LET THIS BE A SYMPHONY

A Lived-experience, Cross-disciplinary Model for Dementia Media Advocacy

LETTHISBEASYMPHONY

What does co-created media advocacy look like and how can it empower those diagnosed with MCI or a dementia?

METHODS: HOW WE CREATE

Co-created documentary filmmaking as dementia advocacy

Six Virtual Media Action Groups

- Weekly for **two months**
- Co-designed with persons living with MCI or a dementia

Key Topics

- Six key topics guide our groups: **Stigma**, **Social**, **Emotional**, **Medical**, **Financial**, **Legal**

Co-Creating Advocacy Films

- Documentary filmmaker **Michelle Memran** works with participants to develop stories
- Co-create a series of **short advocacy films** to reduce stigma and encourage earlier diagnosis

Participant-Driven Process

- Participant feedback helps shape every stage of the creative process
- Video narratives **reviewed and approved** by participants

Ethical & Collaborative

- Trauma-informed, consent-based
- Built on trust, respect, and inclusion

WEEKLY MEDIA ACTION GROUPS

(Virtual Collaboration Model)



Collaborators, left to right: Joanna Fix, Michelle Memran (host), Dona Denham; Monica Downer, Jeannie Wills, Sean Terwilliger; Karen Barroso, Seth Stern, Nia Mostacero (members of National Council of Dementia Minds)

Co-Design → Story Development → Ethical Storytelling → Co-Editing → Advocacy Media

IMPACT: WHAT CHANGES

From Stories to Systems Change

Co-created short videos will be shared across multiple platforms to educate and empower individuals and communities

- Social media platforms
- Healthcare settings
- Conferences & professional education
- Community organizations
- Museums & public exhibitions

EXPECTED OUTCOMES

- Reduce stigma around brain change
- Encourage earlier diagnosis
- Increase public understanding
- Build community and broaden possibility
- Create a replicable, scalable media approach
- Promote person-centered, rights-based care
- Amplify the voices of lived-experience experts

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