

# AARP's *Staying Sharp*

- What is Staying Sharp?
- Our new Research Program
- Lessons learned in brain health and behavior

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# Staying Sharp

- <https://stayingsharp.aarp.org/>
- Virtual platform for brain health
- Actionable behaviors / habits aligning with six lifestyle “pillars” that impact brain health and cognitive aging:
  - Exercise, Nutrition, Sleep hygiene, Stress management, Intellectual stimulation, Social complexity
- Help users take personal agency for their brain health and cognitive aging experience
- Neurocognitive and Lifestyle Assessment every 90 days results in personalized content recommendations

The screenshot displays the AARP Staying Sharp website interface. At the top, the navigation bar includes 'Assessment', 'Challenges', 'Articles', 'Activities', 'Videos', 'Recipes', 'Games', and 'Caregiving'. The user's name 'Rachel' and 'AARP Rewards 6,135 pts' are visible in the top right. The main content area features a 'Welcome, Rachel' message and a 'Continue Your Assessment' button. Below this, there are five featured articles: 'Building Resilience', 'Music and Brain Health', 'Women and Brain Health', 'Replay, Recall, Repeat', and 'Is My Memory Normal?'. The lower section shows 'Assessment Results' for 'Nov 21, 2019'. It includes an 'Overall Score' of 355 (on a scale of 200 to 650), a 'Lifestyle Score' of 67%, and a 'Cognitive Score' represented by a bell curve. A 'Your Progress' chart shows the score over time. A table lists various lifestyle and cognitive metrics, all of which are marked as 'Below Expected'.

Lifestyle		Cognitive	
Manage Stress	77%	Cognitive Flexibility	Below Expected
Restorative Sleep	77%	Working Memory	Below Expected
Engage Your Brain	68%	Recognition Memory	Below Expected
Eat Right	65%	Sustained Attention	Below Expected
Be Social	64%	Processing Speed	Below Expected
Ongoing Exercise	61%		

# Research Program

- Assess the effectiveness of the Staying Sharp program:
  - **Neurocognitive changes and adoption of brain-healthy lifestyle habits**
  - Investigate individual change over time, as **function of depth of engagement / type of engagement in platform**
    - Leverage these findings to make Staying Sharp even *more* effective for our users
- Standing up academic partnerships with leaders in the cognitive aging field
- Users are not just our “subjects”; they are citizen scientists, our **active partners** in pushing forward progress in brain health and cognitive aging

# Unique perspective

- Staying Sharp is non-prescriptive
  - We don't say *x many hours*; a user could just sit there for two hours and click through and not really engage
  - Customers choose when to log in, how to engage with content, take journey through the platform
- Associates neurocognitive change and lifestyle behaviors against **self-motivated engagement** with platform: depth of engagement, type of content engaged with
- Neurocognitive assessment within a “non-artificial” environment