

IMPACT REPORT

WOMEN'S BRAIN HEALTH INITIATIVE



Women's Brain
Health Initiative

2023



The Raising the Bar event took place in May 2023, celebrating what we have accomplished for advancing brain health, and honouring those catalysts that have been instrumental in our success. MC'd by Brenda Dee, musical performance by the talented Beverly Mahood, and featuring special guest Dr. Liisa Galea.

Congratulation to the 2023 honourees - Monica Berger, Dr. Heidi Cramm, Daniel Crystal, Jade Crystal, Karen Garscadden, Mark Girard, Virginia Lam, Pattie Lovett-Reid, Anne-Marie Mediwake, Arthur Mola, Naomi Parness, Darren Sager, Dr. Erna Snelgrove-Clarke, and Matteo Tino.

WOMEN'S BRAIN HEALTH INITIATIVE (WBHI)

FUELING THE FLAMES OF PROGRESS

Since discovering the staggering statistic that nearly 70% of Alzheimer's sufferers are women, coupled with the revelation that 40% of dementia cases are preventable through the adoption of several healthy lifestyle habits, Women's Brain Health Initiative (WBHI) has been unwavering in its commitment. Our mission is two-fold: to champion sex and gender-focused research, catering to the distinct brain-aging needs of women, and to empower individuals with the tools necessary to enhance their brain health through behavioural changes.

Dispelling the myth that possessing the Alzheimer's risk gene is an inevitable precursor to succumbing to the illness, WBHI emphasizes the profound impact lifestyle choices wield in determining one's cognitive vulnerability. We recognize that knowledge alone isn't enough; action is imperative. We aim to ignite a movement where individuals actively safeguard their brain health, aging with resilience and dignity.

While recent strides in Alzheimer's treatment offer promise, they are not without hurdles. True progress lies in pre-emptive measures for dementia prevention.



By embracing a healthy lifestyle, the risk of Alzheimer's and dementia can be significantly diminished. WBHI champions the evidence-backed Six Pillars of Brain Health—mental stimulation, exercise, nutrition, social engagement, stress management, and sleep—as the cornerstone of our prevention strategy.

We continue to unearth ground-breaking discoveries that deepen our comprehension of the intricate interplay between sex and gender differences in brain health. Armed with this knowledge, we're pioneering innovative approaches to empower individuals across all age groups, from the vibrant vigour of youth to the seasoned wisdom of seniors, equipping them with the means not merely to mitigate but to master their cognitive destinies.

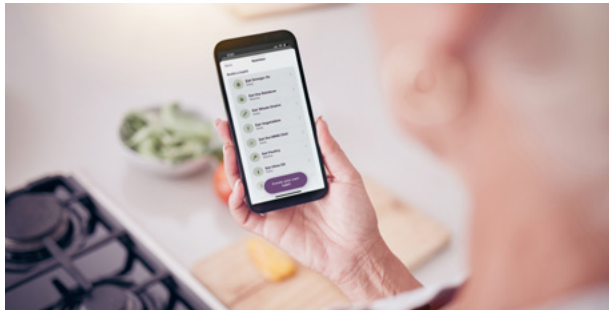
2023 marked a pivotal year, witnessing a remarkable surge in our momentum despite unique challenges. We extend our heartfelt gratitude to the unwavering support that has propelled our ongoing development and positively impacted the lives of countless women, caregivers, families, and allies.

We extend our deepest appreciation to our diverse array of supporters, generous partners, dedicated donors, and passionate team members and volunteers who share our unwavering commitment to safeguarding cognitive health. Together, we affirm that we are not bound by the brains we possess; we have the power to enhance them.

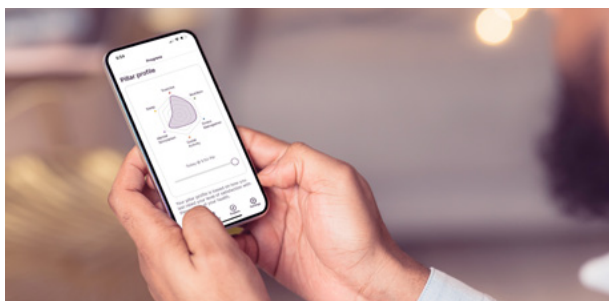
OUR INITIATIVES

BRAINFIT

Thanks to seed funding from the Public Health Agency of Canada (PHAC), our BrainFit-Habit Tracker launched in December 2022. Over this past year, we diligently rolled out eleven updates, each packed with notable feature enhancements, including the introduction of widgets for iOS for a richer user experience and the development of a comprehensive French version available on both iOS and Android platforms.



Astonishingly, users are reading two and a half articles on average in the Explore section of the app, a strong indication that users care about the evidence that supports a recommended habit and, according to an independent scoping review conducted by a research team led by Dr. Lora Appel at York University, is a unique feature in our app compared to over 150 apps that met the selection criteria.



