

Department of Health: Ready-Made Brain Health Messaging

Materials in Section 2 are intended for health educators and can be used to promote brain health either as an independent effort and/or by integrating into relevant public health efforts. Public health professionals are encouraged to partner with individuals and community organizations in educating the public about healthy lifestyle choices and providing health wellness tools needed to reduce risk of cognitive decline.

These materials highlight what individuals can do to help keep their brain functioning best as they age across the life span. As public health educators, you are already influencing healthy brain development strategies from birth, infancy, childhood, adolescence, and into adulthood through your efforts with ACEs (Adverse Childhood Experiences) , “Talk to Me Baby”, “Baby and Me”, tobacco cessation campaigns with youth and teens , diabetes prevention, heart health and other evidence-based programs. These initiatives are one of many ways that staff can connect brain health awareness into existing public health programs and appropriate funding streams.

Action steps local health departments can take :

- Conduct health education campaigns about brain health
 - Utilize county-level prevalence data, educational programs and targeted outreach to minority populations
 - Potential Partners:* Faith communities, community centers, etc.
 - Creation & implementation of a Brain Health Primary Prevention Initiative module
 - *Potential Partners:* Healthcare systems and faith communities
- Middle and High School Students
 - *Potential Audiences:* T4 groups, TNStrong, chronic disease prevention in classrooms

The materials are intended to facilitate conversations on brain health and consist of ready-made brain health messaging for public health educators. It is age appropriate so you may educate all ages on reducing risks related to brain health by integrating messaging into current health campaigns.

Materials may be printed and displayed in your local health department, shared during community outreach and engagement activities (ex: diabetes, smoking cessation, brain injury protection, school health programs, vaccination clinics) and/or presented during health council meetings.