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Brain health: time to act

Rising to the challenge of a forgotten
pandemic

Think Brain Health Global
European Health Forum Gastein
Monday 27 September
19:00 CEST
Moderator: Anya Sitaram





Welcome



**Dr Alastair
Noyce**
The Wolfson
Institute of
Public Health



**Dr Daniel
Gibbs**
Neurologist
and author



Ruth Trout
Buckingham-
shire New
University



**Prof Wiesje
van der Flier**
Alzheimer
Center
Amsterdam



**Paweł
Świeboda**
EBRAINS and
Human Brain
Project



Brain Health: time to act

- Introduction to Think Brain Health Global with Dr Alastair Noyce
- In conversation with Dr Dan Gibbs
- Lightning talk with two neurology specialists, Ruth Trout and Prof Wiesje van der Flier
- Panel discussion and Q&A
- Conclusion





Audience poll

- Do you think lifestyle modifications can:
 - A. Improve your general brain health
 - B. Lower your risk of developing dementia
 - C. Reduce your risk of heart disease
 - D. None of the above, they are all just a part of ageing



The burden of a forgotten pandemic

Dementia is the seventh leading cause of mortality

In 2019, 3.0% of global deaths were attributable to dementia¹



Global Dementia rates are increasing



2018:
50 million



2030:
82 million

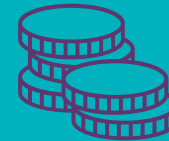


2050:
152 million

Worldwide, the number of people with dementia is estimated to treble over the next 30 years²

Increasing dementia rates will accentuate the economic burden borne by society

The global economic burden associated with dementia is set to double over the next decade³



2018:
US\$ 1 trillion



2030:
US\$ 2 trillion

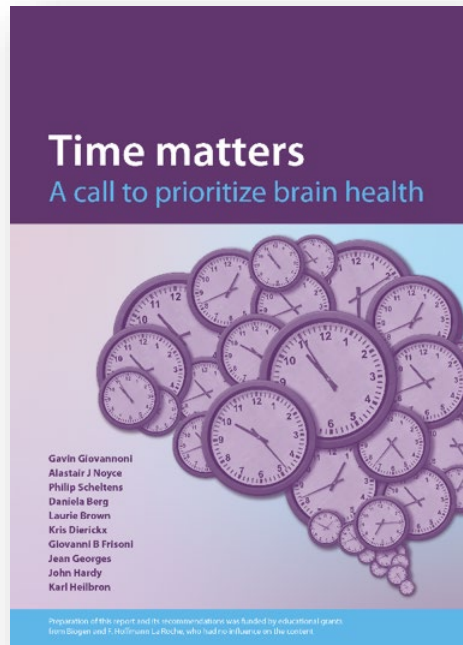
Of these totals, approximately 40% is comprised of the cost of informal care by family and friends

1. WHO global health estimates summary tables. 2019. Available from: <https://www.who.int/data/gho/data/themes/mortality-and-global-health-estimates/ghe-leading-causes-of-death>; 2. WHO dementia fact sheet. 2020. Available from: <https://www.who.int/news-room/fact-sheets/detail/dementia>; 3. World Alzheimer Report. 2018. Available from: <https://www.alzint.org/u/WorldAlzheimerReport2018.pdf>.



