

# NIA Communications and ADEAR Update

# Joe Balintfy

## NIA Office of Communications and Public Liaison

*ADC Meeting, May 2019*



# Three main messages – all interconnected

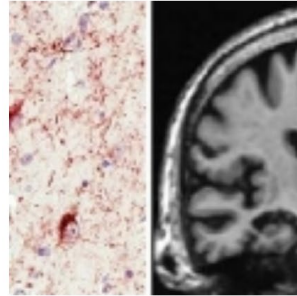




# Joe & OCPL – One example: press releases



**Limbic-predominant age-related TDP-43 encephalopathy (LATE): consensus working group report** FREE



April 30, 2019

Guidelines proposed for newly defined Alzheimer's-like brain disorder



It seems like Alzheimer's but peek into brain shows a mimic



Genetic meta-analysis of diagnosed Alzheimer's disease identifies new risk loci and implicates A $\beta$ , tau, immunity and lipid processing



February 28, 2019

Data sharing uncovers five new risk genes for Alzheimer's disease

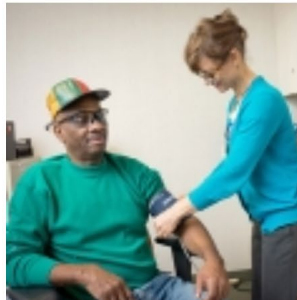


**Scientists Find 5 New Genes That Sway Alzheimer's Risk**



**Effect of Intensive vs Standard Blood Pressure Control on Probable Dementia**

A Randomized Clinical Trial



January 28, 2019

Does intensive blood pressure control reduce dementia?



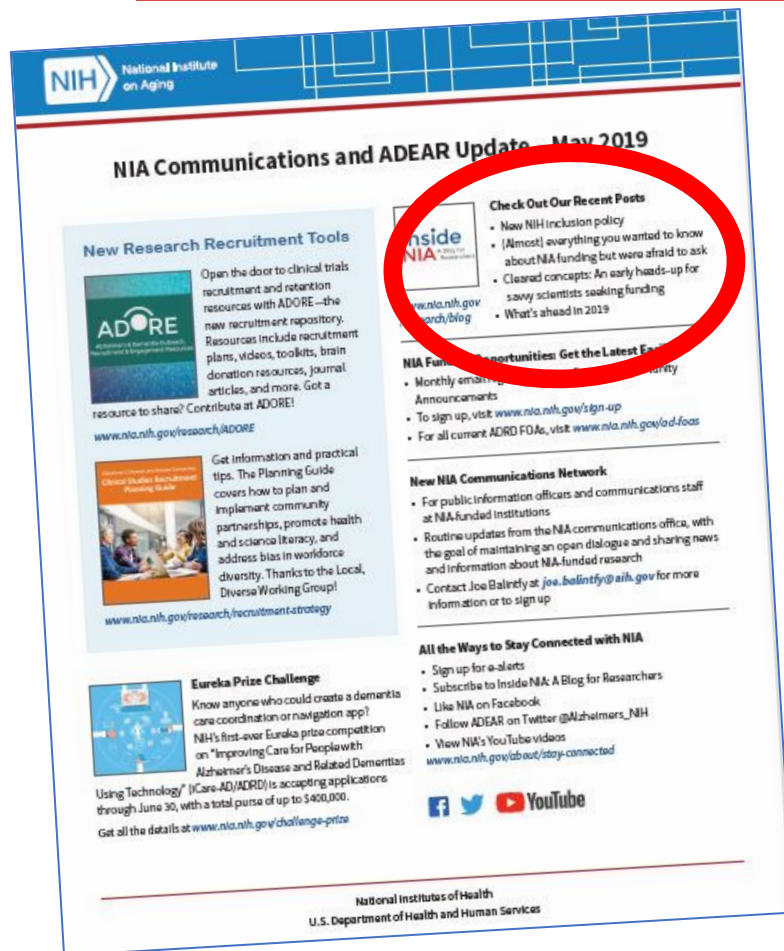
**USA TODAY**

**Aggressively lowering blood pressure could reduce risk of developing dementia, study finds**

# Please read the flyer



# Please read the flyer



U.S. Department of Health & Human Services

**NIH** National Institute on Aging

## NIA ADEAR Resources: A Guide for ADRCs

### Clinical Research Resources

Whether you're referring people to clinical trials or looking for resources to help with recruitment, NIA has you covered. Take a look at these online tools and information:

#### Alzheimer's and Dementia Outreach, Recruitment, and Engagement (ADORE) Resources

Search for communication materials, toolkits and guides, recruitment plans, videos, websites, social media, and research articles from ADRCs and others to help you recruit and retain participants in clinical research.

#### NIA's Clinical Trials Finder

See 100+ trials and studies in a searchable database, tailored for people looking for research opportunities related to Alzheimer's, other dementias, mild cognitive

<https://www.nia.nih.gov/research/nia-adear-resources-guide-adrcs>

## Communications professionals: Vital to scientific teams

**Cindy McConnell, Director, Office of Communications and Public Liaison (OCPL)**

You celebrate the brief glory of a newly published paper with your research team. You also imagine how word of your important findings will spread, but did you alert your institution's communications team when the paper was accepted for publication, or ideally, even earlier?

Far too often, this step is an afterthought or forgotten completely. Here are some tips on how to work with your communications team to more effectively broadcast the news of your latest scientific advance. [Read the full blog post.](#)

**Inside NIA** A Blog for Researchers

**NIH** National Institute on Aging

# Please 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
- Connecting with your communications folks
  - New NIA Communications Network
- Questions?

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