



Dear Champion,

The **Hello Brain Campaign** is committed to improving the health of Irish and European citizens with a specific focus on brain health. Hello Brain provides easy-to-understand scientific information about the brain and offers top tips on how to take action to keep your brain healthy.

Our aim is to encourage and support people to be more proactive about their brain health so that they can live independently for longer. Did you know that activity, attitude and simple lifestyle changes can boost your brain health and may even act as a buffer against decline in brain function? We want to make the general public aware of this but we need your help to spread the message.

The Hello Brain Challenge

We all brush our teeth every day but most of us never spare a thought for our brains. We can shape our brains by the actions we choose to do and even by the way we think and approach life.

The Hello Brain Challenge invites you to do one thing every day that's good for your brain.

Our **free app** provides daily suggestions and support during your first 100 days.



The app is available for smartphone (iPhone and Android) and iPad. But don't worry if you don't have a smart phone you can use the app online on www.hellobrain.eu where you can also download a pen and paper version together with a diary to record your progress.

What it means to be a Hello Brain Champion

We would like to invite you to become a Champion for the Hello Brain Campaign. We hope that Champions will link with us by mentioning Hello Brain at meetings, events and in speeches, by encouraging people to take the Hello Brain Challenge and by sharing our free online and print materials with friends, family and more.

The Hello Brain Campaign promotes brain health and provides free resources that can be used by you to promote active and healthy ageing at a local and regional level. We believe that together we can work towards our common goal of active and healthy ageing.





How you can promote Hello Brain:

- **Encourage** people to log on to www.hellobrain.eu
- **Raise** awareness of the availability of printed materials
- **Share** information about Hello Brain on Facebook and Twitter
- **Take** the Hello Brain Challenge as an individual or as part of a group
- **Share** your Hello Brain Challenge experience on our Facebook page
- **Show** the short films or documentary at group meetings
- **Tell** your friends about Hello Brain






How to explain Hello Brain to group members or to your friends and family:

Hello Brain provides easy-to-understand scientific information about brain health. In the time that it takes to brush your teeth you can watch a fun film, read bite-sized chunks of scientific information or download our free app.

Key Messages

- Cognitive decline is not an inevitable part of ageing
- The brain is plastic and can change even in late life
- Cognitive reserve offers protection against disease and decline
- It is possible and important to be proactive about brain health

Top Tips for Brain Health

-  Get Physically Active
-  Stay Socially Engaged
-  Challenge your Brain
-  Manage Stress, Think Young, Think Positive
-  Adapt your Lifestyle to Protect your Brain



Links that you can share:

www.hellobrain.eu



Find us on Facebook:
www.facebook.com/hellobrain



Follow us on Twitter:
[@HelloBrainEU](https://twitter.com/HelloBrainEU)
[#HelloBrain](https://twitter.com/HelloBrain)

The website and app are available in English, French and German.

Questions?

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