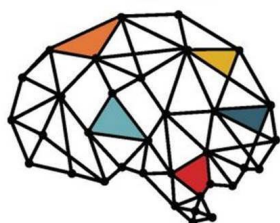


Global Council on Brain HealthSM

A COLLABORATIVE FROM AARP

July 8, 2021 | GCBH Newsletter



Dear colleagues,

The [Global Council on Brain Health](#) is excited to announce the launch of its summer **Behavior Change Webinar Series**, featuring experts who will share insights around how to encourage adults to adopt healthy lifestyle behaviors for better brain health.

The first of four webinars will kick off **TOMORROW, July 9th at 12:30-2pm ET** and focus on *Communicating and Promoting Brain Health Behavior Change* with a panel featuring Dr. Amy Bleakley (University of Delaware), Dr. Mitchell Elkind (American Heart Association and Columbia University) and Bill Novelli (Georgetown University). [Register here](#).

Other topics in the series taking place later in July and early August will include lessons learned from implementing public and brain health campaigns and initiatives, neuroeconomics, overcoming barriers to change and brain health equity. See the current [webinar schedule](#) (this page will be updated as additional details are confirmed). Lessons learned will be featured in a forthcoming GCBH white paper.

Webinars are open to the public – we encourage everyone to share with your networks!

OTHER UPDATES

AARP Surveys on Dementia Stigma

AARP just released new survey results around the perceptions and stigma associated with a diagnosis of dementia. The surveys reflect the point of view of two separate samples: (1) healthcare providers, and (2) adults age 40 and over. Read a summary and download the full survey results [here](#).

The surveys show that misperceptions and stigma about dementia are hindering efforts to address brain-healthy behaviors. AARP's Sarah Lenz Lock highlighted the survey findings at the recent Milken Institute Future of Health Summit during a panel discussion titled *Dementia: Addressing the Stigma of America's Most Feared Diagnosis*. Watch the [replay](#). Also see news coverage [here](#), [here](#) and [here](#).

Please feel free reach to out with any questions and potential opportunities to collaborate.

In partnership, AARP Policy & Brain Health Team

Please forward this message to interested colleagues. If you would like to be added or removed from these occasional updates, or have information to share, please reply to GCBH@aarp.org

GCBH in the News

[5 Ways to Keep Your Brain Sharp As You Age](#)

In this recent *TIME* article, GCBH Executive Director Sarah Lenz Lock outlines five healthy lifestyle habits that can help reduce the risks for dementia later on in life. Read [here](#).

[Music Is A Sound Choice For Meetings](#)

The connection between music and mental well-being is explored in this article that cites the GCBH's music and brain health report. Read [here](#).

[How to Talk to Your Doctor About Dementia](#)

This article cites new AARP survey research around the stigma and disconnects between patients and health care providers when it comes to dementia. Read [here](#).



Visit the GCBH website to learn more about our work in brain health:

www.GlobalCouncilonBrainHealth.org