

BRAIN HEALTH BOOST



Brain Health Matters and Your Participation in the Brain Health Pilot Study Makes a Difference

“YOU can make a difference when it comes to protecting brain health and fighting brain illness by participating in an important, historical study that is now underway,” shares Dr. Stephanie Peabody, Founder and Executive Director of the Brain Health Initiative.

Invitations to participate in the Brain Health Initiative (BHI) brain health pilot study will soon be arriving in the mailboxes of randomly selected Lakewood Ranch adult residents. The overarching Brain Health Initiative is working to create *brain healthy communities* that proudly protect brain health, promote optimal performance, fight brain illness (for people of all ages), while decreasing the gap between lifespan and “brainspan.”

The study includes a confidential, online questionnaire and series of cognitive computer games. Participants will be asked about current health habits, medical conditions, social relationships, recreational activities, as well as experiences during the COVID-19 pandemic. Participants will also be asked to share information about health behaviors such as exercise, nutrition, smoking, alcohol usage, sleep patterns, as well as demographic information.

“Understanding what causes brain health problems and how best to prevent brain illness remains one of the biggest medical mysteries of our time,” said Dr. Jennifer Bencie, Health Officer for the Florida Department of Health in Manatee County. “Especially now – when discoveries related to brain health and brain illness, across the lifespan are critically needed worldwide – I hope every community member who is contacted will step-up to help this team of scientists and our region by participating in the study.”

Community participation is a critical component of the BHI pilot study. Andy Guz, CEO of Lakewood Ranch Medical Center, points out that area residents have a rare opportunity to participate in the pilot of what will become a world-class comprehensive initiative of brain health to create brain healthy communities.

The pilot study is championed by the Florida Department of Health in Manatee County and Lakewood Ranch Medical Center.

The pilot study will help the BHI capture risk and protective factors linked to brain health across multiple domains. By incorporating key “lessons learned” from other successful community-based, population health projects, including the [Framingham Heart Study](#), and [Shape Up Somerville](#), the BHI will identify ways to protect brain health across the lifespan at the individual and community level.

WHAT YOU CAN DO TODAY TO BOOST YOUR BRAIN HEALTH

The higher the rate of participation, the more successful the BHI will be in establishing a robust brain health baseline of the community and that will lead to greater opportunities for scientific discovery. It will also help recruit brain health innovators and entrepreneurs from around the world to support the brain health of the region.

You can help by:

- **Participating!** If you are randomly selected to receive an invitation, please complete the survey.
- **Being honest!** The BHI wants to know how you function mentally, socially, cognitively, and biologically so it can understand the community's brain health priorities.
- **Encouraging others to participate!** Share this information with your friends and neighbors so they understand the importance of the study.
- **Adopting a brain healthy lifestyle!** Including thoughts, behaviors, emotions, and language that BOOST brain health and fight brain illness:
 - Building resilience to stress
 - Consuming brain healthy nutrition
 - Increasing physical activity
 - Acquiring adequate sleep and rest
 - Participating in positive social connections
 - Enhancing emotional well-being
 - Engaging in meaningful activities that inspire a sense of purpose
 - Participating in cognitively stimulating and creative activities
 - Protecting general health
 - Making positive impacts

The BHI plans to use data analyzed from the pilot to inform the identification of innovative brain health interventions to bring to the Suncoast region through its developing Brain Health Innovation Lab. The lab is being designed as an accelerator where solutions from a global explosion of brain health innovations can be brought and tested with the region’s residents, workforce, and visitors (young and older) to participate in clinical trials that promote brain health, fight brain illness, and optimize performance.

About the Brain Health Initiative (www.brainhealthinitiative.org)

The Brain Health Initiative (BHI) is a cutting-edge, new approach to protecting brain health and fighting brain illness across the lifespan. The BHI works collaboratively with Massachusetts General Hospital, a Harvard Medical School Teaching Hospital, and the Academy for Brain Health and Performance to build brain healthy communities through research, innovation, education, collaboration and action, with a specific focus on *brain health promotion, prevention, early detection, evidence-based intervention and performance based optimization*. The BHI is creating a culture that promotes brain health protective factors and decreases risk factors, thereby improving brain health and optimizing brain performance outcomes for the Florida Suncoast region and beyond. Join the brain health movement, ***because brain health matters, and lifestyle makes a difference***. To view all Brain Health Boosts [click here](#).