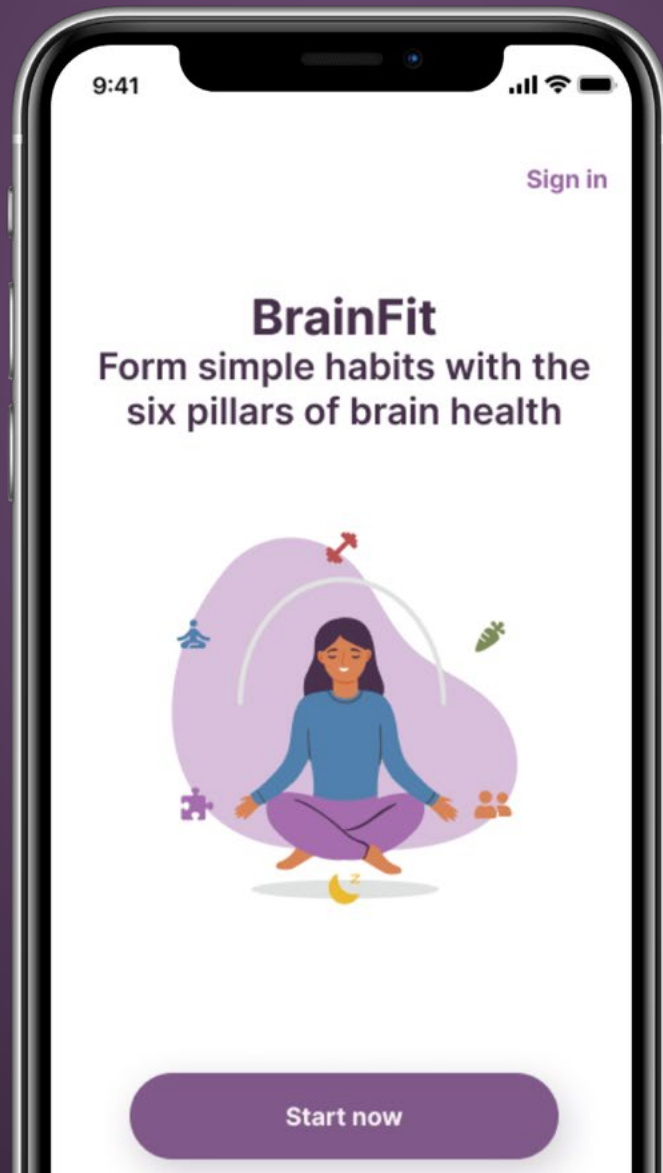




BrainFit

Free Habit Tracker

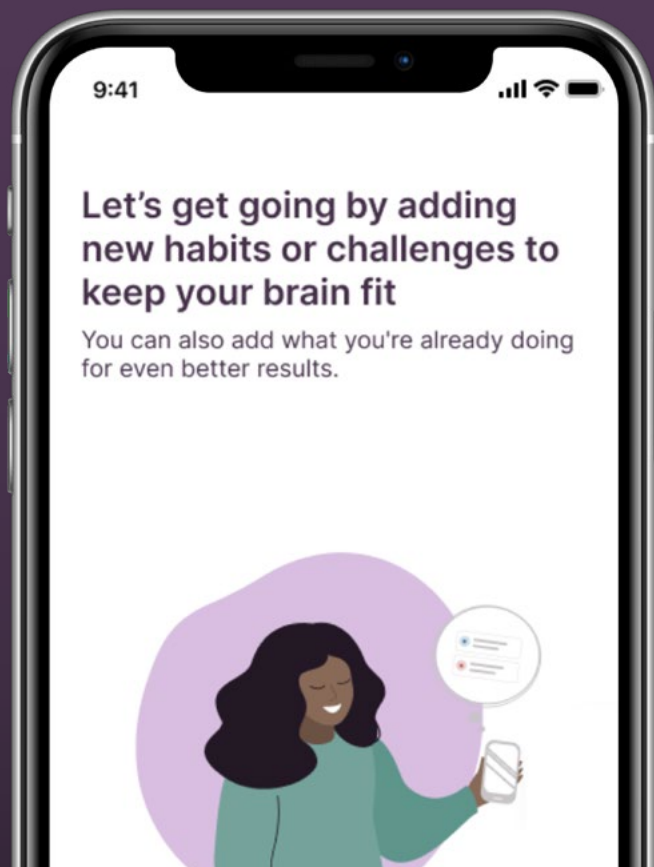
GET & STAY BRAIN FIT



Thank you for your support!

Women's Brain Health Initiative (WBHI) is thrilled to launch BrainFit, a unique habit tracking app designed to help users prolong their cognitive vitality. This toolkit is filled with resources so that you can share this important new wellness aid with your network.

Small habit changes can have a significant cumulative effect. The BrainFit app offers practical ways for users to reduce their dementia risk by taking action, building healthy habits, tracking their progress, and receiving encouragement and support as they strive to optimize and protect their brain health.



0:00:03

Every 3 seconds someone in the world succumbs to Alzheimer's disease, the most common cause of dementia.

70%

Almost 70% of all Alzheimer's sufferers are women.

