

Alzheimer's Society: Support the Supporters

Emirates FA Cup Fourth Round Campaign 2024

This year's Emirates FA Cup Fourth Round weekend (w/c January 22nd) was dedicated to Support The Supporters, an Alzheimer's Society campaign aimed at heightening awareness of dementia symptoms and encouraging fans to seek a diagnosis if they recognised these in themselves or a loved one.

Key participants in the campaign included, The FA, Premier League, English Football League, League Managers Association, Vanarama National League Women's Super League and County FAs.



95 clubs, organisations and notable celebrities shared our campaign content.



We reached at least **6 million** people across X alone with a potential reach of **46.7 million** across channels where viewership couldn't be measured. Many thousands more through marketing emails, newspapers and in-bowl audience.



The main content shared was the starting XI symptoms of dementia. This was brilliant as it conveys symptom information without having to click through.



Alzheimer's Society saw **2,150** users click through to our dedicated sports webpage hosting the Symptoms Checklist with a **98%** increase in Checklist downloads.



A general population survey results showed awareness of Alzheimer's Society among football fans was 1 in 3 compared to 1 in 4 among non-football fans with a 19% increase in awareness through social media content.



#SupportTheSupporters was used **332** times with mentions of Alzheimer's Society up **101%** across the weekend. V

STARTING XI

SYMPTOMS:

- 1 GETTING CONFUSED
- 2 FORGETTING THINGS
- 3 REPEATING QUESTIONS
- 4 STRUGGLING TO FIND WORDS
- 5 LOSING INTEREST IN HOBBIES
- 6 DISORGANISED
- 7 BEHAVING OUT OF CHARACTER
- 8 NOT SLEEPING WELL
- 9 POOR JUDGEMENT
- 10 DEPRESSED OR ANXIOUS
- 11 IRRITABLE

If you or a loved one are experiencing any of these symptoms, it could be a sign of dementia.

Check your symptoms at alzheimers.org.uk/sports using Alzheimer's Society's symptoms checklist.



Alzheimer's
Society

We saw brilliant engagement from across football clubs, organisations and fans. However, there is still work to be done. In our survey, fewer than half of the general population were confident that they could recognise symptoms of dementia in a loved one or would know where to seek help if they had concerns. Football continues to be an incredible vehicle for raising awareness amongst the public and as such we hope for your continued support in providing help and hope to people living with dementia.

