

# Program Description

**Program Purpose\_**In addition to promoting ways to maintain healthy brains, Brain Boosters will connect people with people, people with resources, and community partners with each other in order to help Delawareans can be mentally fit as they grow older.

**Brief Description of Program\_**As the population of Delaware ages, baby boomers and older adults are increasingly concerned about their mental fitness and maintenance of brain health. The fear of developing Alzheimer's disease or other forms of dementia has raised great interest in finding ways to keep memories sharp and thinking processes clear and focused. In response to this common need and as a result of study and research, a group of professionals from the aging network has developed a three tiered approach to meeting the current and anticipated demand for programs and products that will stimulate minds and prevent memory loss.

Brain Boosters is designed to facilitate mental fitness for two distinct, yet interconnected segments of our aging communities: Baby Boomers, who want to remain vibrant as they get older, and senior adults (ages 65 +) who seek to maintain or improve both their memories and overall mental functioning. Opportunities to meet these interests will be offered to individuals at local senior centers and community organizations; small groups comprised of people at various ages who want basic training for achieving brain health; and statewide audiences at major events who seek cutting edge information from experts about "staying sharp".

Please note that whenever possible, volunteers recruited through RSVP, AstraZeneca Retired Ambassadors program and local senior centers will be engaged to plan, promote and facilitate programs.

**Program Objectives\_**The objectives of Brain Boosters are:

- To create awareness of the importance of mental fitness as a key element of overall well-being and healthy, active aging\_
- To motivate adoption of the key lifestyle elements that help ensure mental fitness\_
- To help individuals improve or maintain mental sharpness, memory and overall cognitive functioning\_
- To develop partnerships to enhance service capacity of the aging network and broaden program impact\_
- To engage volunteers in substantive activities to support and implement the program

**Program for Individuals\_**Senior centers are ideal locations for brain fitness programs because their primary purpose is to help seniors stay healthy while aging. In addition, they currently reach a large number and a wide variety of individuals who benefit from their programs and services. Other organizations such as churches, schools with adult education, and community centers can readily adapt the program described below for their participants.