

Time matters

A call to prioritize brain health

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Why does time matter?



Misunderstanding

Brain diseases are generally regarded as a problem for the elderly, but neurodegeneration begins in middle age



Change

There is a window of opportunity to make changes earlier, to reduce risk and prevent or delay the onset of symptoms



Growing burden

These diseases are growing at an alarming rate and we are poorly prepared to deal with this



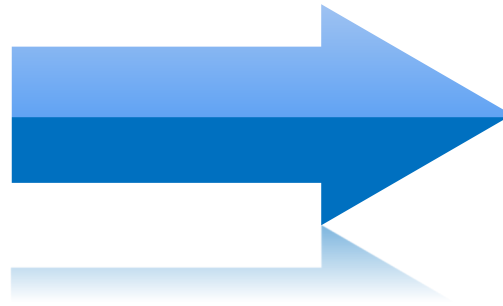
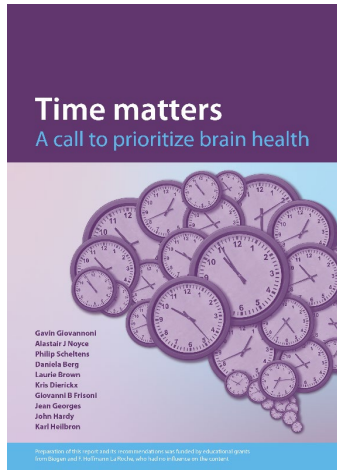
Communication

General awareness and dialogue must grow. Disruption in this area could help stem the rising tide



How was the report developed?

An expert group developed **evidence-based recommendations** and a **call to action** encouraging positive behaviour change and policies to promote brain health, working towards the prevention of neurodegenerative diseases



Health promotion



Clinical



Research



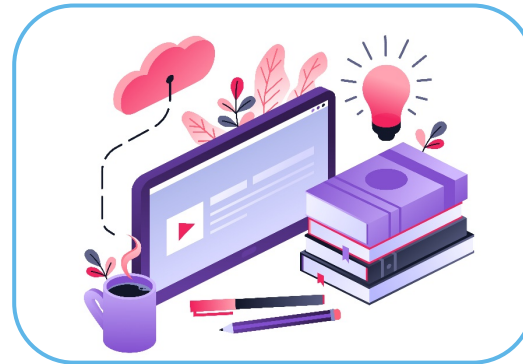
A call to action!

Each of us needs to act now to prioritize brain health



Behaviour change

The report highlights the need to prioritize the health of your brain and to implement behaviours that reduce the risks as you age



Education

Policymakers, public health bodies and health professionals must educate and empower the public



Research

Funding is needed to research the processes, markers and interventions in the earliest phases



Health checks

Programmes to detect disease early or 'brain health checks' could be introduced in the future



Example recommendations

- The message “what’s good for your heart is generally good for your brain” needs to be widely communicated and understood
- Further work is needed to validate diagnostic and early detection tools to identify people at risk and to develop effective treatments and interventions



Provide a supportive environment, including guidance and legislation that empowers people to make important lifestyle changes



Prepare for the likely growth in the demand for genetic testing from people who want to understand more about their own risk



Assess the relative weight of different risk factors and the interactions between them, so that they can be prioritized



Develop, validate and approve tests, tools and apps to monitor brain health



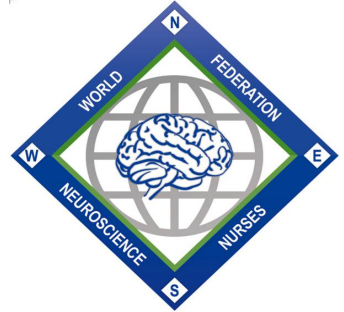
Thank you to our endorsers!

We are proud to have received the following 8 endorsements and would welcome endorsement from other stakeholder groups



**Alzheimer's
Research
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EPDA
European Parkinson's
Disease Association



EBC

European Brain Council



Jung & Parkinson
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CHANGE ATTITUDES.
FIND A CURE.
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**Dementias
Platform^{UK}**
Medical Research Council





Who are the authors?

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Speak to us today to find out more!

Or email: ruth.bentley@oxfordhealthpolicyforum.org





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