

Dear [Community Leader],

My name is [Name] and I am the Coordinator for Diversity in Research at the Penn Memory Center with the University of Pennsylvania.

The Penn Memory Center is a National Institute on Aging funded Alzheimer's disease center. Our center conducts local and multi-site investigational drug trials, imaging studies, and interview studies in order to better understand and treat people with Alzheimer's and other age-related progressive memory disorders.

As the Coordinator for Diversity in Research, my goal is to increase Penn Memory Center's multicultural recruitment with a particular focus on African American participants and to raise awareness about the disease in the communities of West and Southwest Philadelphia. Older African Americans are approximately two times more likely than older Caucasian Americans to have Alzheimer's disease and other dementias thus the need to raise awareness about the disease within the African American community is significantly important.

Currently, I plan to reach out to the community through: churches, African American sororities and fraternities, organizations, health centers, senior centers, and health fairs in order to present informative and interactive presentations to raise awareness about the disease and educate older individuals in the importance of getting involved with research at the PMC.

Below are *some* of the places I plan to do outreach:

African American Sororities and Fraternities-Philadelphia Chapters:

- Mu Omega Fraternity
- Kappa Alpha Psi Fraternity
- Delta Sigma Theta Sorority
- Alpha Kappa Alpha Sorority

Clergy Outreach

- Mother Bethel AME Church
- First Baptist Church-Paschal
- Greater Faith Baptist Church
- Zion Baptist Church of Philadelphia

Organizations

- Links Inc. Philadelphia Chapter
- The Black Women's Health Alliance
- Alzheimer's Association-Delaware Valley Chapter
- Philadelphia Corporation for Aging

Health Centers

- Haddington Health Center
- Sayre Health Center
- Woodland Avenue Health Center
- The Health Annex

West-Southwest Philadelphia Senior Centers

- CSS Star Harbor Senior Citizen Center - Senior Community Center
- Haddington Multi-Services for Older Adults, Inc
- Older Adult Sunshine Center
- PHA Wilson Park Satellite
- Southwest Senior Center

I am at the preliminary stage of conducting outreach in the community, and before I start doing outreach I want to build relationships with African American leaders in West and Southwest Philadelphia in order to get ideas of how to most effectively reach these communities. I would be interested in speaking with you to discuss my research recruitment goals and hear his input on the places, leaders, and communities where I should focus my research.

I look forward to hearing from you!

Sincerely,