

2025: Brain Health Across the Lifespan

Train the Brain 2025 spotlighted opportunities for community members to connect with local brain health champions, access practical, science-backed information, and take meaningful steps to support brain health for themselves, their families, and their neighbors – at every age and stage of life.

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 partnered with our Healthier Together communities, grantees, and community partners to present a Train the Brain calendar of events in October 2025, highlighting brain health information relevant to resilience at every stage of life.

The foundation also launched a digital marketing campaign promoting the calendar and messaging on brain health across the lifespan. The marketing campaign included:

- Weekly e-blast messages
- A social media ad campaign featuring a Brain Health Across the Lifespan video series
- Media spotlights

Train the Brain Events:

Neuroarts, Stress Management, & Emotional Resiliency

The Palm Beach County Neuroarts Collaborative presented an interactive experience exploring the hidden impact of stress on the body, brain, and behavior. Attendees sampled proven arts-based techniques for helping the brain return to its calmer state – homeostasis. Techniques included free association drawing, contemplative art gazing, poetry, music, rhythmic movement, and mindfulness practices.

Presenters:

- Dr. Bama Lutes Deal, Palm Beach County Neuroarts Collaborative
- Brian Wood, licensed mental health counselor and artist
- Dr. Patricia Izbicki, neuroscientist and music/memory researcher
- Elaine Pomfrey, senior teacher and co-director of the Transcendental Meditation Center of Palm Beach



Event Attendance: 53

“So lovely spending a couple of hours in the Armory Art Center. What a treat. I loved being the participant, we all need self-care. Thank you: it was a super event. I enjoyed all three activities, but I really savored the Free Association exercise.” - Attendee

“Thank you for such an incredible event. It left my heart so full! I had such a wonderful time, and it was a gift to be able to share it with a great community of people.” - Presenter

“Thank you for the event yesterday. It was beautiful. I especially liked the visual art portion. I am going to use that with a group of ladies I meet with regularly.” - Attendee



The Art of Care Workshop Series

This weekly workshop series was offered to community members over 60 who wished to learn easy and creative ways to self-care, boost brain health, and bring balance to their daily lives through music, movement, and visual art making. The series culminated in a community showcase.

Series Attendance: 26

Event Partners:

- Healthier Boynton Beach
- Palm Beach County Neuroarts Collaborative leadership team members

Based on survey results, the workshop series made a notable impact on participants' **sense of creative empowerment** and **emotional well-being**.

Participants left feeling:

- More comfortable and expressive through art, music, and movement
- Better equipped to care for their emotional and physical health
- More connected to their own creative and healing capacities

“You are not coming just to give us a lecture, but we are involved and participating in what you are teaching us.” - Participant

“Each week they help us to take something from inside out.” - Participant



Train the Brain with Schoolhouse Children's Museum

Designed for both parents and children, this event empowered caregivers with practical, science-based tips to support brain health and emotional well-being at home. Kids enjoyed yoga, art making, and music, while parents and caregivers engaged in an interactive educational session with experts.



Event Attendance: 39

Event Partners:

- The Center for Child Counseling
- The Schoolhouse Children's Museum

“All the caregivers who participated were actively engaged, asking thoughtful questions, seeking examples, and really connecting with the content. Most importantly, at least one family was truly impacted by the presentation and even requested information about future trainings which is incredibly encouraging.”

– Jasmeiline Perez, Senior Program Specialist, Center for Child Counseling

“Collaborations such as these create partnership opportunities through which we can further strengthen our communities. Schoolhouse Children's Museum reached out, and I will be taking boxes of 'My Body is Special' books to be distributed to children and their families.”

– Ljubica Ciric, PsyD., Sr. Director of Strategic Impact, Center for Child Counseling

Brains Explained

The FAU Stiles-Nicholson Brain Institute's Dr. Nicole Baganz shared a relaxed, conversational presentation exploring how the brain changes over time, the science of neurogenesis, and what research reveals about how everyday activities (like meditation, breathing, sleep, exercise, and more) shape brain health and resilience. Dr. Baganz also dispelled common brain myths, making brain science accessible and engaging for all.

Event Attendance: 45

“One of our main goals is to meet people where they are, and this event was a perfect example of that. We're hopeful that Brains Explained will grow into a popular monthly hangout for the community.”

Some exciting follow-up opportunities have already emerged: we've been invited to host a similar event at the Marcus Institute of Integrative Health and we're in conversations with an attendee about organizing regular tai chi sessions on the Brain Institute lawn.

We're deeply grateful for Palm Health Foundation's ongoing support. This event showcased how these partnerships help us make neuroscience more accessible, engaging, and community driven.”

– Alexandra Paz, PhD, Post-Doctoral Fellow, Community Engagement and Programming, FAU Stiles-Nicholson Brain Institute



Arts on the Muck for Glades Elders

This event celebrated community, creativity, and cognitive wellness – The Muck Way! Glades community seniors engaged in arts activities, memory boosting games, music, movement, and more during a football-themed afternoon. Attendees were encouraged to wear their favorite Muck Bowl football team colors. For many in attendance, this event offered emergence from social isolation.

Event Attendance: 73

Event Partners:

- AARP
- City of Belle Glade
- City of Pahokee
- City of South Bay
- Elevar Foundation
- FAU Christine E. Lynn College of Nursing
- Healthier Glades
- Palm Beach County Neuroarts Collaborative

“Words cannot express how full my heart is after this event. I received a message from a former colleague who sent her parents to the event—they told her they had a great time! That kind of feedback says it all.”

