

ALZHEIMER'S ASSOCIATION/AD COUNCIL

It's apparently very easy to dismiss early signs of Alzheimer's disease as "normal aging," especially within Hispanic households that lack access to culturally relevant and trustworthy information.

Our creative leveraged the value of familial strength in Hispanic culture to motivate pre-care partners to visit 10signs.org (10señales.org) and improve their recognition of early warning signs.



*When health fades,
family speaks.*

Cuando la salud se desvanece, la familia habla.

Art Direction: Mecca Terrell | Slogan Copy: Neomi Gooch & Kaia Connor

EXECUTIONS

Tap into culture by focusing on what "health" means to hispanic families, and how when *that* fades, it's time to speak.

We highlighted changes in "healthy" moments: cooking traditional recipes, attending quinceañeras and other social gatherings, driving to church/bible study, following specific beauty routines.



**When health fades,
family speaks.**

Learn the warning signs of Alzheimer's.

10signs.org

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**Cuando la salud se desvanece,
la familia habla.**

Aprende las señales de advertencia del Alzheimer.

10señales.org

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Copy depicts specific & relatable situations where lesser known signs show up, based on real stories from Hispanic pre-care partners.

"It was unlike Mamá to not wear makeup or dress up. She seems like she's losing her spark."

Then it connects to the larger message being these little changes may signal something bigger.

When routine health fades, family speaks.

Learn more about the early warning signs of Alzheimer's.

10signs.org

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