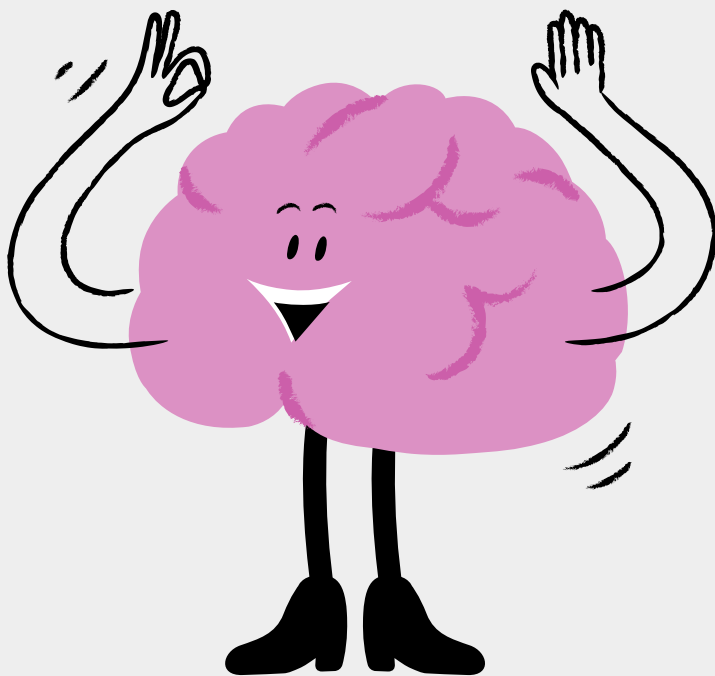


FINLAND'S
**BRAIN
CAPITAL**

Take the head role.

Help us build a humanly sustainable society
that supports brain health.



The National Brain Health Programme

FINLAND'S **BRAIN CAPITAL**

The National Brain Health Programme

A new perspective into brain health – from preventing brain diseases to enhancing brain wellbeing

Brain health is Finland's shared capital. The brain regulates the functioning of a person's entire body. The brain is responsible for behaviour, emotions, information processing, and the regulation of all of these. No more, no less.

In October 2021, The Finnish Brain Association (Aivoliitto ry) began preparations for the National Brain Health Programme in collaboration with an extensive group of experts. The programme examines brain health through the operating environments of three age groups (children and young people, people of working age, and seniors).

The preparation of the programme is steered by impact-driven thinking and a proactive approach with emphasis on protective factors and it is thereby unique on a global scale. The new perspective on brain health covers brain wellbeing and functional ability.

The National Brain Health Programme is planned to be part of a wider entity and supplements existing operations. The programme accounts for other tangential and existing programmes that promote brain health.

Our brain is an inseparable part of us – our shared capital, that we and our society cannot live without. That's why we must have a humanly sustainable community that supports brain health and makes it possible to look after our brains in everyday situations.

A humanly sustainable community that supports brain health

requires that

The understanding of brain health and brain disease and the appreciation of brain wellbeing have been strengthened

Brain ergonomics have been applied to operating environments

Everyone has the opportunity for refreshing and restorative sleep

Our sense of belonging has been strengthened – we are all *withizens*, fellow citizens, together



In addition to the National Brain Health Programme's own targets, particular attention must also be paid to sufficient physical activity, healthy nutrition, and no abuse of intoxicants, which are pillars of brain health.

How can we achieve these targets?

Practical implementation has begun through communications and training. The training we offer increases knowledge of brain wellbeing, and workshops produce skills to make changes in our own operating environments. In the future, we will need more people and new measures to achieve targets.

Co-creation is an essential part of the programme's implementation.

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Build brain health with us

The Finnish Brain Association coordinates implementation planning and the implementation itself in collaboration with its age group-specific coordination partners:

Children and young people
People of working age

**The Central Union for Child Welfare
Finnish Institute of Occupational Health
Tampere University of Applied Sciences
Age Institute**

Seniors

Folkhälsan is included in all age groups for Swedish-speaking Finns.

An extensive group of organisations and experts from various fields is required for the implementation of practical measures. We want to look after the brain health of every person living in Finland.

Looking after brain health is a collective responsibility in our society, not only individual.

We need you all!

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Aivoliitto
Finnish Brain Association