

It's Your Brain: Use It or Lose It

Abstract: The health of the brain remains the single biggest factor which determines quality of life, and it is unnecessary to accept losing brain health as we age. Groundbreaking research over the past decade using state-of-the-art brain imaging techniques and tools has provided revelational details about how our brains work. As the most metabolic organ in the human body, approximately the size of a small head of cauliflower weighing roughly three pounds, it serves as a complex, integrated information-processing and control system. Simply put, it is the body's computer which coordinates controls and regulates all human functions including arousal, attention, consciousness, decision making, executive processes, language, learning, memory, motor skills, sensory perception, planning, problem solving and thought.

Presentation Description: This 90 minute interactive presentation reviews brain basics, to include brain myths, cognition, the power and value of physical activity and creativity on brain function and the concept of lifelong brain health. It reviews brain exercises, games and everyday techniques which have been used by researchers to demonstrate improvements to brain function, and affords participants an opportunity to contribute to the discussion by taking part in the activities. It reviews a variety of brain fitness and brain health products that are readily available to consumers. Additionally, it reviews the evaluation steps individuals should take before investing in a brain fitness product.

Learning Objectives:

1. Participants will list what determines the health of the brain.
2. Participants will describe and demonstrate specific brain fitness techniques.
3. Participants will recognize the importance of evaluating a brain fitness product.