40%

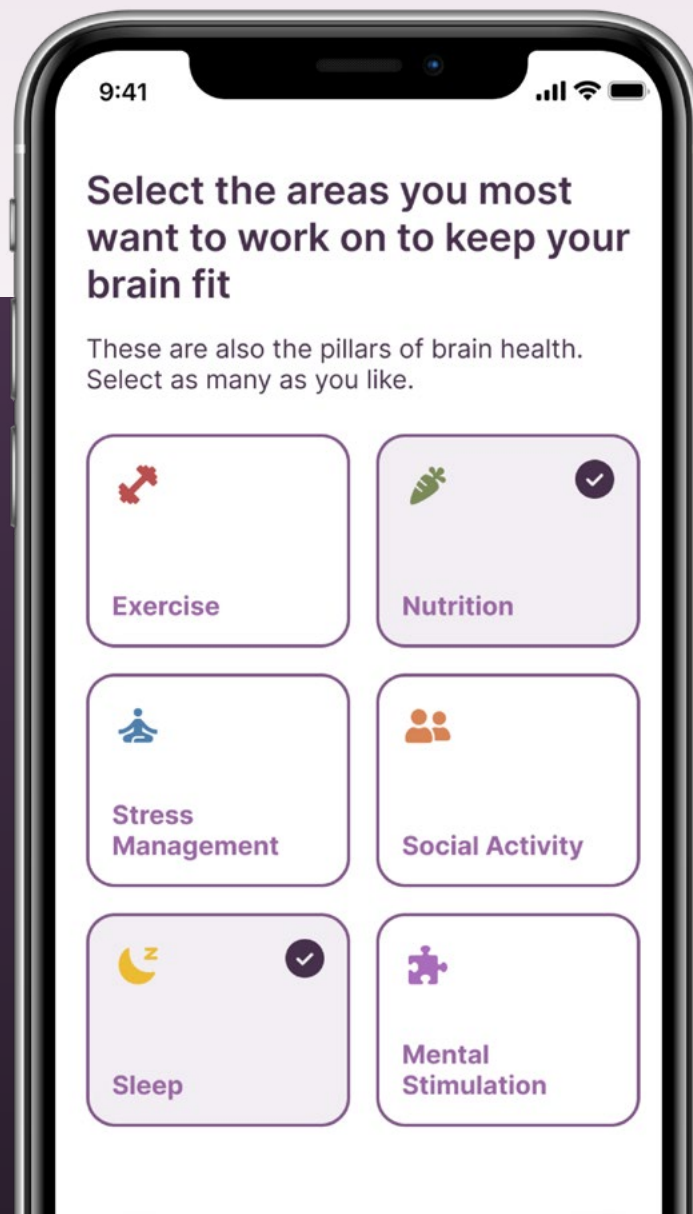
40% of all dementia cases may be prevented or delayed through our lifestyle choices.

6 Pillars of Brain Health

There is a common misconception that there is no way to influence one's risk of developing dementia. But there are actions, or lifestyle choices that you can proactively take to reduce your risk. These choices are the Six Pillars of Brain Health - Exercise, Nutrition, Stress Management, Social Activity, Sleep, and Mental Stimulation. Unlike any other app on the market, BrainFit helps you build and maintain habits in all six pillars.

BrainFit Features & Benefits

- + Educates users on how to protect their brain health
- + Helps users build healthy habits and monitor progress
- + App efficacy evaluated by a leading research team



BrainFit was made possible through a financial contribution from the Public Health Agency of Canada and with support from York University, BitBakery, The Citrine Foundation of Canada, TELUS, RBC, Home Instead, and RB33.

- + Customizable, flexible, and accessible
- + Completely free, private, secure, and confidential
- + Includes the latest evidence on dementia prevention

Resources



SOCIAL MEDIA

DOWNLOAD VISUALS



40% of all cases of dementia may be prevented or avoided through lifestyle choices. Make your healthy choice today by downloading BrainFit - Free Habit Tracker, a unique app geared to help you build and maintain strong and healthy habits to protect your brain health. This app, backed by WBHI research, promotes the 6 Pillars of Brain Health: Stress Reduction, Sleep, Nutrition, Social Activity, Exercise, and Mental Stimulation. Start your brain health journey today! wbhi.org/brainfit



Every 3 seconds someone in the world succumbs to Alzheimer's disease. Take control of your cognitive destiny by downloading the app #BrainFit and start building healthy habits that support the 6 Pillars of Brain Health. wbhi.org/brainfit



You can take control of your cognitive health: 40% of all cases of #dementia may be avoided through our lifestyle choices. Download the new #BrainFit app to start protecting your brain health today. wbhi.org/brainfit



WEBSITE & NEWSLETTER

DOWNLOAD VISUALS

Short text:

Get and stay brain fit with a new mobile app called BrainFit - Free Habit Tracker. (link: <https://wbhi.org/brainfit>)

Long text:

Get and stay brain fit by building and maintaining healthy habits with a new mobile app called BrainFit. Download BrainFit - Free Habit Tracker today to actively support your brain health and help lower your risk of diseases tied to dementia. (link: <https://wbhi.org/brainfit>)



STATIC & DIGITAL ADS

DOWNLOAD VISUALS

These visuals can be displayed on digital monitors in break rooms, waiting rooms, hallways, or other high-traffic areas.

Contact Us

Email: brainfit@wbhi.org
Phone: +1 (416) 927-2011
Toll free: +1 (877) 927-2011
Website: brainfit.org