In a remarkably short span of only 13 months, BrainFit has already amassed an impressive 30,000+ unique downloads and a 70% activity completion rate. Cumulative findings show that Nutrition is the number one pillar of brain health users choose to download habits in, followed by Exercise and Mental Stimulation.



Moreover, the review revealed a striking absence of dementia-related apps addressing a comprehensive range of lifestyle behaviours. WBHI had identified this critical gap intrinsically, and reinforced by the scoping review, BrainFit - Habit Tracker has boldly stepped in to bridge it.

WHAT USERS ARE SAYING

“What sets this habit tracker apart is its holistic approach to health. Not only does it help me track my habits effortlessly, but it also offers evidence-based insights across the six pillars of brain health. It's like having a pocket-sized health advisor with me at all times, and the fact that it's free makes it accessible to everyone.

“This habit tracker has made it so much easier for me to stay on top of my goals. Plus, the fact that it's free means anyone can access its benefits.

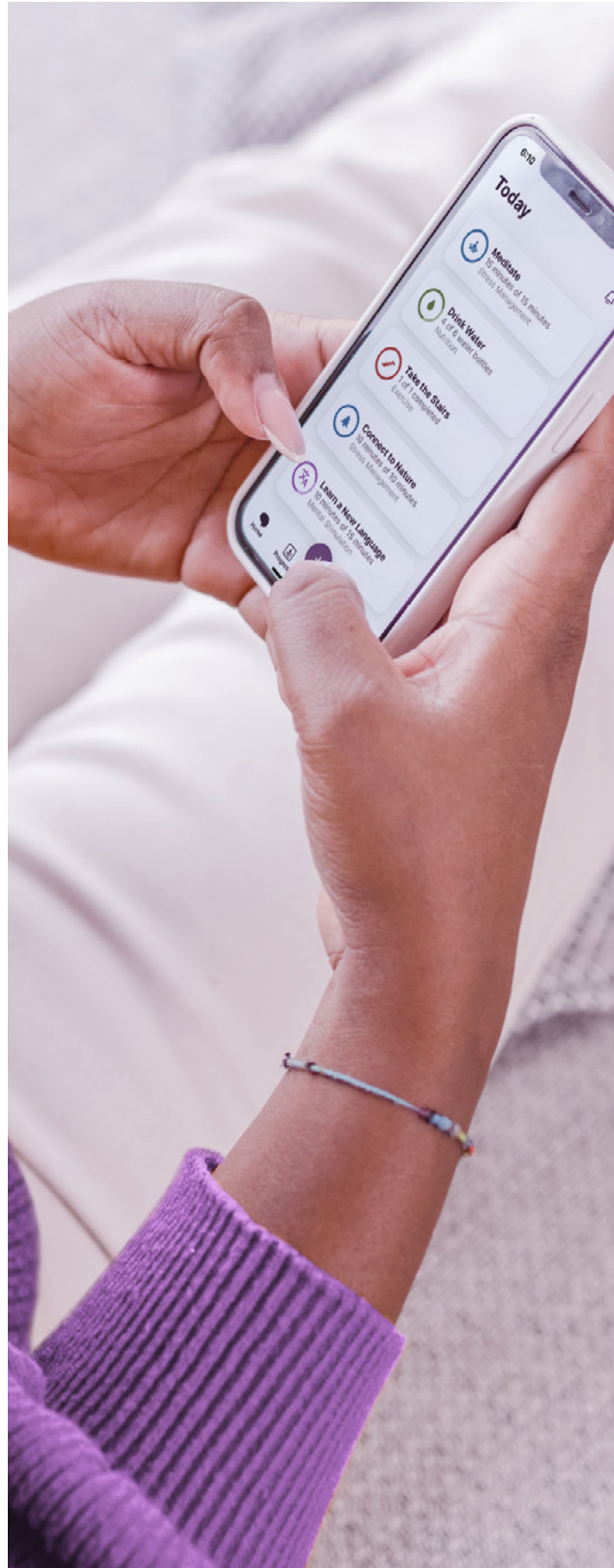
“Since using this habit tracker, not only have I seen improvements in my daily routines, but I've noticed positive changes in my overall brain health. With evidence-based tips accessible right in the app, it's like having a personal brain coach guiding me towards better habits. Plus, knowing my data is private and secure gives me peace of mind.

“Using this habit tracker has helped me stay accountable and positively impacted my brain health journey.

FREE TO USE AND FULLY SECURE, WITH OVER ONE HUNDRED EVIDENCE-INFORMED CUSTOMIZABLE HABITS AND HUNDREDS OF HELPFUL TIPS, WHY WOULDN'T YOU DOWNLOAD BRAINFIT TODAY TO REDUCE YOUR DEMENTIA RISK?



