

StrongerMemory

Back to the Basics for Better Brain Health





Goodwin
Living



Goodwin Living
Foundation



Goodwin House
Alexandria



Goodwin House
Bailey's Crossroads



Goodwin House
Home Care



The View
Alexandria
BY GOODWIN LIVING



Goodwin Living
At Home



Goodwin
Rehabilitation



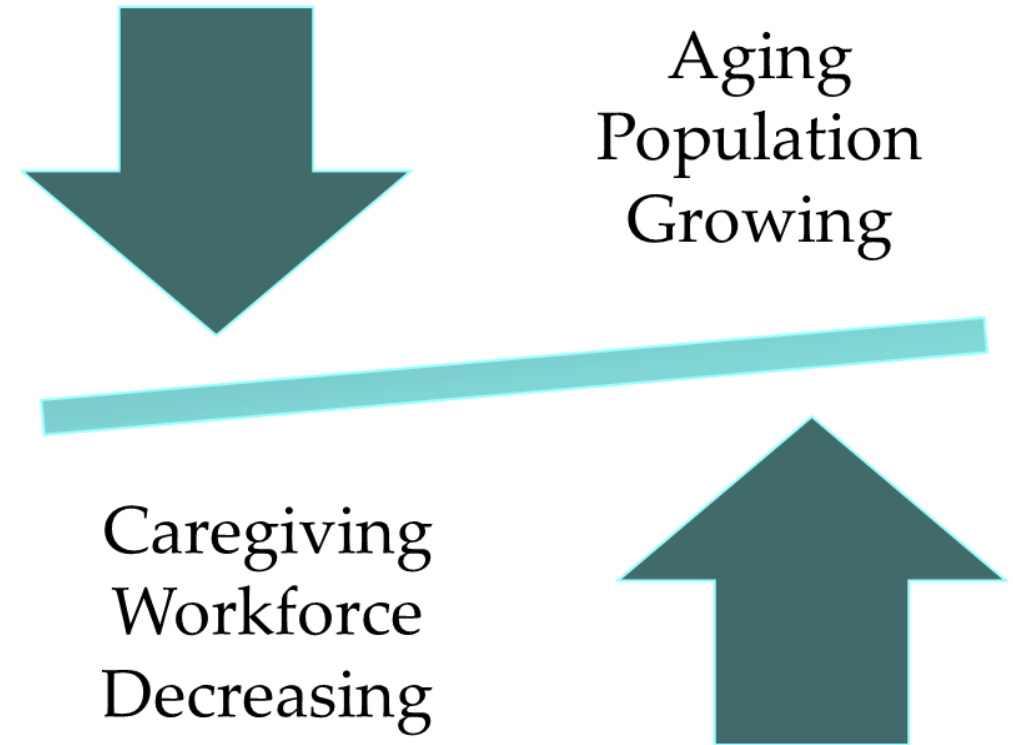
Goodwin
Home Health



Goodwin
Hospice

Prevention is Key: Keep People Healthier, Longer

- 30% of the American population is over 60 years old.
 - Approximately 12%-18% of people 60 and older are living with Mild Cognitive Impairment (MCI).
 - That's more than 8 million people living with MCI.
-



It started with a mom and her son....

2011....

- forgetfulness
- repeating herself
- losing math skills
- getting lost in familiar places



She asked what she could do to slow her decline.
No one had answers.

With StrongerMemory...

- ... better recall and focus
- ... teaching others how to play Bridge
- ... writing stories to share with grandkids
- ... public speaking to raise awareness



What is StrongerMemory?

A program designed to help those facing mild cognitive challenges, an early diagnosis of dementia, or those wanting to preserve their brain health.

This program consists of simple activities practiced daily to **engage working memory and trigger brain activity in the prefrontal cortex**, which research indicates may help stabilize or improve cognitive functions.

StrongerMemory is a donation-supported program with a goal of being accessible to all. Free training, support, and downloadable materials are available at **StrongerMemory.org**

What Are the Benefits of StrongerMemory?

Although there is not yet a cure for MCI or dementia, many StrongerMemory participants have observed:

- improvement in ability to focus
- paying greater attention to detail
- increased self-confidence
- remembering names, events & conversations
- greater feelings of social connection & engagement

...without any negative side effects



Over 27,000 lives impacted

Since Spring 2021, Goodwin Living has worked with outstanding partners to share StrongerMemory around the country!



What are the StrongerMemory Exercises?

Multiple times each week,
participants spend a total of 30 minutes a day engaged in
reading aloud, writing by hand, and simple math activities.



**Reading
aloud**



**Writing
by hand**



**Doing
simple math**

Reading Aloud

- Research shows that reading aloud actually helps us remember things better.
- Read something you enjoy!
- You can read novels, the newspaper, or magazine articles.
- Consider reading aloud with a partner, a friend, and members of your StrongerMemory group.



