



Take the Hello Brain Challenge

We all brush our teeth every day but most of us never spare a thought for our brains. Did you know that activity, attitude and simple lifestyle changes can boost your brain health and may even act as a buffer against decline in brain function?

Hello Brain provides easy-to-understand scientific information about brain health and practical tips on how to keep your brain healthy.

Visit www.HelloBrain.eu for brain health information that you can trust.

How does the Hello Brain Challenge work?

Do one thing every day to help your brain to stay healthy.

We call that one thing a **Brain Buff**.

The free Hello Brain app provides daily suggestions and support during your first 100 days. But dont worry, you can still take the challenge even if you dont have a smart phone.

In these pages we will provide you with most of the information that the app includes.

There are five Buff Categories:

- Physical
- Social
- Mental
- Attitude
- Lifestyle



Select a daily Brain Buff from the suggestions provided. Make sure to alternate between categories for balanced brain health.

Track your personal progress using the diary sheet and graph in the Appendix on page 7.

Tell your friends and complete the challenge together.

Like our Facebook page and share your Hello Brain Challenge experience with others.



Anything else I need to know?

- Consider the suggestions offered on these pages as a guide.
- Feel free to choose your own activities.
- Do things outside your comfort zone; stretch yourself a little.
- Learning is like a powerful brain changing drug.
- Learning generates new brain cells.

Get physically active

Regular physical activity stimulates your brain and benefits every aspect of your health.



Read more: <http://hellobrain.eu/en/brainhealth/project?id=get-physically-active>

PHYSICAL BUFFS

You can decide on your own activity or you can choose from one of the suggestions below. Don't forget to update your diary once you have completed your daily Brain Buff.

1	Get your body moving for at least 10 minutes today - dance, cycle, walk, run, garden - you choose	Exercise may improve day-to-day memory
2	Spend 10 minutes improving your balance today	Staying active can help you to remain independent as you age
3	Move to music - put on your favourite song and dance around your kitchen, bedroom, or office	Exercise helps to grow connections in the brain
4	Do 1, 2 or 3 sets (8-12 repetitions) of a muscle strengthening activity today	Regular physical activity is associated with reduced levels of depression
5	Go for a walk at lunch-time	Walking for 45 minutes 3 times a week is associated with increased activity in brain cells associated with attention
6	Walk to work today or get off one stop early and walk some of the way	Exercise improves mental health
7	Consider new ways to exercise. Google classes in your area e.g. dancing or hill-walking	Exercise may increase your levels of social interaction which is also good for your brain
8	Play active games with your children, grandchildren or nieces/nephews today	Did you know that swimming every day improved memory in middle-aged mice?
9	Skip a TV show in favour of some physical activity	Exercise is good for brain health as it decreases stress and anxiety which are not good for the brain
10	Take the stairs instead of the lift today	Regular physical activity is associated with better cognitive function in older adults

Stay socially engaged

Keeping socially active can play an important role in keeping your brain sharp.



Read more: <http://helloworldbrain.eu/en/brainhealth/project?id=stay-socially-engaged>

SOCIAL BUFFS

You can decide on your own activity or you can choose from one of the suggestions below. Don't forget to update your diary once you have completed your daily Brain Buff.

1	Call a friend or relative for a chat	Just 10 minutes of social interaction can increase your brain performance
2	Share a mealtime with someone today	Simple social interaction may deliver greater benefits for your brain than solving crossword puzzles
3	Share something from the Hello Brian website with a friend	Social interaction helps to maintain brain health
4	Put yourself in a place with people and start a conversation	Experiencing new situations and people is a critical element for neuroplasticity
5	Chat with someone at least 20 years older or 20 years younger than you today	Research shows that when generations interact everyone benefits
6	Nurture a new friendship	People who are socially active are less likely to develop cognitive impairment
7	Initiate a get-together with family, friends or colleagues	Combine social activity with physical activity and mental challenge for added benefit
8	Offer to help a friend or relative with a chore	Getting involved in social activities is not only rewarding but may lower your risk of developing dementia
9	Engage with the Hello Brain Facebook community	People who are socially active are less likely to develop cognitive impairment
10	Identify local volunteering opportunities	Consider volunteering in your community on a regular basis

Challenge your brain

Learning generates new brain cells, and mental stimulation keeps you mentally young.



Read more: <http://hellobrain.eu/en/brainhealth/project?id=challenge-your-brain>

MENTAL BUFFS

You can decide on your own activity or you can choose from one of the suggestions below. Don't forget to update your diary once you have completed your daily Brain Buff.

