##### Draft – working document

Adventure for Dementia   
Communications Action Plan

## Background

Amy Whitehead is embarking on an adventurous running challenge in 2023 to raise awareness of dementia in New Zealand and to raise funds for Dementia Canterbury who offer support for families affected by dementia.

The challenge is to run the infamous Pipeline of Pain route in Christchurch’s Port Hills - a distance of 5.2 km and 465 m of running uphill. Amy is adding 1 lap to the challenge every month, building up to running 12 laps for December. That’s a total of 62.4km and 5,580m of climbing in December and a total of 405.6km and 36,270m of climbing over the whole year.

This running challenge is in memory of her aunt Joanie Sommerville who lost her battle with Dementia in January 2022.

## Purpose of this plan

This purpose of this plan is to successfully promote the challenge and events to the local community to raise awareness of dementia and to raise funds for Dementia Canterbury. There is an aim of increasing traction each month through the base camp and social media to get more walkers/runners out joining Amy and creating a ‘grand finale’ event for December.

## Key stakeholders

* Dementia Canterbury
* Dementia New Zealand
* Amy, Pete and family
* Christchurch locals
* Dementia Canterbury Community

## Key messages

* Support Amy by joining the events on the first weekend of each month, running or walking
* When you’re out and about, cheer and encourage Amy on her challenge
* Physical exercise is good for your heart and your brain
* Exercise can reduce the risk of Dementia
* Donate to Give A Little to raise funds for Dementia Canterbury
* Dementia Canterbury offer key support services

## Communications approach

* Story development to be shared on social media and in the Dementia Canterbury newsletter
* Regular social media content to track Amy’s progress
* Base camp at the start of the track with information about Dementia, Amy and Adventure for Dementia, encouraging support and donations
* Media release to relevant outlets like The Press, Scoop, Northern Outlook, Compass FM and North Canterbury News to promote Amy’s challenge/story as well as raise awareness/funds for Dementia Cantebury

# Monthly tasks

|  |  |  |
| --- | --- | --- |
|  | Action | Leading |
| 1 | Create Facebook event for next challenge | Amy |
| 2 | Share across social media about upcoming event | Kayleigh |
| 3 | Share updates/images from event | Amy |
| 4 | Share updates/images from event across all platforms/network | Kayleigh |

# Action Plan

|  |  |  |
| --- | --- | --- |
| **Date** | Action | Leading |
| July | Create a corflute sign and printed cap to be made through Vista Print | Kayleigh |
| Finalise Vistaprint order and purchase | Darral |
| Talk to Christchurch Gondola about poster inside reception   * Use same PDF for corflute for the poster | Amy |
| Create graphics to be used on social media   * Create a cover photo for Facebook * Banner for homepage of website | Kayleigh |
| Interview (Zoom) with Amy to create a story for the newsletter/press release | Kayleigh |
| Share story with Amy for proof/confirmation/consent | Kayleigh |
| Publish story   * Web post * Newsletter * Social Media | Kayleigh |
| Share event information with Christchurch walking groups kin the aim of having them create walking group events to join the laps | Kayleigh |
| **MONTHLY TASK** | Amy/Kayleigh |
| August | Share updates/images online | Amy |
| Share update across channels | Kayleigh |
| Ask DNZ to promote | Kayleigh / Darral |
|  |  |
| **MONTHLY TASK** | Amy/Kayleigh |
| September | World Alzheimer’s Awareness month.  Theme: Never too early, never too late   * <https://www.alzint.org/get-involved/world-alzheimers-month/never-too-early-never-too-late/> * Risk reduction = physical exercise * Share Amy’s story in relation to risk reduction and benefits of exercise | Kayleigh |
| Share story with media in relation to risk reduction and WAAM | Kayleigh |
| **MONTHLY TASKS** | Amy/Kayleigh |
| October | Create Facebook event for the December event to drum up more engagement | Amy |
| Share final event across social media platforms | Kayleigh |
| Set-up the final event across:   * WhatsOn (CCC event page) * EventBite (Through DC account) | Kayleigh |
| Interview with Compass FM when invited for bi-monthly chat | Darral |
| **MONTHLY TASKS** | Amy/Kayleigh |
| November |  |  |
| Share story with media around the final event day | Kayleigh |
| **MONTHLY TASKS** | Amy/Kayleigh |
| December | **FINAL EVENT**   * Host a bigger base camp  - with BBQ/Coffee Cart/Ice cream? | Amy – Support from Dementia Canterbury |
| Share final update with gratitude’s and total funds raised | Amy |
| Share Amy’s final update across social media | Kayleigh |
| Provide quote (150- 300 words?) on entire experience | Amy |