Writing by Hand

- Helps set up neural pathways the brain needs to learn new information.
- Activates more of the brain than typing does and exercises fine motor skills.
 - *If you could go on a trip tomorrow, where would you go, who would you go with, and why that location?*
 - *Write about what you like to do for fun on a sunny day.*
 - *What did you do with your first paycheck?*



Simple Math Done Quickly

- Activates prefrontal cortex and wide areas of the brain associated with “working memory”
- Exercises the memory retrieval function of the prefrontal cortex
- Solving difficult math problems works a smaller area of the brain and may increase stress and feelings of frustration



George Mason University Research

1. Participants in this 2021-2022 study on average reported their memory as being better after completing 12 weeks of StrongerMemory.
2. Compared to their pre-program scores, after 12 weeks of the StrongerMemory program, the 102 participants had statistically significant:
 - **better total cognitive scores *and***
 - **better scores on the recall portion of the Mini-MoCA** (Montreal Cognitive Assessment)
3. StrongerMemory may have an even more significant impact on participants with MCI (mild cognitive impairment).



Meet “Gene”

Background

Husband

Father & Grandpa

Veteran

Community Volunteer

Then, in 2023...

Parkinson’s Disease & PTSD

Cognitive changes - Dementia

Physically aggressive at times

Often frustrated, angry

Family becoming disheartened

And then....

“Now he tells us stories from his childhood and the war--- some are long & wild... and fantastic!

Turns out he's a math whiz!

He remembered his daughter – and called her by name, bringing her tears of joy!

”



StrongerMemory: writing by hand

1. I like dancing and eating bologna $\frac{1}{2}$ cheese
(I like dancing and eating bologna $\frac{1}{2}$ cheese)
2. fun to have fun a possible fun and
enjoyed have fun
3. making letters dancing crazy

Mrs. M., did you write that?

Yes, I did! (smiling)

26 I love those because I get
to meet my people & friends
there. It's better than in the
country. I do take shopping
I go to the place and find
the same there.
I love to take several days to come
home and take time to come home
and take time to come home.
27 I want some of my people to stay with
me but want to meet them as I just stay
myself.
I just stay by myself and leave. And
become some and become some
because I walk. I don't have no hurt or
broken bones. And what doctor could
find broken bones. I can find anything
bones and the doctor could find it if
I could find anything too.

SHAPE Partnership Overview

SHAPE the Future of Aging is a strategic plan to make Fairfax County a better place to age, for older adults to live safely, independently, and with dignity.

- SHAPE is an acronym that includes five areas of focus:
 - Services for Older Adults and Family Caregivers
 - Housing and Neighborhood Supports
 - Access to Mobility Options
 - Personal Well-Being
 - Economic Stability and Planning

SHAPE Partnership Overview

The Shape 'P' Committee meets monthly to review progress on current goals and projects which include:

- Rolling out StrongerMemory to Fairfax County Senior Centers
- Training AAA staff to address inclusion, build cultural competence, and improve best practices in providing care to adults who identify as LGBTQ+
- Partnering with Herralink for intergenerational engagement on an anti-ageism campaign (coming soon!)

Goodwin Living team members Jessica Fredericksen, Director of Brain Health, and Theresa Mandela, StrongerMemory Outreach Coordinator, serve on the Shape "P" committee as champions of the StrongerMemory initiative and actively support the other goals and initiatives of the "P" committee.

StrongerMemory with SHAPE: Our Vision

- **Short term:** Launching StrongerMemory in two senior centers in Fairfax County this fall.
- **Medium term:** Launch StrongerMemory at all senior centers across Fairfax County.
- **Long term:** Include other organizations in the StrongerMemory initiative such as Meals on Wheels, Caregiver resources, county libraries, and other organizations serving seniors.
- **Reach for the Stars:** Include StrongerMemory brain health intergenerational education in schools and youth programming, empowering younger people to take charge of their brain health and to partner with older friends and family to do these brain health exercises.

StrongerMemory with SHAPE: Benefits

What does this do for Fairfax County Older Adults?

- George Mason University has shown that Mini-MOCA scores improve after 12 weeks in those who do StrongerMemory regularly.
- Improving or maintaining healthy cognition can help people age independently for longer.
- This then offsets or delays the need for, and cost of care which can be a burden on families.
- It also supports the caregiver workforce as there will be fewer people needing higher level care through these preventative efforts.
- Most importantly, it empowers people in our community to remain healthy and cognitively fit as long as possible!

Join the StrongerMemory Movement!

Read aloud, do simple math,
and write by hand every day!

Learn more at
www.strongermemory.org



Questions?

Comments 😊