– Annie Ifill, Project Director, Healthier Glades

“Without a doubt, this was my favorite event that I have ever been a part of in the Glades (or anywhere for that matter)!”

– Lisa Kirk Wise, PhD, MSN, RN, Professor, FAU Christine E. Lynn College of Nursing

Body, Mind & Brain: Lessons Across the Lifespan

A half-day community conversation presented by the FAU Stiles-Nicholson Brain Institute to explore how body and brain collaborate to support brain function, health, and promote resiliency. Attendees learned from prominent, front-line brain researchers from across the country whose work is revealing the significance of body-brain connections throughout life, with lessons that can improve and sustain brain health.

Event Attendance: 60

“Attendees were from a variety of backgrounds, ranging from education to wellness. Both community and scientific presentations consistently concluded with multiple audience questions, demonstrating strong engagement and interest in the topics presented.”

– Alexandra Paz, PhD, Post-Doctoral Fellow, Community Engagement and Programming, FAU Stiles-Nicholson Brain Institute

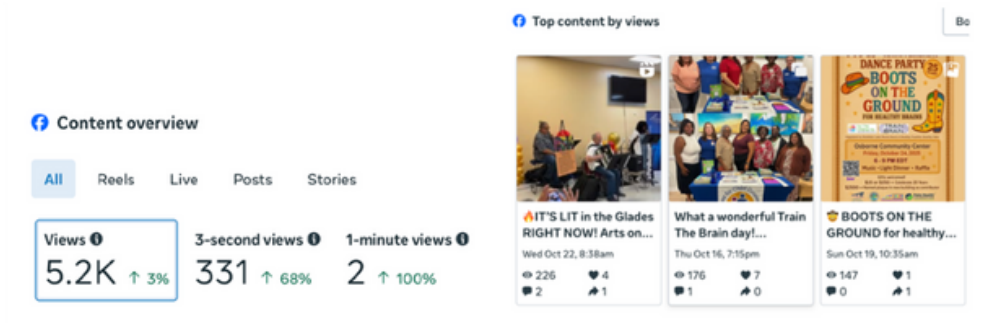




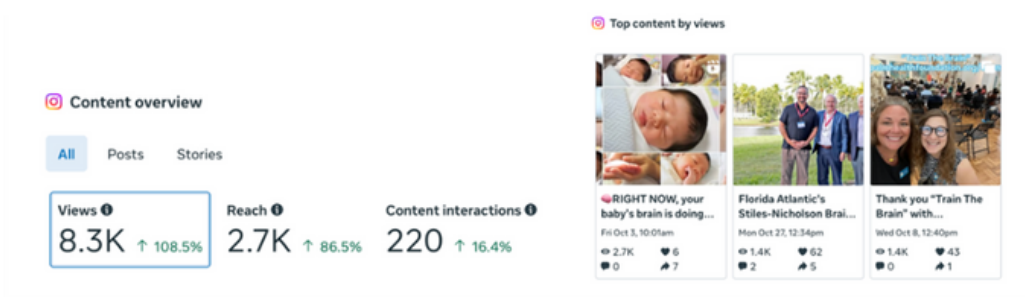
"From the moment we're born all the way through our senior years, brain health impacts not just individuals but our whole economy and society. The costs—from medical care and lost work to the toll it takes on a family caregiver's wellbeing—build up over time, especially when brain health issues aren't caught early. Through Train the Brain, and our work to advance the Brain Coast vision, we hope to explore ways we can all focus on our brain health throughout our lives and build resilience." – **Patrick McNamara, President & CEO, Palm Health Foundation**

Social Media & Digital Marketing:

Facebook Analytics



Instagram Analytics



LinkedIn Analytics



Weekly E-Blasts

Palm Health Foundation sent out weekly e-blasts focusing on a different stage of brain development and highlighting brain health tips. Weekly e-blasts also promoted the October issue of *The Well of PBC*.

E-blasts sent to an audience of: **6,891**



The Well of PBC:

Palm Health Foundation sponsored the October issue of *The Well of PBC* magazine, Palm Beach County's trusted behavioral health resource. In addition to digital circulation, **1,000** copies were distributed to key partners and the community throughout the campaign month.

Issue articles connected to Train the Brain events offered throughout the campaign month and spotlighted community partners actively advancing brain health through their programs and initiatives.

Analytics for the digital issue of The Well of PBC:

- Distributed to **8,629** email subscribers
- Viewed by **4,100** on Facebook
- Viewed by **4,400** on Instagram
- Gained **1,135** impressions on LinkedIn
- **830** The Well of PBC website landing page views



Media & Partnership Exposure:

- WPTV, Train the Brain with the Schoolhouse Children's Museum
- World News, Schoolhouse Children's Museum Train the Brain Campaign Promotes Mental Wellness
- Newsbreak, "Palm Health Foundation to launch brain health across the lifespan during October Train the Brain month"
- South Florida Hospital News, "Palm Health Foundation to launch brain health across the lifespan during October Train the Brain month"
- CBS12, Patrick McNamara on Train the Brain month
- NAMI PBC Newsletter, Train the Brain Month
- Palm Beach County School District-wide Bulletin announcing Train the Brain Month
- Train the Brain monthlong messaging shared with the entire team at The Breakers Palm Beach
- Neuroarts Resource Center, Train the Brain neuroarts event feature

Media Exposure Dollar Value: **\$250,899**



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.