1	Do something creative today: make an artistic picture with pen, pencil or phone	Mastering a challenge can make us feel less depressed and also helps the front part of our brain function better
2	Learn a new fact today and pass it on to someone, together with a reason why they should know it	Life-long learning and education are good for brain health and lower the risk of developing dementia
3	Memorise the words of a new song, a poem, or a long quote	Learning enriches brain networks and opens new routes that your brain can use to bypass damage
4	Challenge yourself to improve your computer skills. Learn to do something new on the computer	Increased complex mental activity late in life has been linked to lower dementia risk
5	Already do puzzles regularly? Challenge yourself to move to harder levels	Mastering a challenge is rewarding and can increase the activity of the brain's chemical dopamine
6	Start a book from a genre that you wouldn't normally read (Sci-fi, gardening, thriller, biography)	Challenge, novelty and learning are vital for brain health
7	Try a strategy game like chess. Play with a friend or download an app	Mental activity may add to cognitive reserve and may help maintain function longer if dementia strikes
8	Become a tourist in your own city. Visit a museum, art gallery, historical building or exhibition	Challenge, novelty and learning are vital for brain health
9	Memorise the stops on your bus or train trip to work and try to recall them on the trip home	Mental activity may add to cognitive reserve and may help maintain function longer if dementia strikes
10	Challenge yourself to master something new. Research night classes or online courses	Increased complex mental activity late in life has been linked to lower dementia risk

Manage stress, think young, think positive

Learning to manage the stress that you experience can have a positive effect on your brain health



Read more: <http://hellobrain.eu/en/brainhealth/project?id=change-your-attitude-manage-stress-think-young-think-positive>

ATTITUDE BUFFS

You can decide on your own activity or you can choose from one of the suggestions below. Don't forget to update your diary once you have completed your daily Brain Buff.

1	Pay attention to the present – focus on what is taking place in the here and now	Paying attention to the present improves memory and reduces stress
2	Explore an everyday object for 30 seconds today. Feel temperature, texture, pressure and movement	Notice the world through touch. Mindfulness meditation alters regions of the brain associated with memory
3	Smile at least five times today – even, or especially, if you don't feel like it	Smiling sincerely can ease stress
4	Schedule a pleasant event – do something that makes you feel special	Depression is a risk factor for dementia. Pleasant activities improve the quality of your life
5	Be realistic about what others (family, friends, colleagues) can achieve today	People who are relaxed and outgoing have a lower risk of developing dementia
6	Go easy on yourself today – accept 'good enough' rather than 'perfect'	Talking about your feelings can put things in perspective
7	Pick one thing that you feel too old to do and do it today	Growing old is as much a state of mind as it is a biological reality
8	Pace yourself today, take regular breaks and use the time for a short walk, a power nap or a chat	People who are relaxed and outgoing have a lower risk of developing dementia
9	Close your eyes for 30 seconds today and count how many different sounds you can hear	Being present-minded allows you to stay away from negative thoughts that can cause stress or depression
10	Consciously question your own attitudes to middle and old age today	You can improve your mental function by revising your negative beliefs about growing old

Adapt your lifestyle to protect your brain

There are life choices that you can make to positively influence your brain health.



Read more: <http://helloworldbrain.eu/en/brainhealth/project?id=adapt-your-lifestyle-to-protect-your-brain>

LIFESTYLE BUFFS

You can decide on your own activity or you can choose from one of the suggestions below. Don't forget to update your diary once you have completed your daily Brain Buff.

1	Have a day free from processed foods today	Obesity and lack of physical exercise are linked to an increased risk of developing dementia
2	If you are a smoker, reduce your cigarette intake by 10% today	If you stop smoking you can lower your risk of developing dementia
3	If you are overweight have a snack-free day today	Tackling increased body weight through diet and exercise is likely to improve your brain health
4	Make your bedroom a technology-free zone today. No phone, laptop, or TV in bed	Sound sleep may boost memory recall by allowing your brain to process information from the day
5	Have a sugar-free day today. Read the labels	Type 2 diabetes, together with poor sugar control increases your risk of getting dementia
6	Decide on a reasonable time to go to bed and stick to it today	Your brain builds memories while you sleep
7	Substitute your regular snack with a fruit snack today	The brain benefits from a diet low in saturated fats and high in brightly coloured fruits and green veg
8	Prepare at least one healthy meal from fresh ingredients today	The brain benefits from a diet low in saturated fats and high in brightly coloured fruits and green veg
9	Have a vegetarian day today	The brain benefits from a diet low in saturated fats and high in brightly coloured fruits and green veg
10	Have an alcohol-free day today	Light or moderate consumption of alcohol may be protective but heavy drinking is harmful for brain health

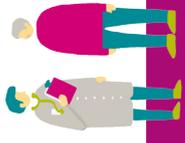
Appendix – Diary

Enter the date, describe the activity and tick which of the five buff categories the activity fitted into, making sure to spread your activities evenly across all 5 categories. By the end of this mini-challenge you should have completed 10 activities in each category.



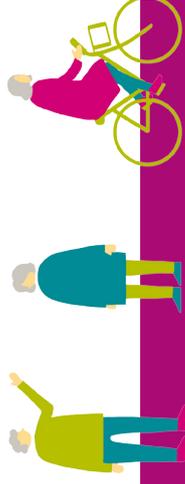
Day	Date	Activity Description	Physical	Social	Mental	Attitude	Lifestyle
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Diary



Day	Date	Activity Description	Physical	Social	Mental	Attitude	Lifestyle
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Diary



Day	Date	Activity Description	Physical	Social	Mental	Attitude	Lifestyle
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