

# TRAINING AND CERTIFICATION IN DEMENTIA CARE

## Email/Text Language Suggestions to Invite Staff

### Initial Reach Out

**Email**

Hi all,

\*AL NAME\* staff are invited to a study of a dementia care training program (paying you up to \$150).

The training is essentiALZ®, an Alzheimer’s Association online training and certification program that teaches person-centered care for people living with dementia. It has 3 hours of interactive material and gives a certificate and CE, CNE, and NAB credits. \*AL NAME\* hopes you’ll participate!

If you participate in the study, you’ll be asked to complete 3 online questionnaires over 6 months. You’ll receive \$50 for each one you complete (\$150 total).

To learn more, visit [websiteplaceholder.com](#) and register by [CLOSE DATE]. I’m also happy to talk with you about it!

**Text**

\*AL NAME\* staff are invited to a study of a dementia care training program (paying you up to \$150). The training is developed by the Alzheimer’s Association, completed online, and provides a certificate. \*AL NAME\* hopes you’ll participate! The study includes 3 online questionnaires; you’ll receive \$50 for each one you complete. If you’re interested in participating or learning more, visit [websiteplaceholder.com](#) and register by [CLOSE DATE]. I’m also happy to talk with you about it!

### Reminder Reach Out

**Email**

Hi all,

This is a reminder to register to participate in the study of the Alzheimer’s Association’s dementia care training program.

The training is essentiALZ®, an Alzheimer’s Association online training and certification program that teaches person-centered care for people living with dementia. It has 3 hours of interactive material and gives a certificate and CE, CNE, and NAB credits. \*AL NAME\* hopes you’ll participate!

If you participate in the study, you’ll be asked to complete 3 online questionnaires over 6 months. You’ll receive \$50 for each one you complete (\$150 total).

To learn more, visit [websiteplaceholder.com](#) and register by [CLOSE DATE]. I’m also happy to talk with you about it!

**Text**

This is a reminder to participate in the study of a dementia care training program (paying you up to \$150). The training is developed by the Alzheimer’s Association, completed online, and provides a certificate. \*AL NAME\* hopes you’ll participate! The study includes 3 online questionnaires; you’ll receive \$50 for each one you complete. If you’re interested in participating or learning more, visit [websiteplaceholder.com](#) and register by [CLOSE DATE]. I’m also happy to talk with you about it!