

Dear xxx,

**Invitation to endorse the recommendations from the Think Brain Health Global policy initiative**

As Chair of the **Think Brain Health Global** initiative, I invite xxx to **endorse the recommendations** of the policy report, *Time matters: a call to prioritize brain health*.

The [**evidence-based policy recommendations**](https://www.thinkbrainhealth.org/about/recommendations/) in this report challenge policymakers, researchers, funding bodies and healthcare professionals to collaborate in planning now for the healthcare structures of the future. The report also explains how individuals can participate actively in prioritizing their own brain health and discusses the potential of prevention strategies to limit the impact of neurodegenerative diseases.

Available online at [www.thinkbrainhealth.org/resources/#](http://www.thinkbrainhealth.org/resources/), the report includes recommendations grouped under three themes:

1. Health promotion
2. Clinical
3. Research

The initiative is spearheaded by an international group of experts. This multidisciplinary group includes clinicians, researchers, economists, advocacy experts and an ethicist. To find out more about the work of the initiative please see the presentations from our inaugural conference, *Think Brain Health – a policy, clinical and research challenge*, here: [www.thinkbrainhealth.org/events/](http://www.thinkbrainhealth.org/events/)

Seventeen prominent professional associations and advocacy groups across the world have already endorsed the report – they include the European Brain Council, the European Association of Neuroscience Nurses and Alzheimer’s Research UK, amongst others. Leading stakeholders and organizations working in neurodegenerative diseases are now being invited to join this influential supporter base in endorsing the recommendations made in the policy report.

**Report objectives and themes**

The process of neurodegeneration begins many years before symptoms appear, and it may take years for an at-risk individual to progress through the presymptomatic and prodromal disease phases until a clinical diagnosis can be made. There is a 10–20-year ‘window of opportunity’ in midlife to intervene in the disease course and to potentially reduce the risk of developing neurodegenerative disease and/or delay disease progression.

The report summarizes the key risk factors for Alzheimer’s Disease (AD) and Parkinson’s Disease (PD), both modifiable and non-modifiable. It also discusses how implementing beneficial behaviours and potential lifestyle changes can improve brain health: **what’s good for the heart is generally good for the brain** is an important public health message.

To prepare for future advances, the authors recommend some specific areas for research, including continuing the search for effective diagnostic tools, biomarkers, drug targets and treatments. The recommendations should help those tasked with organizing health services to decide how best to prepare for the advent of national programmes that facilitate earlier detection and intervention of neurodegenerative diseases such as AD and PD.

**Reasons to endorse**

All interested stakeholders need to work together for the common goal of improved healthcare for neurodegenerative diseases. We can achieve more together than we can separately.

Endorsing this publication provides an opportunity to demonstrate publicly the position of your organization as a leader in preventive neurology and to collaborate with a network of other leading neurodegenerative disease stakeholders. As an endorser, your name and logo will appear in the report and on the **Think Brain Health Global** [website](https://www.thinkbrainhealth.org/partners/) and we will share this via our social media channels. Please follow our [Twitter](https://twitter.com/msbrainhealth) and [LinkedIn](https://www.linkedin.com/showcase/ms-brain-health/?viewAsMember=trueto) pages to keep up to date. Your organization will be included in regular outreach updates and have first access to forthcoming resources to help drive the initiative.

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F. Hoffmann-La Roche, who had no influence on the content.

Thank you for your interest, and I look forward to your response.



Dr Alastair Noyce