

## Checklist for Implementing the Brain Care Score

### Implementing the Brain Care Score in Communities

For some of us, the first thing we think about when we hear community is the area in which we live – our neighborhood, our town, our city. This can be your community, but it can also expand to be wherever you feel a sense of connectedness to others – a church group, the local YMCA, even an online discussion forum. We want to uproot the definition of community by thinking of community as wherever you feel a sense of connectedness.

Within your community, many of the people you care about have likely been impacted by dementia, stroke, and depression. At the GBCC, we created the Brain Care Score as an educational tool to make you, and the people you love, aware of what you can do to protect your brain from these diseases. Our goal is to deploy this tool widely so everyone has the knowledge to improve their brain health. Think creatively about where the Brain Care Score can have the greatest impact and where you can start a brain care movement!

### What do you need to get started?

#### 1. Leadership buy-in

- Enthusiasm starts from the top. That is why it is so important to be sure that everyone is aware of what you want to do and why you want to do it.
- We have included reasons why the BCS is important and how the BCS can help you and your community:
  - A higher BCS is associated with a lower risk of dementia, stroke, depression, cardiovascular disease, and some cancers.
  - The 12 health habits in the BCS are connected to other conditions, like diabetes, heart diseases, and cancers so by working on your BCS areas, the health benefits expand far beyond the brain.
  - The BCS can be used to ease into conversations around brain health, health habits, and what matters to individuals at community events.
  - The BCS is a guidepost for improvement. You can start with one small habit from one of the 12 areas to improve your health.
  - The areas of brain health are interconnected. Improving one area of the BCS likely will boost a different area. (example: going on a walk for 5 minutes a day might also reduce your stress levels).

#### 2. Community Buy-in

- You are a trusted member of the community who cares about brain health and its impact and want to do something about it. Others will listen and trust what you have to say, especially because these diseases impact so many of us.

- Starting a conversation about brain health will spark interest and engage people early. We've had success starting with a simple question and response by a show of hands: *how many people in this room have been personally impacted or know someone who has been impacted by dementia, stroke, or depression*. Every single hand in the room has gone up. In a clinic setting where trust is already established, patients usually share the parts about their health that matter to them; from there, it is easy to tie in the areas of their Brain Care Score.
- We have one possible script in the tool kit as an example on how to start talking about brain care and the BCS to others

### **3. A space to talk to someone about the BCS**

- This space could be in an office, a clinic setting, a church, or outside if that's where the community meets – all that's needed is a space where you can comfortably talk.
- Note: Some people might prefer a more private space, and these are examples. You will know / learn what works best and you can follow the lead of who you're working with.

### **4. A way of administering the BCS**

- Current ways of accessing the BCS:
  - An online copy that you can print out and distribute in-person (e.g., flyer, currently available in toolkit Materials).
  - Through an [online](#) survey you fill out on a website on a computer or smartphone. This can be the GBCC's online survey, or you create your own for your organization.
- For those interested in taking the BCS online, individuals will need a laptop or smartphone

### **5. Knowledge about local resources**

- Local resources for individuals are always helpful. For example, are there food pantries, gyms, parks, support groups, or other local resources you might collect? It is good to have this knowledge on hand in case someone who takes the BCS asks you for guidance or ideas on support systems to improve their score. These recommendations feel more tailored when coming from your organization and specific to your local community.
- With the trust your organization has, sharing these resources or any ideas makes it easier for people to take the first step!
- There is a document in the toolkit that provides examples about potential resources that might exist within local areas (e.g., food pantries, community health centers).

### **6. Training other passionate people in your organization on how to administer the BCS**

- They can refer to the toolkit for information on the BCS, its importance, and how to implement it.
- In the future, example training slides will be available for your organization for your local adaptation. The GBCC team will also make video guides and webinars available.

**7. If applicable: Flyers**

- View the GBCC toolkit to access an online copy of the BCS that you can print out to share with people or hang up in community spaces.

**8. If applicable: A translated copy of the survey**

- We have the BCS translated into the following languages in the following materials:

Available, BCS Translated Items			
	BCS Online Survey	Demographic Survey	Flyer
English	✓	✓	✓
Spanish	✓	✓	✓
Portuguese	✓	✓	✓
Haitian Creole	✓	✓	✓
Albanian	✓	✓	
Chinese	Coming soon	Coming soon	Coming soon

- If your language is not listed but your team is able to translate the BCS, we encourage you to share it with the GBCC team to make the BCS accessible to as many people as possible.

**9. A way of sharing the BCS information and feedback with the GBCC team**

- We care about improving the BCS, your experience administering it, and people’s experiences taking it. Sharing this information with us helps ensure that taking the BCS is a positive and accessible experience for everyone. Where it might not be, we want to be better.
  - You know what’s best in your community, and we want to build out a menu of options for community leaders, so your input is critical to help our team update the toolkit.

Email the GBCC team at [GlobalBrainCareCoalition@mgb.org](mailto:GlobalBrainCareCoalition@mgb.org) with any questions.



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- If you are using the **GBCC team's online survey** for the BCS, there is no need to take further action.
- If you are using **your own online website** to share the BCS, please make sure to **remove anyone's personal information** before sharing a copy of any data with the GBCC.
  - This can be done over a secure email that your organization has done, or through a shared folder on Microsoft OneDrive.
  - **Please check with the GBCC team if there needs to be any contract** in place before data is shared (such as a Data Sharing Agreement). Please know we are **not interested in personal identifying information**.
- If you have feedback or testimonials related to the BCS, please let us know at [GlobalBrainCareCoalition@mgb.org](mailto:GlobalBrainCareCoalition@mgb.org). A GBCC team member would love to set up a meeting with you or send over a feedback survey to hear about it.

#### **10. A way of receiving BCS information from the GBCC team**

- If applicable, the GBCC team would like to share information back to you and your organization/group so that you can guide, and support community members to improve their brain and overall health.

Please do what works best for you and your community. And we would love to learn from you! If there is anything else you have learned and think should be added, please let us know! Please communicate with the GBCC team if we are missing any important elements so we can update our toolkit. Our contact email is [GlobalBrainCareCoalition@mgb.org](mailto:GlobalBrainCareCoalition@mgb.org).

Email the GBCC team at [GlobalBrainCareCoalition@mgb.org](mailto:GlobalBrainCareCoalition@mgb.org) with any questions.