Follow us @[brainfit_app](#)





MIND OVER MATTER® PODCASTS & VIDEOS

WBHI unveiled the final quartet of its eight enlightening videos in 2023, marking a significant expansion of the ground-breaking Mind Over Matter campaign launched in 2021. Additionally, we produced all twelve podcasts and eight videos in French, broadening our reach and impact across language barriers.



LISTEN TO
PODCASTS



WATCH VIDEOS

MIND OVER MATTER VIDEOS (2023)



SLEEP ON IT

A good night's sleep helps you restore, recharge, solve problems, process emotions and memories leftover from the day, and quite literally, cleanses the brain of toxins, a hallmark of Alzheimer's disease. Uncover why sleep is one of the Six Pillars of Brain Health featuring Dr. Andrew Lim, a sleep neurologist at Sunnybrook Health Sciences Centre and associate professor of neurology at the University of Toronto.



LIVING WITH ALZHEIMER'S

Receiving an Alzheimer's disease diagnosis is a life changing moment for the person living with it and for all those who love them. In this very personal firsthand account Ruby Qureshi takes us on that journey. She talks about being diagnosed, living with Alzheimer's, and dispels some of the myths around the disease. Her husband Pasha talks about being a caregiver and how you can help loved ones who have been diagnosed.



ACTIVATE YOUR MIND

This informative Mind Over Matter video features Dr. Kelly Murphy, a Clinical Neuropsychologist and assistant professor of psychology at the University of Toronto discussing mental stimulation as one of the Six Pillars of Brain Health. You'll discover what makes an activity mentally stimulating, why doing more mentally stimulating activities is worth your while to delay or prevent dementia, and how to take action to get more mentally stimulating activities in your life.



THAT'S WHAT FRIENDS ARE FOR

Strong social connections reduce stress and boost mood, promoting cognitive function and resilience. Studies show that social connection is linked to better brain health and is among the key potentially modifiable risk factors for dementia, making it one of the Six Pillars of Brain Health. This enlightening video features Dr. Jennifer Bethell, an epidemiologist and health services researcher with interests in social connection, older adults, and long-term care settings.

Mind Over Matter podcasts and videos are readily accessible via WBHI's website or through the Explore section of the BrainFit app. These invaluable resources are made achievable thanks to the financial contribution from the Public Health Agency of Canada, bolstered by support from TELUS, RBC, York University, BitBakery, The Citrine Foundation of Canada, and RB33.



BRAINABLE™

The Brainable program empowers students in grades five to eight (ages 10-14) with the essential tools and resources to enhance their brain health and overall well-being. This free program aims to substantially impact mental health outcomes, positively influencing life-long knowledge at an early age.

Brainable fills a significant gap in health education by focusing on brain health and mental wellness. It educates students about the brain's importance and the impact of lifestyle choices on brain health. By teaching students to make informed decisions regarding nutrition, sleep, physical and social activities, learning, and stress management, Brainable aims to reduce the risk of poor brain health outcomes.

Furthermore, the program warns against behaviours that may negatively affect cognitive performance, such as untreated mental illness, substance abuse, concussion, trauma, dementia, and excessive screen time.

By fostering healthy habits and choices, Brainable equips young minds to thrive academically, emotionally, and physically, setting them on a path to becoming healthy, resilient adults and contributing members of society.

Brainable is taught by qualified educators who visit schools as special guests, delivering a 75-minute interactive in-class





presentation in English or French. Each presentation is supplemented and reinforced by additional resources, including the Best Brain Boosts animated video, a Brainable magazine, a Teacher's Resource Guide, a Parent Tip Guide, and student materials.

Researchers at Queen's University evaluate the program's efficacy annually, ensuring its effectiveness and adaptability. A Strategic Advisory Committee of experts in mental health, children's psychology, and early childhood development meet quarterly to provide strategic insight and guidance on the program.

In 2023, 341 Brainable presentations were delivered to 8703 students across seven public school boards and several private schools in the GTHA. At the start of the 2023-24 school year, students received an updated version of the magazine, which included greater diversity in the illustrations, a new article on spirituality as a stress reduction technique, and trauma as a new brain buster.

One week before the presentation, teachers now receive an Anticipation Guide consisting of a mind map, true or false questions, and discussion questions. The goal of this guide is to activate prior knowledge and stimulate students' interest in the topic of brain health prior to the presentation.

