

# Brain Health Education

**Dr Stephanie Adams**  
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**Your brain is amazing.  
Let's keep it that way.**

# Why Brain Health Education in Sport?



**YOUR BRAIN  
IS AMAZING.  
LET'S KEEP IT  
THAT WAY.**



# Why Brain Health Education?

- Many modifiable risk factors of poor brain health within our control

Livingston et al., 2020, *The Lancet*

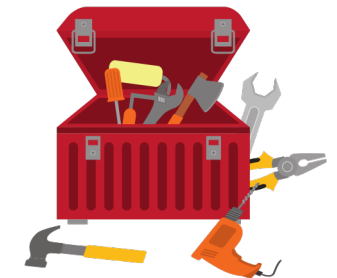


- Evidence activity levels and behaviours track from childhood into adulthood (Telama et al., 2014)
- Retirement from sport is a critical period for brain health risk factors, e.g., weight, blood pressure, etc (McHugh et al., 2019)
  - Proactive preparation is key – players at any point in their development can benefit from improved brain health literacy





- Need & desire for increased brain health literacy
- Considering the learning needs of the context is a key focus
  - Motivation + relevance critical to ability to process and positively action health-related information (Cacioppo et al., 2018; Briñol et al., 2012; Petty et al., 2009)
- Note - 'Brain health' is **not** a synonym for concussion or outcomes, including dementia



# Brain Health Educational Videos

- Educational videos launched today



**INTER  
NATIONAL  
RUGBY  
PLAYERS**



**Trinity College Dublin**  
Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin



# Brain Health Resources

- See World Rugby player welfare site & brainhealth.scot

The screenshot shows the 'Sport & Exercise' section of the Brain Health Scotland website. The header includes the Brain Health Scotland logo and navigation links: Resources, Get in touch, Expert Hub, Aducanumab, News, and Sport & Exercise (highlighted). The main banner features a swimmer in blue water with the text 'Sport & Exercise' in a purple box. Below the banner, it states 'In partnership with:' followed by logos for the Global Brain Health Institute, GBIRG, and Trinity College Dublin. The text reads: 'Lifelong participation in sport and exercise has many benefits for supporting the health of your brain. Our aim is to provide relevant information and resources to help you make informed decisions on the best ways to look after the health of your brain, before, during and after sport.' A video player shows a person holding a World Rugby ball.



# Massive Open Online Course (MOOC)

- Videos + resource pages + MOOC → brain health education package
- Free pan sport course on brain health in sport & exercise coming soon
- Evidence-based approach to education drawing from the learning sciences
- Academic/clinical expertise relevant to the area engaged along with course end-users (e.g., current and former players, coaches, healthcare professional, other key staff, parents, etc)
- Targeting the needs of the sport & exercise context

# Key take-aways from update

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- There are a number of ‘brain health’ related lifestyle factors that are within our control
- Brain Health education needed and happening in the sport, and evidence-based approaches to learning and behaviour change should be adopted to support successful knowledge translation and action in this area
- Evidence-based MOOC on brain health in sport coming soon
- See World Rugby player welfare page & [brainhealth.scot](https://brainhealth.scot) for the brain health videos and more resources and information

Special thanks to the academic & clinical leadership team,



**University of Glasgow**



**THE UNIVERSITY of EDINBURGH**



**Trinity College Dublin**  
Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin



**GLOBAL BRAIN HEALTH INSTITUTE**

and to World Rugby for their support and leadership on the project



**Alzheimer Scotland**  
Action on Dementia



# Thank you for listening

Dr Stephanie Adams  
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