Time matters: a call to prioritize brain health

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

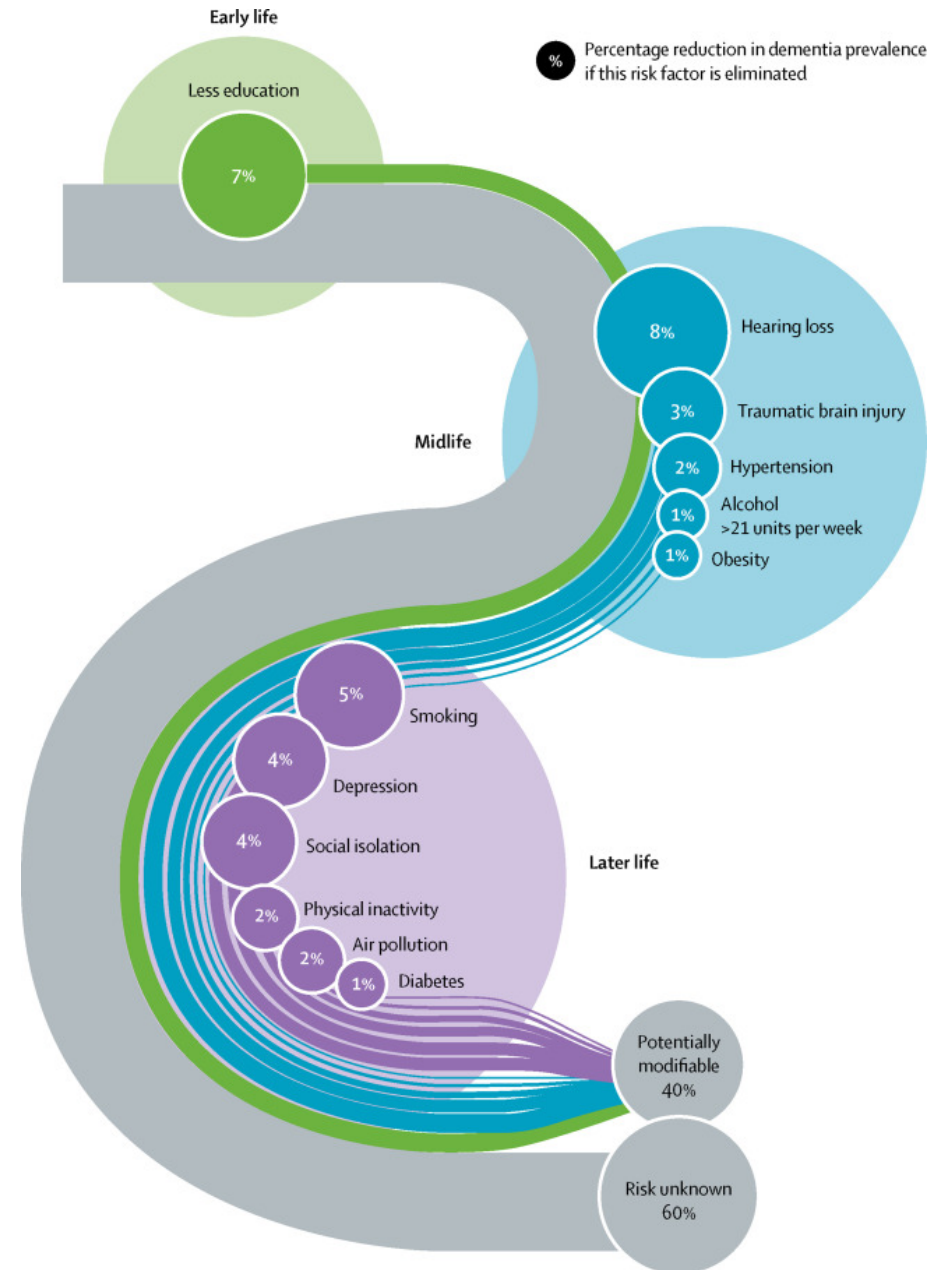


Research



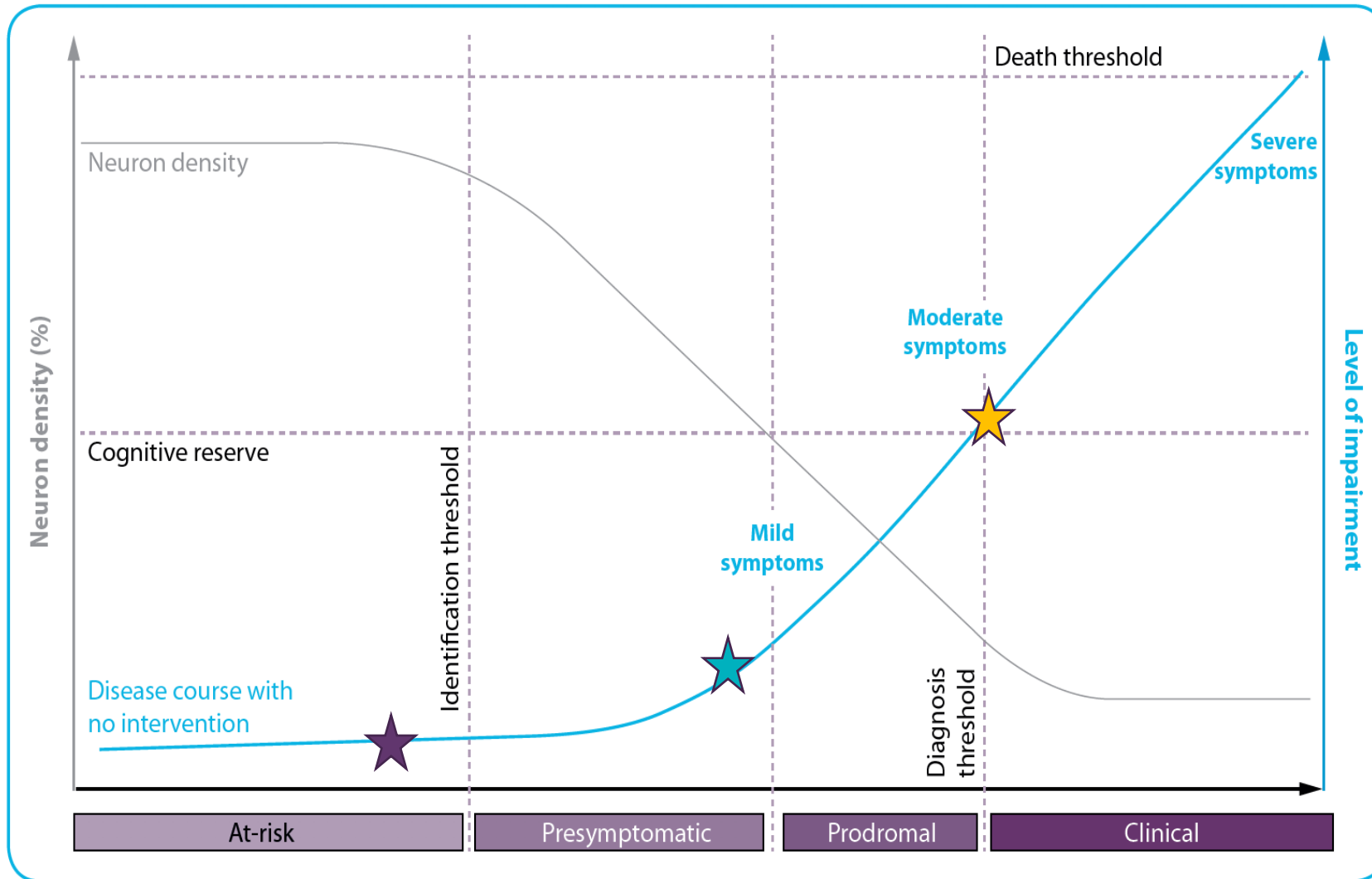
Modifiable Risk Factors

“What’s good for your heart is good for your brain”





The 'window of opportunity'



Prevention

- ★ Primary
- ★ Secondary
- ★ Tertiary



Audience poll

- Which policy should be prioritized to improve brain health:
 - A. Protect public health budgets to improve public understanding of how to promote brain health
 - B. Encourage behaviours at all ages that help to improve brain health
 - C. Provide a supportive environment, including national guidance and legislation, that empowers individuals to lead a brain health lifestyle
 - D. Support all healthcare professionals to have risk communication discussions with everyone in mid-life