WHAT STUDENTS ARE SAYING

“ *The presenter was very energetic and was able to catch my full attention. She was speaking at a good pace, not too fast or too slow and the way she explained it was very understanding, so I would say the presentation is a 10 out of 10. Now that I know more about health I will start trying some of the ideas to help with stress, and the other five pillars of brain health by listening to music, doing yoga, and many others.*

“ *The presenter's presentation was amazing! She spoke very clear and loud so all the information would catch our attention and keep us educated about our brains. She taught me so much and moving forward I will start healthier habits for my brain to be mentally and physically more active and healthy. Now that I know what's wrong and what's right for my brain I know I'll be better. The magazine was the best I've ever seen. I'm the type of student who has no interest when it comes to reading but the simple terms and eye catching detailed helped me get hooked onto the magazine and made me feel more excited about reading it. I love that the book clears up everything from the presentation in case there was something I missed or didn't understand. Before I end this off I'd like to thank Jade Crystal for her courage to come to my class and many others and share her amazing idea of Brainable!*

“ *I highly enjoyed the way the presentation was made. It wasn't in a boring way at all, we got to be collaborative and answer questions and do brain challenges! This way of presentation was super cool, I enjoyed the riddles the most. Although everything else was super nice too. I learned a whole bunch of new information, the main thing I learned was about dementia which was interesting to see how the brain ages and works. This experience was very exciting to me!*

“ *I liked how interactive the presentation was and how interesting it was. I was focused the entire time because of how fun it was. Loved that it wasn't boring keep up the excellent work brainable!*

“ *Usually, I really don't pay attention in class, but you presented it so good that it was the first time I really enjoyed learning.*



THE STUDENT SURVEY RESULTS

EXPOSING TROUBLING LINKAGES BETWEEN EXCESS SOCIAL MEDIA USAGE AND SLEEP DEPRIVATION

The majority of students recognize the need to alter their behaviour to improve brain health.

During the 2022/2023 school year, students in grades five through eight across 10 school boards in Ontario were invited to answer three questions as part of Brainable's classroom program:

- » What is one thing you plan to start doing today to help protect your brain health?
- » What is one bad habit related to brain health that you plan on eliminating today?
- » What did you learn about brain health that you will share with friends and families today?

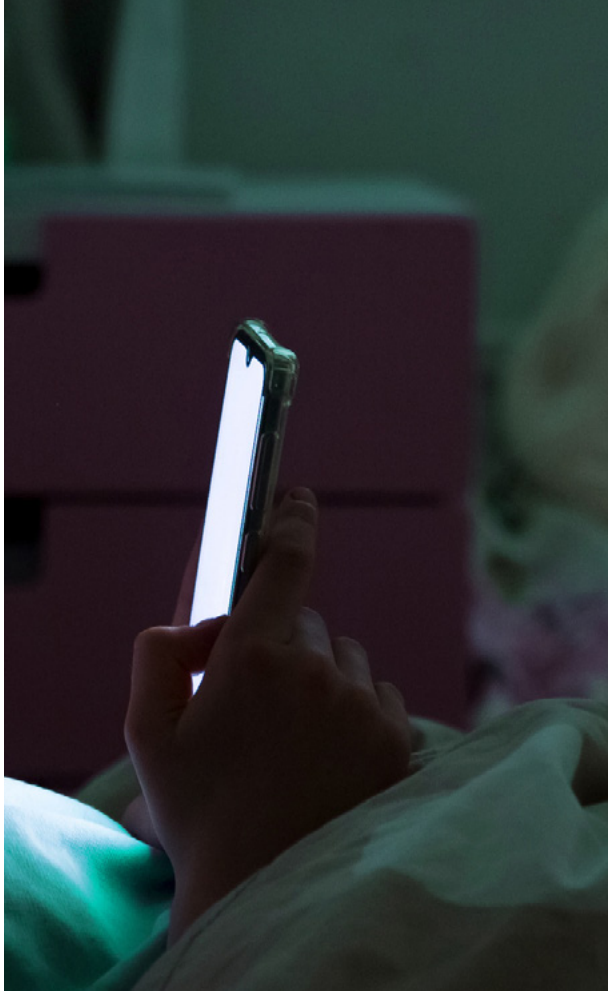
The survey results from 4,500 students were analyzed by Dr. Heidi Cramm and Dr. Erna Snelgrove-Clarke at Queen's University, exposing more troubling linkages between excess social media use and sleep deprivation.

Survey results suggest:

- » The majority of students indicated an intention to alter their screen time and/or sleep habits to improve their brain health.
- » Grade eight responses suggest a growing awareness of the connection between more screen time and less sleep.
- » Students consistently identify three behaviours they can change to improve their brain health; less screen time, more sleep, and more physical activity.
- » Up to grade eight, there appears to be low awareness of future risks of brain disease.

Despite being aware of the imperative to cut down on screen time and prioritize restorative sleep, an overwhelming number of students find themselves trapped in a relentless cycle they struggle to break.

The situation's urgency is clear: while they acknowledge the need for change, the daunting implementation challenge continues to elude them, jeopardizing their well-being and potential.



