**Cognitive Decline Campaign #HaveYouHeard – Social media content calendar**

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|  | **Purpose** | **Text** | **Graphic** |
| **Post 1**  **POST ON:** 16 March | **Hearing Loss Risk Factor** | Untreated hearing loss deprives the brain of stimulation from speech, sounds and music which increases the risk of dementia by 8%. Screening for hearing loss and treatment (i.e. #CochlearImplants or #HearingAids) can help reduce this risk.  #HaveYouHeard |  |
| **Post 2**  **POST ON:**  18 March | **Modifiable Risk Factors** | Mitigating 12 risk factors throughout an individual’s lifetime could prevent or delay up to 40% of dementia occurrences.  #HaveYouHeard |  |
| **Post 3**  **POST ON:**  23 March | **Ageing Population** | The number of people living with disabling #HearingLoss will double by 2050 due to the #AgeingPopulation. The number of people living with #Dementia is expected to rise by 60% over the next two decades, reaching 14.3 million by 2040.  #HaveYouHeard |  |
| **Post 4**  **POST ON:**  25 March | **Quality of Life** | Depression is more than twice as common in those with untreated hearing loss than those without. The loss of brain plasticity associated with cognitive decline is also known to increase the risk of mental disorders. #HaveYouHeard |  |
| **Post 5**  **POST ON:**  30 March | **Holistic Approaches to Care** | People with dementia have an average of 4.6 chronic illnesses, yet patient care frequently treats it as an isolated condition without comorbidities or risk factors. Acting now on prevention, intervention, and care will improve outcomes for patients across the EU. #HaveYouHeard |  |
| **Post 6**  **POST ON:**  1 April | **Cost to Society** | We need European Action for the prevention, intervention and care of hearing loss and cognitive decline in the EU.  #HaveYouHeard |  |