In conversation with Dr Dan Gibbs





Dr Dan Gibbs

This Issue Views **2,899** | Citations **1** | Altmetric **180**

On the Brain

February 18, 2019

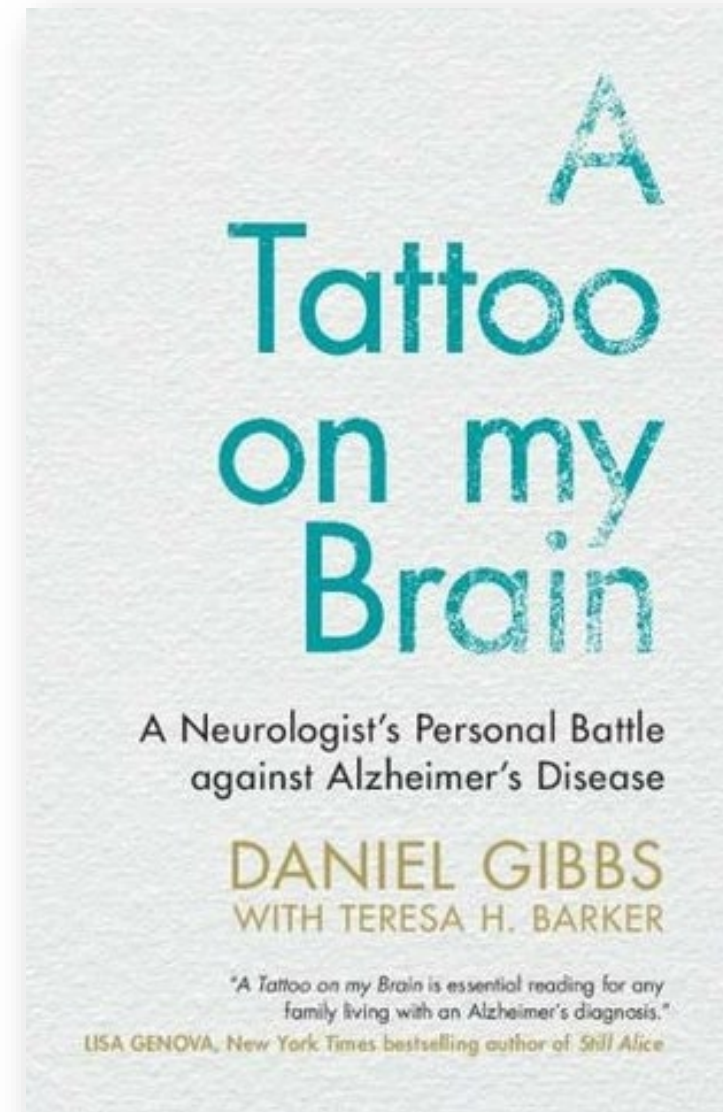
JAMA Neurology

Early Awareness of Alzheimer Disease A Neurologist's Personal Perspective

Daniel M. Gibbs, MD, PhD¹

[» Author Affiliations](#)

JAMA Neurol. 2019;76(3):249. doi:10.1001/jamaneurol.2018.4910



**Lightening talk with
two neurology experts
– Ruth Trout and
Wiesje van der Flier**





Panel discussion



Dr Alastair Noyce
The Wolfson
Institute of Public
Health



Ruth Trout
Buckinghamshire
New University



Prof Wiesje van der Flier
Alzheimer Center
Amsterdam

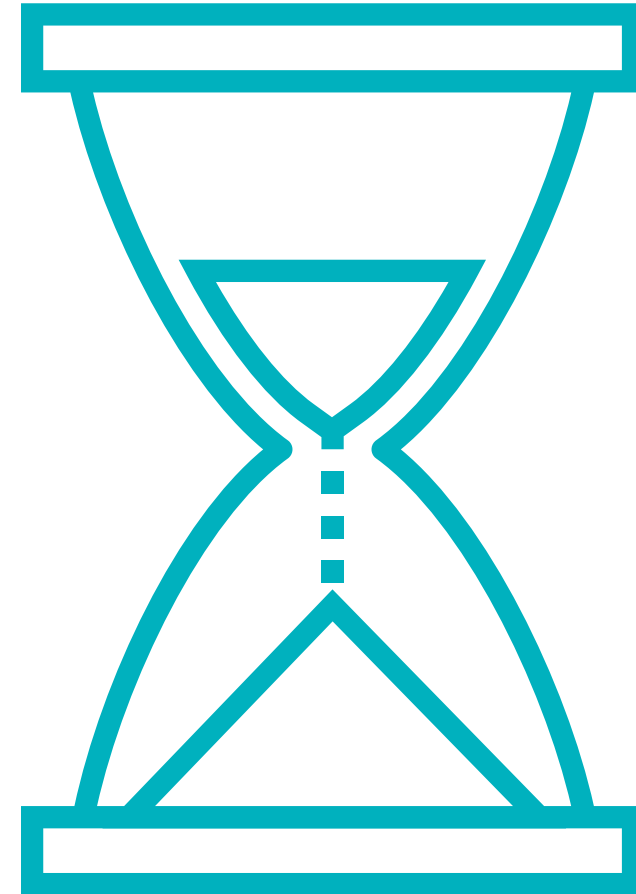


Paweł Świeboda
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It is time to act!

To ensure that all healthcare professionals are equipped to have informed conversations around brain health, risk and the impact of neurodegenerative diseases



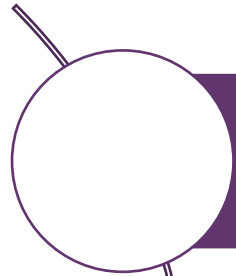


Audience poll

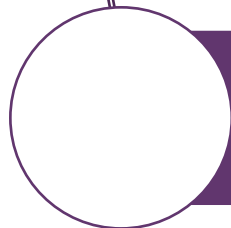
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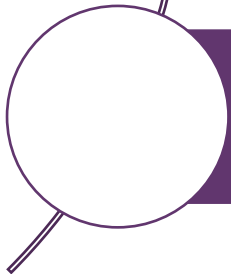
What next? Our key health promotion recommendations



Protect and provide the public health budgets to improve public understanding of how to promote brain health



Encourage behaviours at all ages that help to improve brain health



Provide a supportive environment that empowers individuals to make important lifestyle changes



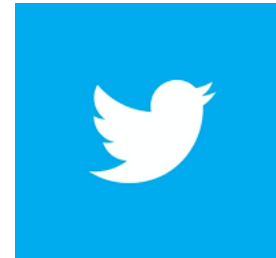


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showcase/think-
brain-health/](http://www.linkedin.com/showcase/think-brain-health/)

Thank you

