



B Brain Health
Scotland

Your brain is amazing.
Let's keep it that way.

About

Our mission is to inspire and empower everyone in Scotland to protect their brain health and reduce their risk of diseases that lead to dementia.

We work with all ages, across the whole of Scotland, to provide health information and services that enable people to take actions that protect their brain health and prevent disease in later life.

Brain Health Scotland has been established with the singular objective of reducing the incidence of dementia over the next 10 years. We are hosted by Alzheimer Scotland and supported by the Scottish Government. You can read more about our work here: www.brainhealth.scot



Support

Research into practice

We will gain greater understanding about perceptions of brain health, particularly in regard to research participation and behaviour change. Health inequalities are a key focus of this – we need to further explore the way in which gender, race, ethnicity, religion, sexual orientation, disability and social economic status impact these perceptions. This insight will ensure that clinical services and research programmes are equally accessible to all and truly representative of those at greatest risk of disease.

Priority projects:

- Ensuring health equity in brain health service provision
- Implementing health psychology principles to understand motivators and sustain behaviour change for brain health
- Facilitating engagement and understanding barriers for brain research participation across the Scottish population
- Evaluating and improving the experience of attending brain health services
- Measuring public awareness and perceptions of brain health

All of the above projects, can be supported in any of the following ways:

- £5,000 Foundation report - review of existing evidence
- £10,000 National survey - delivery and data analysis
- £25,000 Specialist researcher - focus area for 1 year project

Brain Health Scotland has three key activity areas that you can support, to help us reach our goal. These are outlined below, along with some specific examples of projects that would lie within each of these areas.

Infrastructure

We seek to build a network of Brain Health Hubs, offering information, advice and support to empower people to protect their brain health. These hubs will compliment the infrastructure of the new NHS brain health clinics, we are delivering with support from the Scottish Government. The Hubs will be based in an existing network of 21 Alzheimer Scotland Centres, which are community-based and open access to all. In addition to personalised prevention advice, these Centres will also support greater research participation – our staff will have confident conversations with the public about joining dementia research to increase representative participation.

Priority projects:

- Deliver one Brain Health Scotland Hub = POA
- Support the transformation of current Alzheimer Scotland Dementia Resource Centres, into Brain Health Scotland Hubs = £10,000 per site
- Embed Brain Health Scotland Hub into the Alzheimer Scotland Virtual Resource Centre = £15,000
- Support the digital implementation of Brain Health Scotland Hubs, across the Alzheimer Scotland network = £20,000 (includes 21 sites)
- Support the creation of high-quality information provision (including digital assets) for use within Brain Health Scotland Hubs = £20,000 (includes 21 sites)

Public awareness

We will run health promotion campaigns that increase understanding of risk factors and crucially how to reduce them. These include media-based public campaigns, a schools programme, professional education for healthcare workers, along with delivering online learning for adults, all offered free of charge and on a global platform.

Priority projects:

- 'My Healthy Brain' - primary schools engagement programme to raise awareness for Scotland's future generations = £100,000 per year
- Community pharmacy initiative – making Scotland's pharmacies focal points for brain health advice = £20,000
- Major public health media campaign = POA

Partner with us

If you would like to join the pioneering movement of Brain Health Scotland and benefit from advancing insights within the risk reduction arena, you can support Brain Health Scotland with a bespoke annual contribution. All sponsorship will feed into the achievement of the outlined areas of work, sited overleaf.

Brain Health Scotland is committed to collaboration and partnership. We welcome discussions from any organisation interested in brain health.

GET IN TOUCH

To learn more about brain health, or any of the Brain Health Scotland programmes, please get in touch at brainhealth@alzscot.org

 [@brainhealthscot](https://twitter.com/brainhealthscot)

www.brainhealth.scot