Follow us [@brainable](#)

**TO LEARN MORE ABOUT
BRINGING BRAINABLE TO
YOUR SCHOOL, PLEASE
VISIT BRAINABLE.CA.**



Researchers have illuminated sleep's vital role in shaping the developing adolescent brain. Sufficient sleep - ideally 9-11 hours every night for 10-14-year-olds - helps body systems restore and recover, facilitates learning and memory consolidation, and promotes healthy brain development. However, sleep disturbances, such as chronic sleep loss or poor sleep quality, can have profound consequences, including regulating emotions, decision-making, controlling behaviour, and being less resilient to stress. This underscores the importance of addressing sleep issues early to support overall well-being and cognitive function in young individuals and reduce the risk of lifelong mental health struggles.

Sleep, physical exercise, social interaction, healthy eating, mental exercise, and stress reduction represent the Six Pillars of Brain Health. All six pillars are integral to mental wellness and are emphasized in the Brainable program.

The findings paint a stark reality: the perilous combination of excessive social media and inadequate sleep during childhood spells disaster for our children's health and overall well-being. Urgent and proactive measures must be taken by parents, educators, childcare providers, and government officials to address this pressing issue before it takes an irreversible toll on our future generations.

In response to the survey results, WBHI is calling on federal and provincial governments to:

- » Urgently develop and initiate public education campaigns promoting the best reasons and ways to reduce excess screen time and increase sleep time for children, starting in preschool.
- » Like successful anti-tobacco campaigns, students and teachers should be included in developing public education themes and messages.
- » Expand access to classroom programs for students and teaching tools like Brainable to help reverse current trends and increase awareness of effective strategies to reduce excess screen time, increase sleep time, and promote physical activity.
- » Develop community and classroom programs with trusted partners for preschool families and kindergarten to grade four students that can disrupt these harmful screen and sleep-time trends.
- » Increase national investment in brain health research and education.

MIND OVER MATTER® MAGAZINES

Mind Over Matter magazines are committed to disseminating practical strategies to sustain mental wellness and mitigate the risk of cognitive decline. Our publications feature meticulously researched, easily digestible articles that offer valuable tools for preserving cognitive health.

Moreover, we actively combat the stigma surrounding mental health, fostering empathy and understanding within our community. Our magazine serves as a vital resource, extending support to individuals affected by dementia and other mental illnesses and their dedicated caregivers.

Mind Over Matter remains steadfast in empowering individuals and cultivating a more resilient society. Thanks to the ongoing and tremendous support from our partners, Brain Canada Foundation and Health Canada, we move science into action and proudly highlight our ongoing efforts to promote mental well-being through informative content and compassionate support in the two editions created and produced in 2023.



Our 16th volume featured The Social's Melissa Grelo and her mother Clarita Grelo on the cover, hoping to use this platform to talk about the importance of protecting your brain health to the Filipino community, was distributed across Canada in May.

Global news anchor Farah Nasser and her mother, Tazim Nasser, were featured on the cover of Volume 17, hoping to encourage more conversations about dementia in the Ismaili community, distributed nationally in November.

157,500 copies of each issue, printed in both English and French, were delivered to homes across Canada through The Globe and Mail, The Toronto Star, Ottawa Citizen, and Montreal Gazette, to doctors' offices, at WBHI events and speaking engagements, and made available online.



READ ONLINE



THE BOOK CLUB & SOCIAL GROUP INITIATIVE

Demand for Mind Over Matter magazines surged in 2023, exemplified by fulfilling 232 Book & Social Group Club requests across Canada, the U.S., and Europe. Thanks to the generous support of Brain Canada, we extended the reach of our invaluable brain health resources to even broader and more diverse communities. Our fulfillment efforts proved successful in response to individual requests, totalling an impressive 2111 grateful recipients.



REQUEST
A COPY

WHAT READERS ARE SAYING

“ I am chairing a committee of my Home Economics Class of 63!!! Graduation Reunion. As you can tell by our date of Grad, we are in a category that might particularly benefit from the kind of amazing information you create and share. I would love to get copies of the most recent and also back issues of Mind over Matter to give to my classmates at our Reunion in September. Please advise me how we might be able to make this happen. There will be about 20-25 people involved. Thanks for any assistance you can give. I am a regular donor, as I am such a believer in the work you do and the extremely important info you share. As our group shows signs of challenges and partners as well needing help, your information would be soooo helpful! Thanks for listening and hopefully helping to facilitate this request.

“ Great organization. My husband just died in August from Lewy bodies dementia and we have 5 daughters. Important issue in our family.

“ I read them at my mother-in-law's house. How do I get my own subscription? As concussion symptoms still pop up periodically (10 yrs post) it's beneficial to read about brains & longevity. I appreciate it.

“ I am the clinical manager of the Geriatric Day Hospital and Memory Program here at the Bruyere Hospital. We were hoping to have copies for our waiting rooms in both programs.

“ Please send my free copy of Mind Over Matter magazine. Could you please send me 4-5 copies as my mom is at a Memory Care home and I would like to share it with the families.

