



Train the Brain 2023 Marketing Package

About the Campaign

Train the Brain is Palm Health Foundation's annual community health campaign that takes place from October 1-31. 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.**

Throughout the campaign month, Palm Health Foundation promotes brain health messaging and resources, and the community is encouraged to attend free experiential and educational events.



Train the Brain 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.

Source: NeuroArts Blueprint



Train the Brain's Call-to-Action

Palm Health Foundation invites you to three FREE neuroarts events, where you'll experience first-hand how the arts can improve your brain health and the wellbeing of our community.

➔ Visit PalmHealthFoundation.org to view our calendar of FREE Neuroarts events in October 2023.

➔ Follow Palm Health Foundation on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) for weekly brain health tips in October!

Sample Newsletter Copy

This October, we're participating in [Palm Health Foundation's](#) *Train the Brain* campaign. 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.** This year's campaign theme is, "Advancing Wellness Through the Neuroarts."

[The Neuroarts](#) is the study of how the brain and body respond to art. Research has shown that creative and expressive art experiences can change the brain, body, and behavior, leading to better overall health.

Join us for **three FREE neuroarts events** this October, where you'll experience first-hand how the arts can improve your brain health and the wellbeing of our community.

Visit [PalmHealthFoundation.org](https://palmhealthfoundation.org) to register for *Train the Brain* events.

Sample Social Media Posts

Please share the Train the Brain promotional video on your social media platforms:

https://youtu.be/OMUmCepE_cA

This October, we are participating in #TraintheBrainPBC and celebrating the connection between the arts and brain health! Did you know that scientific study has proven that artistic experiences measurably change the brain, body, and behavior, leading to better health? Check out this calendar of FREE neuroarts events →

[PalmHealthFoundation.org/events](https://palmhealthfoundation.org/events)

Art is good for your brain! This October 1-31, we are learning about the neuroarts, which is the study of how the brain and body respond to art. Check out these FREE local neuroarts events offered throughout October! #TraintheBrainPBC → [PalmHealthFoundation.org/events](https://palmhealthfoundation.org/events)

Science has proven that art can work hand in hand with traditional medicine to relieve pain, enhance mental health and learning outcomes, prevent disease, and improve mobility, memory, and speech. During this October's #TraintheBrainPBC campaign, we are celebrating our local arts and culture community. Learn more →

[PalmHealthFoundation.org/events](https://palmhealthfoundation.org/events)

Please tag Palm Health Foundation in social media posts.



@palmhealthfoundation
#TraintheBrainPBC



@palmhealthfdn
#TraintheBrainPBC

Logos

Train the Brain Logo



Palm Health Foundation logo



The flyer is a collage of images and text. At the top left is the 'Train the Brain' logo, which features a gear and a brain. To the right of the logo is a photo of two women smiling. Below the logo is a purple banner with the text 'ADVANCING WELLNESS THROUGH THE NEUROARTS' and a paragraph about neuroarts. In the center is a large purple banner with the text 'FREE NEUROARTS EVENTS IN OCTOBER!'. Below this are three event descriptions: 'THE ART OF LEARNING: A CROSS-CURRICULAR ART SHOW & SYMPOSIUM', 'THE POWER OF PUBLIC ART: A LUNCH & LEARN', and 'THE SCIENCE OF SINGING'. To the right of these descriptions are logos for partner organizations: FAU Lab Schools, FAU Stiles-Nicholson Brain Institute, Boynton Beach Arts & Cultural Center, and the City of Boynton Beach. At the bottom left is a purple banner with registration information. At the bottom right is the Palm Health Foundation logo and a photo of a child in a 'Train the Brain' t-shirt. The background of the flyer includes images of a Ferris wheel, a group of people, and a child painting.

TRAIN THE BRAIN

ADVANCING WELLNESS THROUGH THE NEUROARTS
The neuroarts is the study of how the arts and aesthetic experiences change the body, brain, and behavior for better health and wellbeing.

FREE NEUROARTS EVENTS IN OCTOBER!

THE ART OF LEARNING: A CROSS-CURRICULAR ART SHOW & SYMPOSIUM
Thursday, October 19 • 5:30 pm – 7:30 pm
A.D. Henderson University School • 777 Glades Road, Boca Raton, FL 33431
Through art expression, Palm Beach County students are diving into topics like brain health and stress management – in a science classroom! Hear from these students, their educators, and a neuroscientist on the connection between art and brain science.
Registration includes light snacks and beverages.

THE POWER OF PUBLIC ART: A LUNCH & LEARN
Tuesday, October 24 • 11:00 am – 1:00 pm
Boynton Beach Arts & Cultural Center • 125 E Ocean Ave, Boynton Beach, FL 33435
Why are art installations important in urban environments? How does public art impact health and mental wellness? Join this event to explore these questions with local brain health experts and artists and take a tour of exceptional public art!
Registration includes free lunch.

THE SCIENCE OF SINGING
Thursday, October 26 • 5:30 pm – 7:30 pm
Cox Science Center and Aquarium • 4801 Dreher Trail N., West Palm Beach, FL 33405
Singing is good for the brain. Collective singing is even better! Join in on a fun sing along and learn about what happens in our brains when we sing together.
Registration includes light snacks and beverages.

Train the Brain events presented in partnership with:

FAU LAB SCHOOLS
Florida Atlantic University

ARTS & CULTURAL CENTER

FAU STILES-NICHOLSON BRAIN INSTITUTE
Florida Atlantic University

CITY OF BOYNTON BEACH

Registration is required for all Train the Brain events
Register at PalmHealthFoundation.org!

Palm Health FOUNDATION
Leading Change for Better Health

The Neuroarts Fund at Palm Health Foundation

The Neuroarts Fund 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