

BRAIN HEALTH BOOST



With Resilience, Let's Get 2021 Started with Gratitude for 2020

As we start 2021, and end what was truly remarkable year, full of memorable events and unexpected challenges, the Brain Health Initiative (BHI) wants to take a moment to extend our thanks and to share with you some of our reflections.

The BHI, born from the brain health *crisis* is focused on three key areas that tap both existing *opportunities* and *hope*: community engagement, research, and accelerating innovation. These core components provide a roadmap to engage and empower the community to make brain healthier lifestyle choices, to make discoveries through research related to brain health risk and protective factors, and to accelerate brain health innovation that focuses on research and application associated with prevention, early identification, symptom and recovery intervention, and performance optimization. These components are needed for the future because they address the *urgent brain health crisis* and challenges that are facing people today— together they work to increase brain health and performance outcomes.

Thanks to your input, the BHI created (and still has) ambitious goals. As we reflect on our first year, we are incredibly grateful. Against the backdrop of the COVID-19 pandemic, your support enabled the BHI to move forward, to stay focused on our mission, and deliver against the plan we introduced to create the infrastructure to develop a brain-healthy Suncoast. This model can also be documented, measured, and replicated to increase brain health outcomes beyond our region.

Together with you, we remained resilient in working tirelessly to identify the community brain health priorities so that we could begin to respond. Our accomplishments are a powerful testament to the collective wisdom, strength, unity, grit, and resilience of this amazing region. The BHI could have established our headquarters anywhere. We are so thankful we established the initiative in the middle of the Suncoast.

There is so much to be encouraged by as the BHI heads into 2021 and the promise of the year ahead, including:

- Analysis and sharing the results of the **Lakewood Ranch Brain Health Pilot Study**
- Initiation of the **Sarasota and Bradenton Brain Health Community Stakeholder Prioritization Surveys**
- Establishment of initial **BHI Community Brain Health Centers of Excellence**
- Launch of the **Brain Health Innovation Accelerator** and initial projects: **Brain Health Vital Signs** and **My Healthy Brain**
- Introduction of the BHI Community **Brain Health Champion Program**
- Continuation of the **Brain Health BOOST** series
- Growth of the **Brain Health Scholar** program for youth
- Announcement of **2021 Brain Health Matters Lecture Series** and associated **WEDU/PBS** primetime **BHI Brain Health television series**
- Expansion of the **BHI Mindful Triathlon** as a signature community engagement event, also to be held in the Boston area in Summer 2021-showcasing the Suncoast region
- Ongoing **Collaboration with Organizations across the Suncoast Region**
- And more to be announced; stay tuned, **we are just getting started**

Moving forward we are confident that together we will bridge the gap between brain span and lifespan as we enhance brain health, optimize brain performance, and reduce the incidence of brain illness in the Suncoast region and beyond, through community engagement, science, and innovation.

On behalf of all of us at the BHI, we ask you to join us and look back on the past with gladness, look into the future with hope, and mindfully enjoy and cherish the present. BHI shares our gratitude and wish you a very happy and brain-healthy 2021.

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

The Brain Health Initiative (BHI) is a cutting-edge, new approach to protecting brain health, optimizing brain performance, and fighting brain illness across the lifespan. The BHI is a collaborative effort with Massachusetts General Hospital, a Harvard Medical School Teaching Hospital, and the Academy for Brain Health and Performance to build brain healthy communities through education, collaboration, research, innovation, and action, with a specific focus on *brain health promotion, prevention, early detection, evidence-based intervention and optimization of performance*. 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](#).