BrainyApp
&
YOUR BRAIN MATTERS
Making brain health an easy choice

UNDERSTAND ALZHEIMER’S CHANGE AUSTRALIA
OVERVIEW

• Brain health and dementia risk reduction
• Reaching out to a wider demographic
• Your Brain Matters
• BrainyApp
WHAT IS BRAIN HEALTH?

• Keeping our brain in good shape as we grow older
• Not just about the brain…
WHY BE BRAIN HEALTHY?

- Overall health and wellbeing
- Improve and protect brain function
- May reduce dementia risk
- Other chronic diseases
Who cares about dementia risk reduction?

- Not enough?
- Need to make it relevant to more people
- Need to raise awareness and encourage discussion about brain health… and dementia
HOW TO GET MORE PEOPLE (ESP YOUNGER PEOPLE) INTERESTED?

• Make it:
  • Relevant
  • Appealing
  • Contemporary

• Innovation

• Simple & easy
From Mind your Mind to Your Brain Matters

• Let’s make it simple
• Let’s make it relevant
• From 7 signposts…
YOUR BRAIN MATTERS

An easy choice…
BRAIN, BODY AND HEART

- It’s all connected: physical/heart health is good for brain health
- Let’s not make it difficult. Taking small steps is ok.
- Never too old or too young
Brain, Body and Heart....all connected

Keep your brain challenged and be socially active

Be fit and healthy by eating healthily and participating in regular physical activity

What’s good for the heart is good for the brain. Manage your blood pressure, cholesterol, blood sugar, body weight and avoid smoking
YOUR BRAIN MATTERS

• Let’s talk more about brain health….and a little less about dementia risk reduction
• Make it simple and easy
KEEPING YOUR BRAIN ACTIVE MATTERS

• Challenge your brain, learn new things
• Be socially engaged
BRAIN
BRAIN

• Most benefit when combining:
  • Social activity
  • Mental activity
  • Physical activity
BRAIN – 30 SEC
BEING **FIT** AND HEALTHY MATTERS

- Healthy, balanced diet
- Regular physical activity
BODY – 30 SEC
YOU
LOOKING AFTER YOUR HEART MATTERS

• What is good for the heart is good for the brain
• Blood pressure, cholesterol, blood sugar, body weight, no smoking
HEART – 30 SEC
YOU
SOME INITIATIVES THAT HELP MAKE BRAIN HEALTH AN EASY CHOICE SO FAR...
Use your brain!

It's time to engage your mind, body, heart, and soul on the path to better health. Alzheimer's Australia is launching the Heart Your Brain challenge, encouraging Aussies to start new activities that stimulate our brains and bodies, and keep them up for 25 days - the time it generally takes to form a new habit. Some healthy moves to take might include:

- Pledging to eat two pieces of fruit and five serves of veggies a day.
- Aiming for a daily walk.
- Taking up painting or another art/crafty skill.

NEWS
health

WHAT'S ON
From global events to local entertainment, PP brings you the latest on what's happening this MARCH.

Diabetic Living

Heart your BRAIN

Can you remember when you last did something for your brain? Here's your chance to kick it into gear with the Diabetes Australia National Heart Your Brain -21 Days to Brain Healthy Habits challenge. The Heart Your Brain program is free and begins on 13 March. It focuses on how to fight against cognitive impairment and dementia as we age. Studies continue to show that having diabetes can increase the risk of dementia, so this is an easy and fun and interesting way to build healthy habits. Visit diabetes.org.au to find out more about the challenge and pledge your commitment to living a brain-healthy life.

Facts and findings

1. People who are physically active have a lower risk of developing dementia.
2. A healthy, whole diet full of fruits, vegetables, lean meats, whole grains and low-fat fish.
3. A nutritious heart-healthy diet rich in unsaturated fats, fish, and fiber may reduce the risk of dementia.
4. Brain-related exercise - regular activity and exercise are beneficial.
5. Brain-related exercise - exercise that stimulates the brain.
6. Exercise is key to maintaining a healthy brain.
7. Exercise can help improve overall health and well-being.
8. Exercise can help improve overall health and well-being.
9. Exercise can help improve overall health and well-being.
10. Exercise can help improve overall health and well-being.

WHAT'S NEWS

10 ways to boost BRAIN HEALTH

1. Be physically active — exercise.
2. Eat a healthy, whole diet full of fruits, vegetables, lean meats, whole grains and low-fat fish.
3. Be involved in heart-healthy activities — yoga, Pilates, swimming, cycling and walking.
4. Don't smoke or use tobacco.
5. Stop smoking or use tobacco.
6. Don't smoke or use tobacco.
7. Exercise for 30 minutes, five times a week.
8. Exercise for 30 minutes, five times a week.
9. Exercise for 30 minutes, five times a week.
10. Exercise for 30 minutes, five times a week.

DIABETES FREE

Diabetes is a lifelong condition that affects your body’s ability to use sugar. It means your blood sugar levels are too high. Diabetes can be controlled with the right treatment and lifestyle changes. The key to managing your diabetes is to eat a healthy, balanced diet and get regular physical activity. This can help you to feel better, look better, and live longer. For more information, visit diabetes.org.au.
BRAIN – 15 SEC
Google Ads

- Google grant since June 2010
- $10,000/month
- To date, $162,000 worth of advertising
- Last month:
  - 14,464 clicks
  - 1.172 million impressions
• **Most popular keywords:**
  - BrainyApp related
    - #1: free app download
    - #5: brain app
  - Your Brain Matters
    - #1: cholesterol
    - #2: brain food
    - #3: dementia
BODY – 15 SEC
MEDIA CAMPAIGN

- Television
- Cinema
- Radio (for Heart your Brain Only)
- Film festivals
In the works....

• Partnerships
• Workplaces
• CALD
• ATSI
• ...and additional features at yourbrainmatters.org.au
HEART – 15 SEC
BrainyApp

• World-first
  • Apple and Android devices
• Rate and track your brain health
• brainyapp.com.au
BrainyApp

• Developed by Alzheimer’s Australia in partnership with Bupa Health Foundation.
• Success – downloads to date: ~270,000
• Top countries:
  • Australia, USA, UK, NZ, Canada, India, Ireland, South Africa, Spain, Netherlands, Hong Kong
• Coming soon:
  • Spanish
  • Enhancements
Alzheimer's Australia’s Your Brain Matters program is supported by funding from the Australian Government under the Chronic Disease Prevention and Service Improvement Fund