

2024: Launching The Brain Coast Vision

Train the Brain 2024 launched The Brain Coast vision which is based on three fundamental pillars that will generate a thriving brain ecosystem in South Florida. The pillars highlight opportunities to collaborate, and work that is already underway, in advancing brain education and research, community resilience, and innovation toward mental health improvement.



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 a Brain Coast Vision launch event at the FAU Stiles-Nicholson Brain Institute and developed a video marketing, e-newsletter, and social media campaign to highlight the significance of the Vision and the local assets that uphold the three pillars.

Campaign Event:

Launching The Brain Coast Vision

FAU Stiles-Nicholson scientists and Computational Brain Science and Health Fellows sponsored by Palm Health Foundation shared the journeys that led them to dedicate their lives to advancing treatment for brain disorders as varied as depression, autism spectrum disorder, ADHD, and more. Palm Health Foundation President & CEO announced next steps being the activation of a Brain Coast Alliance.

Speakers:

- Dr. Randy Blakely, Executive Director, Stiles-Nicholson Brain Institute at FAU
- Dr. Cristina Fenollar Ferrer, Researcher at Stiles-Nicholson Brain Institute at FAU
- Yosoon Yun, PHF Computational Brain Health Graduate Fellow
- Gianna Cannestro, PHF Computational Brain Health Graduate Fellow
- Dr. Nicole Baganz, Assistant Director, Stiles-Nicholson Brain Institute at FAU

95 Event Attendees



“The presentations and discussions were not only enlightening but also reinforced the vital role we all play in advancing brain health in our community. I found the event to be a source of great inspiration, and it was a pleasure to connect with so many passionate individuals.” – Attendee



“Through the Brain Coast Vision and Alliance, students, researchers, scientists, health professionals, funders, nonprofits, and residents are coming together across South Florida to transform brain health in our local community and around the world.” – Patrick McNamara, President & CEO, Palm Health Foundation

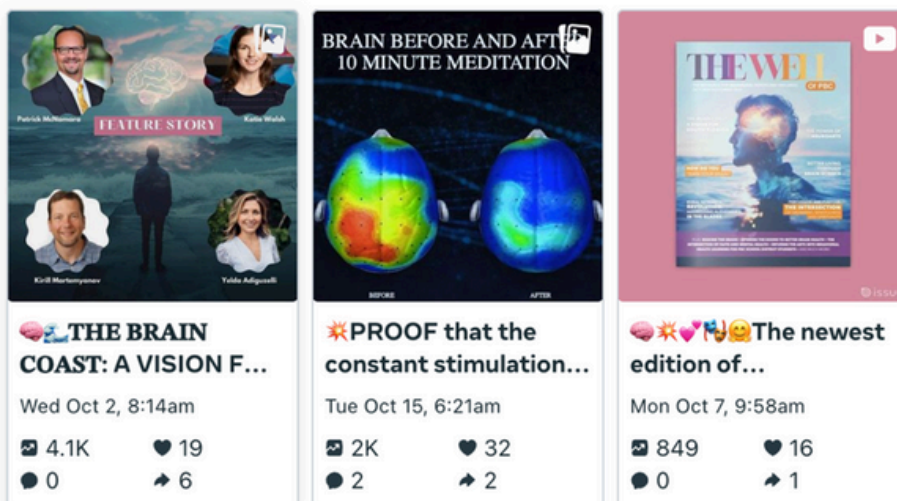
“I was so grateful to be able to attend. I absolutely love the Vision. As a school psychologist, I find that there are so many mental and neurological disorders at schools. I would love to continue attending these types of events and learning as much as I can about brain function.” - Attendee

Social Media & Online Marketing:

Palm Health Foundation engaged in a month-long social media takeover promoting The Brain Coast Vision with a video series featuring local partners working to advance brain health.

- Facebook page reach during campaign month: **3,100**
- Instagram reach: **7,700**
- Video series YouTube views: **> 600**

Top Posts



Train the Brain Promo Video Ad:

Impressions: **3,287**

Weekly E-Blasts:

The foundation sent out weekly e-blasts promoting each pillar of The Brain Coast Vision and sharing articles from the Brain Coast-themed October issue of *The Well of PBC*.

E-blasts sent to an audience of: **7,407**

The Well of PBC:

Palm Health Foundation sponsored the October issue of *The Well of PBC*, Palm Beach County's premiere behavioral health publication. 1,000 copies of this Brain Coast-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 **1,650** subscribers
- Shared with **over 3,000** viewers via email and social media

Media Exposure:

- *Palm Beach Treasure Coast Perspective Radio Show*, [Brain Coast Vision](#)
- *CBS12*, Patrick McNamara and Dr. Randy Blakely interviewed on [The Brain Coast Vision](#)
- *WLRN*, [A biotech engine in South Florida? Think Brain Coast.](#)
- *Stet News*, [A biotech engine in South Florida? Think Brain Coast.](#)
- *North Palm Beach Life*, [8th Annual Train the Brain Set](#)
- *Around Wellington*, [Palm Beach County visionaries to unveil Brain Coast Vision during October's Train the Brain month](#)
- *FAU YouTube*, [Launching The Brain Coast Vision Train the Brain Event](#)
- *South Florida Hospital News*, [Palm Beach County visionaries to unveil The Brain Coast Vision during October's Train the Brain month](#)

Media Exposure Dollar Value: \$716,193

The Brain Health Innovation Fund at Palm Health Foundation advances new technologies, treatments, resources and educational tools for better brain health. Learn more and support the fund at PalmHealthFoundation.org/the-brain-health-innovation-fund.

