

How to use the “Staying Sharp” DVD

Here are some ideas for building a program around the “Staying Sharp” DVD, direct from organizations around the country that have used this material:

- Screen the DVD as part of **Brain Awareness Week (BAW)**, March 12-18, 2012 (your event need not take place that week to be part of the campaign). Register as a BAW partner (partnership is free), share you event information, and order free materials. For more information: www.dana.org/BAW.
- Incorporate the materials into a **health fair or wellness day**: plan to screen the DVD or have it running all day, and distribute the booklets and puzzles.
- Senior and community centers: Consider using the DVD to **reinforce the positive brain health activities** in which your groups already engage. For example, screen the DVD before your bridge or BINGO games, book club meetings, or exercise classes to reinforce the brain health benefits of these activities.
- Libraries: **add the DVD to your circulating collection**, and distribute the booklets, bookmarks, and puzzles. Plan a screening of the DVD, or incorporate the materials into a brain book display during Brain Awareness Week. If you like, we can provide materials for all of the branches in your local library system.
- Invite a **local neurologist or neuroscience student** to join you for a screening of the DVD, followed by a discussion on the issues raised in the program. Perhaps he or she would also be willing to answer questions from your group.
- Plan a **“brain exercise” program**: play the DVD, lead your group in some light seated exercise or stretching, play some brain games or complete the puzzles from the Dana Alliance, and provide a brain-healthy lunch or snack.
- Get involved with the Alzheimer’s Foundation of America’s **National Memory Screening Day** program on November 15, 2011, and show the DVD/distribute booklets during the event. More information: <http://www.nationalmemoryscreening.org/>
- Find a **trained brain health presenter** through your AARP State Office to present the DVD. AARP and NRTA: *AARP’s Educator Community* were the Alliance’s partners in developing the “Staying Sharp” program. Your local Alzheimer’s Association chapter might also be helpful (www.alz.org).



Questions?

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