



Smart Brain, Strong Brain, Fit Brain

A Mental Wellness Awareness, Education & Brain Strengthening Initiative



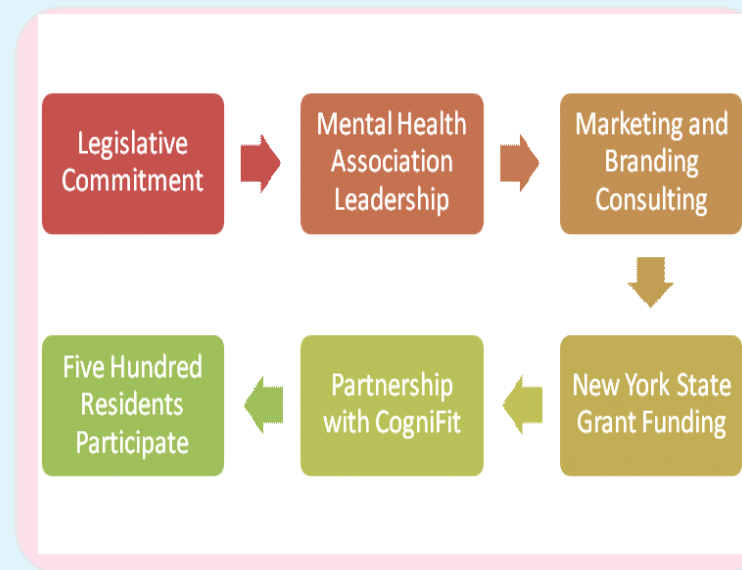
Cognition, Creativity, Wisdom for Age Friendly Communities



Objectives

- To eliminate elder isolation that comes of boredom, marginalization and cognitive decline
- To increase computer literacy and facilitate assistive technologies
- To determine personality profiles of those engaging in self care
- To make the seeking of mental health support stigma-free for older adults and boomers
- To create training models for healthcare professionals to understand the aging brain

How We Did It



Sustainable Outcomes

- ◆ **Create** a training manual, covering the basics of mental wellness as we age. Topics include understanding the aging brain, brain fitness and how to strengthen the brain in areas of long and short term memory, hand-eye coordination, processing language, retention, speed of recollection, normal and abnormal functions, signs of decline, the importance of lifelong involvement, purpose and stimulation.
- ◆ **Make** the manual available to train professionals at older adult centers, health facilities, and rehabilitation centers, assisted living and continuing care communities, and lay citizens through caregiver support groups, older adult volunteer centers, local employer work balance programs, older adult clubs, and places of worship.
- ◆ **Install** older adult friendly computer brain fitness software in existing computer centers i.e. libraries and older adult centers, clubs, health facilities, faith based facilities, adult learning centers, and participating agency members of the Alliance.
- ◆ **Provide** low cost continual exercise with Cognifit personal coach

Is Your Brain Trained?

Read This:

Arcdnicg to rsearch at Cmabrigde Uinervtisy, it deosn't mttae in waht oredr the ltteers in a wrod are, the olny iprmoatnt thng is taht the frist and lsat ltteer are in the rghit pcale. The rset can be a toatl mses and you can sitll raed it wouthit pobelrm. Tihis is buseace the huamn mnid deos not raed ervey lteer by istlef, but the wrod as a wlohe

And This:

Paris in the the Spring

Did you miss the second "the". That's your brain, already trained.

Attitudes Save Money

- ✓ There is daily awareness of mental wellness and cognitive engagement
- ✓ There is consensus among professionals and all stakeholders to promote mental wellness through a specific geriatric training program.
- ✓ All citizens have easy access to brain strengthening programs.
- ✓ There is concensus that age alone does not make us mentally weak.

Sources of Cost Savings

