

NINDS BRAIN HEALTH CAMPAIGN CONCEPTS

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Concept 1a:

Sharp as a tack? Keep it that way.

((Image to be developed))

Dementia, not to mention heart attacks and strokes, is more likely to affect people with high blood pressure. So make a point to get your blood pressure checked regularly. It's just using your head.

Concept 1b:

On the ball? Keep it that way.

((Image to be developed))

Dementia, not to mention heart attacks and strokes, is more likely to affect people with high blood pressure. So, take steps to keep your blood pressure under control. It's your best shot for long term brain health.

Concept 2a:

It's beautiful here, but not in your mind.

((Image to be developed))

The places you've traveled. Your better half's favorite song. The fog of dementia robs you of the memories you cherish. Loss of brain function, not to mention heart attacks and strokes, is linked to high blood pressure. Take steps to keep your blood pressure under control. And keep the best stories of your life safe.

Concept 2b:

If this were your brain, it wouldn't be so beautiful.

((Image to be developed))

Memory. Language. Problem solving. The fog of dementia robs you of the basic skills you need to perform everyday tasks. Loss of brain function, not to mention heart attacks and strokes, is linked to high blood pressure. Get your blood pressure checked regularly.

Concept 2c:

If this were your brain, the fog wouldn't lift.

((Image to be developed))

The places you've traveled. Your better half's favorite song. The haze of dementia robs you of the memories you cherish. Loss of brain function, not to mention heart attacks and strokes, is linked to high blood pressure. Take steps to keep your blood pressure under control.
And keep the best stories of your life safe.

Concept 3a:

Keep the light on.

((Image to be developed))

Imagining. Problem solving. Remembering. Dementia robs you of these basic skills. But, you have the power to keep your brain and heart functioning at their highest possible levels. Keep your blood pressure under control so there will be no shortage of bright ideas.