

# LEADING AGE Brain Fitness Webinar

Wednesday, November 12, 2014

1. Brain Fitness at AMV
  - 1 resident with a passionate interest
  - Led to a liaison with wellness professional (me)
  - Led to the development of 8 week course: Brain Waves, an ICAA 2014 Award-winner (5<sup>th</sup> session)
  - Leading to additional brain fitness programming
    - “Neuro Fit” combined exercise class with cognitive challenge
    - Evening lecture (Mar 2014)
    - More expanded offerings
2. Brain Waves concept
  - Educational course lasting 8 weeks
  - Comprehensive information on topics of interest to older adults
  - Mostly theoretical, some practical (dance, recipes, imagery etc)
  - Limited participation – max of 15 students per session
  - Fee-based, \$69 per 8 week course, 75 min class
3. Topics covered
  - Exercise
  - Diet
  - Memory
  - Attention
  - Sleep
  - Stress Reduction
  - Socialization
4. Preparation and Certification
  - SFA Course: “Brain Fitness for Older Adults”
  - Certification = “Cognitive Fitness Facilitator”
  - 2 mos to complete
  - Read wide range of books and articles
  - Created and continually developing curriculum
5. Benefits
  - Brain health is a hot topic
  - Cognitive health is an important aspect of wellness
  - Encourages residents to pursue overall health
  - Provides hope that there is something within their control
  - Provides new revenue stream
  - Great marketing highlight/benefit
6. References & Follow-up
  - website -  
[http://www.asburymethodistvillage.org/lifestyle/always\\_learning/brain\\_fitness\\_for\\_older\\_adults\\_brain\\_waves](http://www.asburymethodistvillage.org/lifestyle/always_learning/brain_fitness_for_older_adults_brain_waves)
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