“ Please tell me where I can find the magazine because I like to read but not on the web. I live in St Eustache near Montreal. Is it possible to receive it by mail and then after I can let it read to my friends. I am 65 years old and it is very important for me to have news like you give because my two parents had brain problems, Alzheimer's. Thank you.

“ Luv the magazine. Read it cover to cover. Full of great facts... so inspiring to have the focus on women.

“ I am wondering if I can obtain copies of your Mind over Matter magazine. I had a bad fall, resulting in a significant concussion over 8 years ago. I am now 65 years old and my brain health and cognitive abilities are an ongoing concern for me. I saw a copy of your magazine at a friend's home and would love to find out how I can receive the most recent volume as well as any previous volumes available. I have difficulty reading on a screen, so I prefer being able to read a paper copy if that's possible. Thank you very much for any assistance you can provide me.

“ I am so impressed with the information provided in Mind Over Matter issues. The subject and content of the articles are so relevant to women of all ages of course - but by focusing on those women whom you feature, you are providing a true gift to women of all ages. Too often as we age, we do not notice / recognize the changes which occur over time, in our bodies. And when one does realize that suddenly it is no longer as easy to walk a long distance or climb stairs It can be daunting to attempt to recover the lost skills and/or abilities. Thank you for providing an understanding of these changes and perhaps more importantly, suggestions and methods of dealing with them.



HEALTHY BODIES, HEALTHY MINDS (VANCOUVER)

Thanks to Presenting Sponsor RBC Wealth Management, in 2023, over 400 guests attended Healthy Bodies, Healthy Minds in Vancouver. They heard powerful messages and scientific discoveries from experts on the best ways to guard against disease, unique differences for women, and the control we have to protect and maintain our health - throughout our bodies and all through our lives.

Moderator, Dr. Cara Tannenbaum, Geriatrician & Women's Health Expert, Professor of Medicine, Université de Montréal, spoke with Dr. Sherri Hayden, Clinical Neuropsychologist & Clinical Assistant Professor, Division of Neurology, Department of Medicine, University of British Columbia, Dr. Christine Simmons, Medical Oncologist, BCCA Vancouver, Clinical Associate Professor, Department of Medicine, University of British Columbia, and Dr. Sofia Ahmed, Professor of Medicine, University of Calgary, Vice Chair (Research) Department of Medicine, Lead of the Libin Institute Women's Cardiovascular Health Research Initiative.





THE YOUNG PERSON'S CABINET (YPC)

Research shows that the sooner you embrace brain-healthy habits, the greater the shield against cognitive decline. Women's Brain Health Initiative's Young Person's Cabinet is committed to igniting the conversation about how best to protect one's brain health among young adults.

Thanks to support from CIBC, the YPC hosted two educational events in the Fall of 2023 under the moniker BrainSuite™.

FEED YOUR BRAIN

Guests enjoyed dinner, a spectacular view from CIBC Square, received insight into why nutrition is one of the Six Pillars of Brain Health, and re-imagined how you interact with food. The evening featured Dr. Irwin Adam Eydelnant, Creative Scientist & Food Futurist and Young Person's Cabinet Chair, Dr. Laura Best.



ACTIVATE YOUR MIND

Guests enjoyed cocktails and canapés at CIBC Square, and received insight into why mental stimulation is one of the Six Pillars of Brain Health, and how learning new skills and creative pursuits helps keep your brain sharp. The evening featured Heather Goodwin, Registered Psychotherapist and Expressive Arts Therapist, Emily Hostland, Expressive Arts Therapist, Registered Psychotherapist (Qualifying), and Young Person's Cabinet Member, Jade Crystal.

The YPC also initiated a series of engaging newsletters and a social media campaign across several channels to expand its outreach.



FROM HER LIPS TO OUR EARS® (VANCOUVER)

Another outstanding From Her Lips to Our Ears® event took place in 2023, thanks to the ongoing and generous Presenting sponsorship of CIBC.

Academy Award-winning actress Marcia Gay Harden joined us in conversation with Global BC's Jennifer Palma in Vancouver thanks to Presenting Sponsor CIBC. Guests heard a heartfelt and candid conversation about the joys and losses of life as Marcia's precious mother gracefully strived to maintain her identity while coming to grips with Alzheimer's disease.

Everyone received an autographed copy of 'The Seasons of My Mother' and had an opportunity to thank Marcia personally.





THE STAND AHEAD® CHALLENGE & WOMEN'S BRAIN HEALTH DAY



Through relentless advocacy and tireless efforts, the Government of Canada officially declared December 2nd as Women's Brain Health Day in 2019. This historic proclamation is a testament to the undeniable importance of prioritizing brain health and integrating sex and gender considerations into research. It's a resounding call to action, a rallying cry that reverberates nationwide, igniting a movement dedicated to safeguarding the cognitive well-being of women everywhere.

