

Script for Introducing the Brain Care Score

Introduction

Hi [Name], it's great to see you today! My name is [Name] and I am part of _____ organization. I want to help others learn about brain health, because it's actually tied to overall health. For example, it's closely connected to other parts of the body, like the heart.

There's a quick tool called the **Brain Care Score** — think of it like a check-up for your brain. It looks at things we deal with every day, like how we sleep, what we eat, how active we are, stress, and connecting with other people. These are all things you can control to support your long-term brain health.

The Brain Care Score isn't a test or a judgment — it's just information to help you take care of yourself. You can get a score between 0-21. Even a **one-point increase** in the score has been linked to up to a **4% lower risk** of getting dementia, stroke, and depression. And improving one area can help improve others too! The Brain Care Score is a reminder that there are steps you can take in your life to take care of your health, even in small ways.

Are you interested in taking the brain care score?

If YES:

At this point, share a QR code, share the GlobalBrainCare.org website, or hand over the flyer for them to take the Brain Care Score. Another option is guiding them through the Brain Care Score.