



[www.hellobrain.eu](http://www.hellobrain.eu)

## Say Hello to Brain Health

Hello Brain is a new and useful resource for information about how your patients can improve brain health.



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## What is it?

Hello Brain is a focal point for information and insights into how to improve brain health by making changes to lifestyle. Through its website [www.hellobrain.eu](http://www.hellobrain.eu), films, app and information leaflets, it offers you and your patients suggestions for good habits that can support brain function and potentially reduce the risk of developing dementia as we age.

## What does it do?

Scientific evidence is starting to show that our lifestyle can have a major impact on how our brains function and react to the ageing process. Being physically active, building positive connections with the people around us, challenging our brain, and managing diet, diabetes, hypertension and stress are all linked with better brain health.

## Hello Brain encourages everyone to:



Get physically active



Stay socially engaged



Challenge your brain



Manage stress, think young, think positive



Adapt your lifestyle to protect your brain



## How can this benefit my patients?

Many of your patients may feel that memory loss and dementia are inevitable parts of ageing. Hello Brain can help you to make them aware that this is not necessarily the case, and to illustrate the steps that they can take now to protect their brain and memory in the longer term.

Even young adults in their mid-20s could benefit and should consider protecting their brains now for the future. Think of it like a pension fund. Healthy brain habits now build the brain's cognitive reserve. It's a lodgement, like money in the bank for later in life.

We know that a balanced diet and regular exercise go hand in hand with better cardiovascular health. With similar lifestyle changes, and some tips specifically aimed at the brain, we could improve our brain health.

## How do I use it?

As a doctor, you know your patients best, but you may have limited time with them in your office. During a consultation you could explain that lifestyle changes can have a protective effect, not just on the heart, but also on the brain. Then you can point them to [hellobrain.eu](http://hellobrain.eu) which provides short, easy-to-understand information, online films and articles and tips for brain health. You can also encourage them to download our free app which offers suggestions of one thing every day that is good for their brain. Hello Brain will give your patients a way to find out more about a healthy lifestyle for a healthy brain.