The sold-out 2023 live and virtual event featured Arlene Dickinson, Bank of Montreal, as the Presenting Sponsor, helped make the fifth Women's Brain Health Day both lasting and inspiring.



Women's Brain Health Day also featured the fifth annual Stand Ahead® Challenge. This year's challenge was an exercise crossing the midline, which promotes brain connectivity, cognitive flexibility, and hand-eye coordination and can be a fun way to engage your brain regularly.

Conceived by Karen Crooks and suitably named 'The Thumbs Up Challenge,' participants were asked to put their left thumb up and point to it with their right index finger, then switch ten times.

As always, at the heart of this initiative was fundraising to support research and educational programs that better support the needs of women. For the fifth year, WBHI's valued partner Brain Canada generously matched donations for women's brain research up to \$250,000. And thanks to a generous matching gift from The Citrine Foundation of Canada and many extraordinary charitable donors, WBHI successfully raised \$1 million for new research and education that better meets women's unique needs.

The Stand Ahead® Challenge has raised over \$4 million in five years. It has been instrumental in combating gender disparities in research and raising awareness of brain-aging diseases that disproportionately affect women.





MEMORY MORSELS®

There is a strong connection between what we eat and the health of our brains. With mounting evidence, it's clear that adopting a nutritious diet is paramount in optimizing our cognitive functions. As we age, prioritizing wise food choices can safeguard our mental well-being, ensuring our brains continue operating at their best. By embracing wholesome foods and eliminating harmful ones, we empower ourselves to maintain sharp cognitive abilities throughout our lives.

Memory Morsels® is a social media initiative dedicated to nutrition and brain health, including leading chefs (Featured Foodies), delicious recipes, superfoods, and tips (our morsels) about what to eat and why.

Each Featured Foodie and their delicious recipes are showcased on the Memory Morsels website and in one of the Mind Over Matter® magazines.

2023 featured Vancouver's Jenny Hui, Executive Chef of The Lazy Gourmet, in Volume 16. Volume 17 showcased recipes by Annie Fenn, physician, chef, culinary instructor, and the author of *The Brain Health Kitchen*.

RESEARCH

In 2023, WBHI made its most robust investment yet in sex and gender research, marking a pivotal moment in our relentless pursuit of understanding and addressing the unique challenges facing women's brain health.

WBHI continued on the front lines of the battle against brain-aging disorders that disproportionately impact women. Dr. Gillian Einstein, the esteemed Joyce and Wilfred Posluns Chair in Women's Brain Health and Aging spearheads ground-breaking research generously supported by WBHI alongside the Canadian Institutes of Health Research (CIHR). Her pioneering work delves into the profound impact of midlife experiences on women's brain health, striving to unravel the mysteries behind why Alzheimer's disease affects more women than men.

WBHI extended its support to the Canadian Consortium on Neurodegeneration and Aging (CCNA), a collaborative powerhouse of researchers and clinicians dedicated to disentangling the complexities of age-related neurodegenerative conditions such as Alzheimer's disease and various forms of dementia. Through WBHI's backing, the CCNA's Sex & Gender cross-cutting theme gains crucial momentum, promising innovative insights into how biological and societal factors intersect in shaping brain health disparities.

WBHI and Brain Canada continued at the forefront of supporting innovative research through their Sex and Gender Expansion



Grants, with a special focus on aging, neurodegeneration, and stroke. These grants are made possible through the Stand Ahead® Challenge, WBHI's dynamic annual campaign dedicated to advancing women's brain health. By funding crucial sex-based research and promoting preventative health education, Stand Ahead® is driving impactful change in the fight against brain-related challenges facing women.

Research on the Brainable student program continued in 2023, led by Dr. Heidi Cramm, Researcher, OT Reg (Ont), and Professor with support from Dr. Erna Snelgrove-Clarke, Vice-Dean & Director, School of Nursing, both at Queen's University.

Dr. Lora Appel and her team at York University completed the Mind Over Matter Campaign research in 2023, and submitted their findings, titled 'mHealth Apps for Dementia and Alzheimer's: Systematic Search in App Stores and Scoping Literature Review' to JMIR Publications, a peer-reviewed journal and is now currently under review.

She also completed the student-led survey and analysis of Mind Over Matter podcasts & videos titled Digital Content & Perceptions of Dementia. The study concluded that educating the public, showcasing diverse lived experiences, and fostering discussions through digital media content can be pivotal in enhancing awareness and addressing negative or misconceived knowledge and attitudes toward dementia and individuals living with it.

WITH GRATITUDE

The dedication, persistence, and creativity displayed by the numerous loyal friends, supporters, and team members of WBHI serve as a profound source of inspiration for us to become the foremost advocate and guardians of women's and their families brain health.

