more active, but find it hard to fit exercise into their lives.

**CHECK OUT THESE TIPS**  
to learn how you can stop making excuses and get moving to improve your health.

**NO TIME.**  
Exercise first thing in the morning or combine physical activity with a task that's already part of your day.

**TOO BORING.**  
Do things you enjoy and try new activities to keep exercise interesting and fun.



**SPOTTING THE SIGNS OF ELDER ABUSE**

About **1 in 10** adults over age 60 are abused, neglected, or financially exploited.

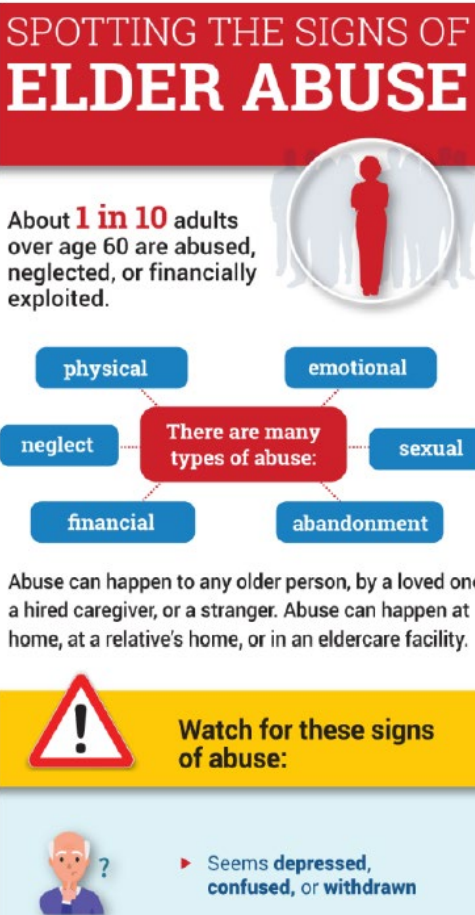
There are many types of abuse:

- physical
- emotional
- neglect
- sexual
- financial
- abandonment

Abuse can happen to any older person, by a loved one, a hired caregiver, or a stranger. Abuse can happen at home, at a relative's home, or in an eldercare facility.

**Watch for these signs of abuse:**

- Seems **depressed, confused, or withdrawn**



- NIA's infographics tell a visual story about a wide variety of issues pertinent to aging.
- They are to share on Facebook, Twitter, or other social media.
- Find them all at <https://www.nia.nih.gov/health/infographics>

# Keep in touch!

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- Sign up for e-alerts:  
[www.nia.nih.gov/sign-up](http://www.nia.nih.gov/sign-up)
  - NIA Funding Opportunities
- Subscribe to the blog and check out recent posts:  
[www.nia.nih.gov/research/blog](http://www.nia.nih.gov/research/blog)
- Connect your PIOs with Joe
  - New NIA Communications Network
- Send papers to help us tell stories

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