



2023: Advancing Wellness Through the Neuroarts

The Neuroarts represent the convergence between science, the arts, and technology. Scientific study has proven that artistic experiences – both observational and experiential – measurably change the brain, body, and behavior, leading to improved physical and mental health, disease prevention, enhanced brain development in children, and more.

Campaign Goal:

The goal of *Train the Brain* is to help Palm Beach County residents understand that **taking care of the brain is just as important as taking care of the body.**

Campaign Strategy:

Palm Health Foundation invited residents to attend three free events that illustrated how the arts can improve brain health and the overall wellbeing of our community.

Campaign Events:

The Art of Learning: A Cross-Curricular Art Show & Symposium

Educators and elementary students at Florida Atlantic's A.D. Henderson & FAU High School demonstrated how art can enhance learning and wellness for students and people of all ages. Attendees learned from an FAU educator, Lindsey Wuest, and neuroscientist, Dr. David Cinalli, that integrating art into curriculum strengthens memory and recall of taught concepts, even in complex science lessons. They also enjoyed an art showcase highlighting student creativity intertwined with their neuroscience discoveries.

Speakers:

- Lindsey Wuest, Science Through Art Teacher, A.D. Henderson University School
- Dr. David Cinalli, Assistant Director, ASCEND, Director, MobileMinds, FAU Stiles-Nicholson Brain Institute



145 Event Attendees

"The Art of Learning presentation was wonderful. The artwork with brains, kids, creativity – blew my mind. Thank you for this series." – Susan, Attendee



The Power of Public Art

This event, presented in partnership with the City of Boynton Beach and the Boynton Beach Arts & Cultural Center, featured a presentation about the importance of art installations in public environments by artist and mental health professional Brian Wood and a walking tour led by the city's public art coordinator, Stacy Irsay. Attendees learned about the science behind public art's benefits for health, including anxiety management, regulation of emotions, and fostering collective belonging.

Speakers:

- Kathryn Matos, Assistant City Manager, The City of Boynton Beach
- Brian Wood, LMHC, Healing Art, LLC
- Stacy Irsay, Public Art Coordinator, The City of Boynton Beach



87 Event Attendees

"I really enjoyed the opportunity to come to my Boynton community and enjoy the arts. I learned so much about the public art in Boynton. Who knew!!! It was a dynamic lunch and learn." – Rachel, Attendee

The Science of Singing

Held at the Cox Science Center and Aquarium, this event dazzled and entertained attendees as they joined a sing-along to fan favorites Yellow Submarine, Do Re Mi, and Sweet Caroline, followed by a presentation by Dr. Patricia Izbicki about the benefits that singing and music have on brain development for all ages, from babies to teens to seniors. The sing along was lead by The Mind, Music, and Movement Foundation's The Voices of Parkinson's Chorus & Giving Chorus and FAU's medical student band and chorus groups The Cytokines and Threshold Choir.

Speakers:

- Dr. Patricia Izbicki, PhD, Neuroscientist, Musician
- Beth Elgort, CSW, Founder & CEO, The Mind, Music, and Movement Foundation



89 Event Attendees

"Thank you for a lovely evening; both informative, educational, and most importantly, enjoyable!" – Elizabeth, Attendee



“Every event brought community together with mental health professionals, arts enthusiasts, and neuroscientists to highlight how Palm Beach County is leading the country in pioneering the field of neuroarts. Through Train the Brain and the Palm Beach County Neuroarts Collaborative, we are uniting the creative and scientific communities and building an ecosystem for the neuroarts that will benefit the health of everyone.”

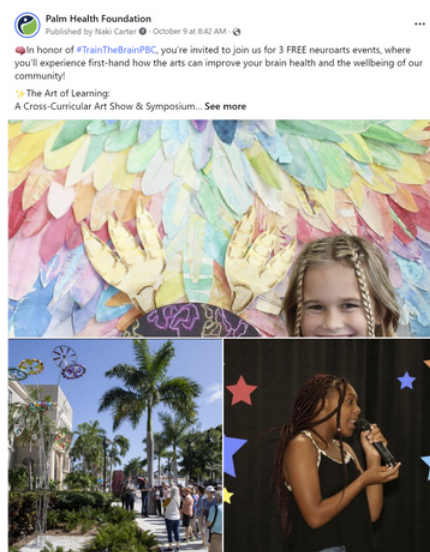
– Patrick McNamara, President & CEO, Palm Health Foundation



Social Media & Online Marketing:

Palm Health Foundation engaged in a month-long social media takeover with brain health and neuroarts messaging during *Train the Brain* and featured the campaign on the home page of the foundation website.

- Facebook page reach during campaign month: **1,166**
- Instagram reach: **9,892**
- LinkedIn Post Impressions: **2,100**



Train the Brain Promo Video Ad:

- Reach: **14,088**
- Plays: **19,862**

Weekly E-Blasts:

The foundation sent out weekly e-blasts to our newsletter list exploring the neuroarts and sharing articles from the neuroarts-themed October issue of *The Well of PBC*, a behavioral health publication.



E-blasts sent to an audience of: **7,803**

The Well of PBC:

Palm Health Foundation sponsored the October issue of *The Well of PBC*, Palm Beach County's premiere behavioral health publication. Over **1,500** copies of this neuroarts-themed issue were distributed to key partners and the community throughout the campaign month.

The digital issue of *The Well of PBC* was:

- Distributed to **1,515** subscribers
- Shared with over **3,000** viewers via email and social media

Media Exposure:

- WPTV's "Shining a Light" with TA Walker, *Train the Brain events*
- Florida Weekly, "*Palm Health Plans Train the Brain Events*"
- The Palm Beach Post, *Train the Brain Lecture on Public Art*
- Palm Beach Illustrated, "*Train the Brain Health Campaign Kicks Off*"
- South Florida Sunday, *Radio Interview with Patrick McNamara on Train the Brain*
- Palm Beach Perspective, *Radio Interview with Vanessa Moss on Train the Brain*
- South Florida Hospital News, "*Experience how the arts can improve your brain health in October*"
- Around Wellington, "*Experience how the arts can improve your brain health in October*"
- Spot On Florida, "*Train the Brain Health Campaign Kicks Off*"
- School District of Palm Beach County, Bulletin promoting Train the Brain campaign



The Neuroarts Fund at Palm Health Foundation supports the emerging field of neuroarts and inspires collaboration between Palm Beach County's cultural assets and world-class brain science institutions. Learn more and support the fund at palmhealthfoundation.org/the-neuroarts-fund.