

JANUARY – ALZHEIMER’S AWARENESS MONTH

Janvier – Mois de sensibilisation à la maladie d’Alzheimer

Key Themes	Tagline & Hashtags	CSS Programs to highlight	Notes
<ul style="list-style-type: none"> Alzheimer’s and dementia awareness Cognitive wellness Independent living 	<p><i>Every memory matters.</i></p> <p><i>Chaque souvenir compte.</i></p> <hr/> <p>#AlzheimersAwareness</p> <p>#SensibilisationAlzheimer</p>	<p>ADP, FV, TA, caregiver support, respite, memory support groups</p>	<p>Refer to the importance of Alzheimers/dementia education and resources.</p> <p>Illustrate the connection between CSS and independent living.</p>

***DON’T FORGET: Follow the monthly theme and hashtags.**

- The rest of the monthly campaign can be tailored to your organization’s specific identity and services provided.
- Find additional resources and materials in the supporting repository.