PARTNERS



Brain Canada
Foundation



MARK LASH



WOMEN'S BRAIN HEALTH INITIATIVE OFFICERS & DIRECTORS

HONOURARY

JEANNE BEKER
CATHERINE (KIKI) A. DELANEY
TERRIE-LYNNE DEVONISH
ARLENE DICKINSON
JANICE FUKAKUSA
ROSIE MACLENNAN
HEATHER REISMAN
FRAN SONSHINE
KIRSTINE STEWART

BOARD AND OFFICERS

DR. VIVIEN BROWN
BRENDA DEE
MARK GIRARD, TREASURER
SUSAN HODKINSON, SECRETARY (CANADA)
JOANNE KORTEN, EXECUTIVE DIRECTOR
MARK LASH
NANCY LAUGHTON
LYNN POSLUNS, FOUNDER, PRESIDENT, BOARD CHAIR
ELLEN RACHLIN, SECRETARY (UNITED STATES)
DR. ERNA SNELGROVE-CLARKE
WILL STEWART
SARAH WIDMEYER

YOUNG PERSON'S CABINET

CHELSEA ATKINS
HOLLY ATKINS
LAURA BEST, CHAIR
KATHERINE BOERE
MAGGIE CALLAGHAN
SAMIRA CHOUDHURY
JADE CRYSTAL
SRISHTI DATT
CAROLINE FAULDS
MADELINE GRANT
MADELEINE GRAY
LAUREN IRWIN
ERIN KENZIE
TRICIA KOPEC
RHEANN QUENNEVILLE
ALEX SAMSON
ROHAN SARNA, VICE-CHAIR
MATTEO TINO
ALISON WALTERS
MICAELA WISEMAN

AMPLIFYING THE IMPACT OF YOUR DONATION

WBHI LEVERAGED UP ITS DONOR SUPPORT WITH MATCHING FUNDS BY PARTNERING ON SEVERAL OF ITS INITIATIVES INCLUDING;

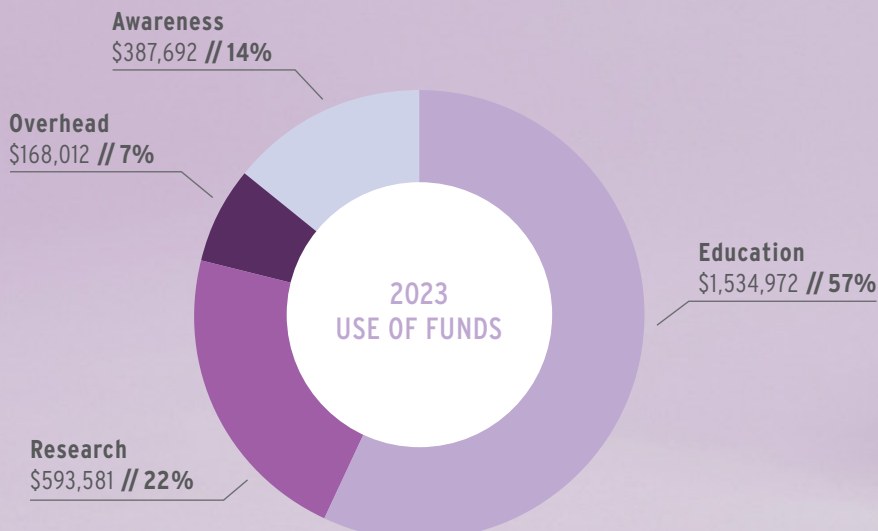
- » Mind Over Matter® with Brain Canada Foundation and Health Canada and The Citrine Foundation of Canada
- » Women's Brain Health and Aging Research Chair with CIHR, CABHI, OBI, and The Alzheimer's Society of Canada
- » The Stand Ahead Challenge® with Brain Canada Foundation and Health Canada and The Citrine Foundation of Canada

YOUR DOLLARS AT WORK

WBHI raises funds for research and preventative health education initiatives through its knowledge-learning events, sales of its exclusive Hope-Knot® product, private donations, federal and provincial government financial support, and funds from corporations and foundations.

In 2023, Women's Brain Health Initiative raised \$2.42 million CDN. It was an exceptionally productive year, including a call for research dollars from reserved funds accumulated in preceding years; \$2.54 million (100%) was used for the charity's activities, programs, and operations. \$259,304 was drawn from previous years reserves established for this type of purpose.

Today, women's interests, needs, and voices serve as potent catalysts for success, consumer trends, and global influence more than ever before. Women's Brain Health Initiative collaborates with donors and partners who aim to enhance their support for the distinctive needs of women.



**YOUR VALUABLE
SUPPORT POWERS OUR
EFFORTS, AND YOUR
MEMORIES ARE WORTH
THE INVESTMENT.**



Follow us for daily brain health tips
@womensbrains

WBHI.ORG // 1-877-927-2011

900-30 St. Clair Ave W, Toronto, ON M4V 3A1

Charitable No: 80099 3206 RR0001 501(c)(3) Tax-Exempt Organization



Women's Brain
Health Initiative