

3.3 Brain Health Messaging Guide

Purpose

Provide communities with consistent, evidence-informed messages that promote brain health, increase dementia awareness, reduce stigma, and support caregivers. These messages can be adapted for presentations, newsletters, websites, social media, community events, and other outreach activities.

Why This Tool Matters

Using consistent, evidence-informed messaging helps communities:

- Increase awareness of brain health and healthy aging
- Encourage healthy lifestyle behaviors
- Reduce stigma associated with dementia
- Promote early recognition and available resources
- Support caregivers and connect families to services
- Reinforce Healthy Brain Community goals through clear, consistent communication.

Brain Health Messages

Key Message

Brain health is important at every stage of life. Small, healthy choices made today can help support brain health as we age.

Supporting Messages

- Healthy lifestyle choices benefit both the brain and body.
- Regular physical activity, nutritious eating, quality sleep, stress management, lifelong learning, and social connection all support brain health.
- Managing chronic health conditions such as high blood pressure, diabetes, and hearing loss may help reduce the risk of cognitive decline.
- It's never too early—or too late—to take steps that support brain health.

Dementia Awareness Messages

Key Message

Dementia is not a normal part of aging. Recognizing changes early can help individuals and families access care, support, and planning resources.

Supporting Messages

- Early recognition allows individuals and families to make informed decisions and plan for the future.

- Many community resources are available to support individuals living with dementia and those who care for them.
- People living with dementia can continue to participate in their communities when supported by understanding, inclusion, and appropriate resources.
- Learning about dementia helps reduce stigma and creates more supportive communities.

Caregiver Support Messages

Key Message

Caregivers are essential partners in supporting the health and well-being of individuals living with dementia. Supporting caregivers strengthens the entire community.

Supporting Messages

- Caregiving can be rewarding, but it can also be physically and emotionally demanding.
- Caregivers benefit from education, respite, support groups, and community resources.
- Asking for help is a sign of strength, not weakness.
- Communities can support caregivers by increasing awareness of available services and creating welcoming, dementia-capable environments

Community Action Messages

Key Message

Everyone has a role in supporting brain health and creating dementia-friendly communities.

Supporting Messages

- Healthy Brain Communities are built through partnerships and community engagement.
- Small actions by individuals, organizations, businesses, and community leaders can make a meaningful difference.
- Working together helps communities become more inclusive, supportive, and prepared to meet the needs of people living with dementia and their caregivers.
- Every community can take steps to improve brain health and support healthy aging.

Recommendations for Success

Use positive language, avoid stigma, and use the same core messages across all outreach activities.