

Example Ways to Measure Success

The GBCC team is happy to provide support and guidance as you work toward implementing the Brain Care Score. We are available for you. Please reach out to us for any questions you have through email. Webinars will also be available to address common questions in the future.

Success will look different for each organization and community. These are some example measurements of success and types of information that can help your organization inform future programming/intervention to improve brain and overall health:

Measures when first implementing the Brain Care Score (0-6 months):

- Community members were able to learn something about brain and overall health
- People share that they feel like they can change their behavior after taking the BCS
- Staff and/or community members share feedback on how to make the BCS more accessible or their thoughts on taking it
- People define a goal after taking the BCS
- Groups develop engaging programs / interventions in response to the BCS (e.g., recreation league attendance increases to improve physical activity and social connection)
- Community programs receive referrals after their members take the BCS (e.g., to a community health center, walking groups, nutrition programs, mental health)
- Staff and community members offer testimonials on whether the BCS has motivated behavior change and/or goal setting
- Community members take the BCS multiple times
- Community members share/talk about the BCS with other people in their lives

Longer-term Measures (6+ months)

- Proportion of BCS scores completed in community
- Number of BCS scores completed
- Seeing improvements in BCS scores over time
- Community members share the BCS with others in their network (family, friends, etc.)

While these are some example ways to see if the BCS implementation is going well, they are not the only ways. If someone who takes the BCS learns one thing about themselves, understand what they could do to improve their health, or tell one person about brain health, we can call that success!