



# Smart Brain, Strong Brain, Fit Brain

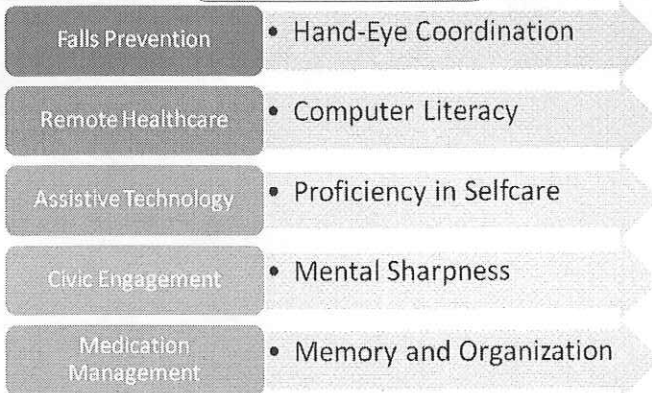
A Mental Wellness Awareness, Education & Brain Strengthening Initiative  
Cognition, Creativity, Wisdom for Age Friendly Communities



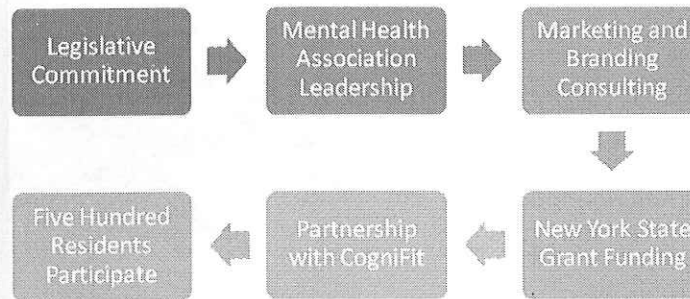
## Objectives

- 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

## Sources of Cost Saving



## 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 Congifit Personal Coach

## Is Your Brain Trained?

Read This:

Arocdnig to rsccearh at Cmabrigde Uinervtisy, it deosn't mittaer in waht oredr the ltteers in a wrod are, the only iprmoatnt tihng is tahn the frist and lsat lteer are in the rghit peafe. The rset can be a toatl mses and you can still raed it wouthit pobelrm. Tih is busceac the huamn mnid deos not raed ervey lteer by istlef, but the wrod as a wlohe

And This:

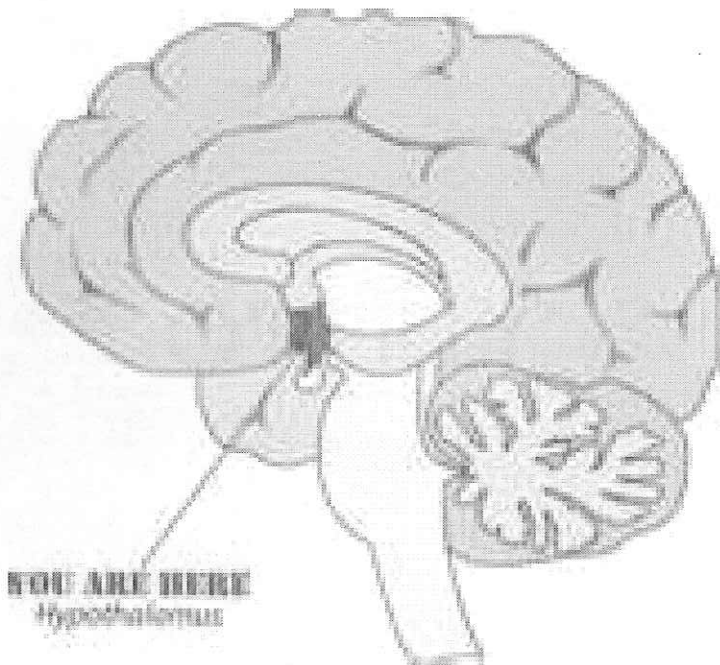
Paris in the the Spring

Did you miss the second "the".

## 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.

# COGNITIVE FITNESS



## Technology Focus Areas

*Cognitive Fitness and Assessment Technologies*

### Overview

Cognitive fitness and assessment technologies include thinking games and cognitive challenge regimens. Like physical fitness, the premise of cognitive fitness is that cognitive health can be maintained or improved if individuals exercise their brain. The emphasis with older adults is predominantly focused on the prevention or delay of Alzheimer's disease and related dementias. Many cognitive fitness technologies are computer- or internet-based, multi-media platforms, and include assessment and tracking components.

Participation in cognitive stimulation can lessen decline in memory, mental speed and decision-making. One study found adults over 65 who frequently participated in cognitive stimulation activities had 35% less cognitive decline than those with infrequent cognitive activity.<sup>29</sup> Use of computer-based cognitive fitness and assessment technologies have rapidly expanded over the last five years with advancements in computing and communication technologies.

# WHEN MESSAGE, RECIPIENT, CUSTOMER AND PRODUCT MELD

