

Healthy brain

Many people think that dementia is just part of ageing and don't realise there are simple ways we can look after our brains and reduce the risk of developing dementia later in life. In this activity, you will separate dementia fact from fiction and create a campaign to share the best advice on how to keep your brain healthy.

Instructions

1. Build your knowledge and understanding of dementia at www.alzheimersresearchuk.org/teens/what-is-dementia and learn about what affects your risk of developing dementia at www.alzheimersresearchuk.org/reducing-the-risk.
2. Reflect on your own or discuss in a group, what you have learnt.
 - What causes dementia?
 - Are there ways people can reduce their risk of dementia?
 - Who needs to know about reducing their risk?
3. Create an attention-grabbing way to raise awareness of how people can reduce their risk of dementia.

Think about:

- Target audience – who needs to know this?
- Message – what are the key things you want them to understand?
- Style – health campaigns can be serious, touching, shocking, funny or thought-provoking. What's the best way to make people take notice?
- Method – how will you deliver this message? It could be a poster, video, story, song or something else.

Next steps

Find out more about research into brain health and preventing dementia by checking out this blog post www.dementiablog.org/tipping-the-scales-on-dementia-risk

Share your designs and campaigns by submitting them to our Memory Board

alzres.uk/memoryboard