

Understanding Brain Health as a Pathway to Adult Programming

Presented by Dr. Henry Mahncke, CEO - Posit Science

Webinar Q&A – September 23, 2015

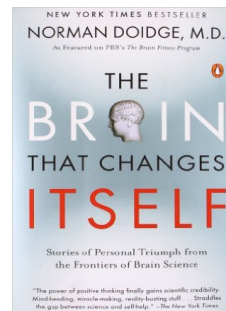
Webinar Questions

Q: Are other areas also affected during these exercises (such as stress level)?

A: Yes, absolutely! Cognitive training can help all kinds of broad brain health issues, including mood symptoms, health-related quality of life, and stress/anxiety. Clinical trials have shown a number of broad-ranging benefits from the exercises in BrainHQ. In particular, the ACTIVE study showed that this kind of brain training improved measures of mood and health-related quality of life. In another study, with women who had been through chemotherapy, stress levels were shown to decline with cognitive training.

Q: Of the 5 books you have shown, which would be the best for a small public library to buy?

A: *The Brain That Changes Itself* by Norman Doidge is a great book, and covers the science of brain plasticity and human health in an engaging style with a number of stories from individuals who have changed their lives through changing their brains. It was also a best-seller, and is sure to be popular among your library patrons.



Q: What is the difference between brain games and brain exercises? (I know we addressed this in the webinar, but let's formally answer it here)

A: A “brain game” is any game that involves a cognitive function. Most games are brain games! Board games like Monopoly or Risk, and computer games like Tetris and Angry Birds all demand cognitive functions like attention, memory, or speed. While brain games may engage cognitive functions, they have not been through rigorous scientific studies to show that they change cognitive functions. “Brain exercises” like the ones in BrainHQ™ have been specifically designed to improve cognitive function, and have been through scientific studies, published in peer-reviewed scientific journals, that show that they work.

Q: What phone apps may help improve brain function? By the way, thanks for the great presentation, Dr. Mahnke.

A: BrainHQ is available for the iPhone and iPad through the app store, and all phone/tablet users (Apple and Android) can use BrainHQ through the web browser on their phone or tablet. I'm not aware of any other phone app that has been through this type of clinical trial validation showing that it improves brain function.

Q: Is there a limit to the number of people who can use a library subscription to BrainHQ?

A: No. The only requirement to access BrainHQ is for the user to be a valid library card holder. BrainHQ is available to libraries at annual subscription rate based on your library's population served. For pricing information, please call Demco at 888.331.0032.

Q: I understand this is a sales pitch for your product, but does doing physical exercise while learning new things help improve brain function. I'm thinking playing games on Wii or the like or Guitar Hero .

A: There has been a lot of scientific interest in the role that physical exercise may play in brain fitness. A number of studies have now shown promising results, particularly suggesting that intensive aerobic exercise can improve executive function (your ability to plan and make complex decisions). There is some controversy in the field around how much and what type of exercise is required to see benefits – unfortunately, it's probably more complicated than just taking a walk around the block. Some researchers have now begun to investigate combinations of physical exercise and cognitive training – thinking there may be some synergy between the two activities. Unfortunately, we don't really know yet if being physically active while learning helps accelerate learning. I've played quite a number of games on my Wii, and I've played quite a lot Guitar Hero myself. While I like those games a lot, there is not yet any scientific evidence that they improve brain function.

Q: Hi, I'm wondering how you deal with the information gleaned from patrons using your Brain HQ product. Is it stored? Are you using it for research? I think privacy is very important for our patrons and this would be a consideration when thinking about purchasing such a product. Thank you.

A: Privacy is very important to us as well. Every user of BrainHQ has their own account, so that one user can not see another user's data. Information about a user is encrypted as it goes over the internet, just like it would be for a bank transaction. Our customer support team uses the personal information that a user provides for technical support – so that if a user calls or emails us, we know who they are. Our science team uses an anonymized version of the training data – with all personally identifying

information removed - to evaluate how well BrainHQ works, make improvements, and answer basic research questions about brain training. We keep personal information private – and our privacy policy makes and enforces this promise.

Q: What is the youngest age that can participate in Brain HQ?

A: The exercises can be used by a person of any age (as long as they can use a computer). They are generally designed for an adult to use.

Q: What are the real-world gains a person can expect to feel from doing brain exercises?

A: The exercises in BrainHQ have been shown in multiple studies published in leading scientific journal to improve basic cognitive abilities – including speed, memory, and attention – as well as broad measures of cognitive well-being, including health-related quality of life, mood, and the ability to do the everyday activities important to live independently. In each case, these gains are of a magnitude that they are both statistically and clinically significant. You can read more about these real-world gains at <http://www.brainhq.com/world-class-science>.

Webinar Comments

C: Specifics on how these certain exercises sharpen parts of the brain, not just facts on general improvements in studies done, but the science behind it more in depth.

A: You can read more about how these exercises sharpen the brain at <http://www.brainhq.com/world-class-science/brainhq-effective/science-brainhq>

C: With so much available on the web, how can programs at libraries entice people to leave home and come in to the library building?

A: One of the major benefits I've heard libraries speak to is creating community and social opportunities. Offering food and drink helps fosters an environment for casual conversation and connection. Hope Levy cites numerous examples of adults developing friendships and becoming regular program attendees at San Francisco Public Library. You can hear more about this in the upcoming webinar, [Engaging Adults Through Programming](#), which will broadcast live on October 20, 2015, and be available on-demand thereafter.

Mallory Arent , Head of Adult Programming at Darien Public Library (CT) often returns to a programming room an hour post-program to find participants lingering and socializing. Learn more from her webinar, [Senior Moments: Event Planning for the Mature Audience](#),

C: How have other communities increased their attendance at adult programming...many libraries offer so much children's programming because that's who shows up. How have they incorporated these science facts into PR for adult programs?

A: Ideas for increasing program attendance are covered in both of the webinars referenced above. As for incorporating the scientific facts into PR, I do not have any specific examples to share. However, the most effective marketing makes real, emotional connections with their customers.

C: We have a very strong aging population that could really benefit from these exercises.

A: BrainHQ™ may be a great way to connect with your community members. AARP research found that 9 in 10 people say brain health is important but few know the ways to maintain or improve it, and have an [infographic](#) I often reference. If you have additional questions on BrainHQ, or would like a product demonstration, please call Demco at 888.331.0032.

C: Simply, how to get more adult participation in library programming?

A: Many libraries have Teen Advisory Boards as a way to connect and involve Teens in program development. The Darien Public Library built upon this concept and created a Senior Advisory Board. To learn more about this and other programming ideas, I highly recommend viewing the webinar, [Senior Moments: Event Planning for the Mature Audience](#) presented by Mallory Arents, Head of Adult Programming.

The webinar, [Engaging Adults Through Programming](#), will share lessons learned and programming stories of the King County Library System and San Francisco Public Library. This will broadcast live on October 20, 2015, and be available on-demand thereafter.

C: Ideas for passive programming, as well as facilitated programming?

A: There are so many creative program ideas happening around the country – the most challenging part is having enough time to explore and find them all. Regardless of geography, some common and well-attended programs are genealogy, history and music programs. An emerging program offering is adult coloring. You can find more details and information at OCLC's WebJunction® in a September 24, 2015 feature titled [Adult Coloring Explosion](#) by Jennifer Peterson.

Whenever I visit family, I try to fit in a stop at their public library. Most recently this has taken me to the [Nichols Library in Naperville Illinois](#) where I helped myself to their 2015 Fall Program Guide. A few highlights from their adult programming offering include:

- How to Create Memorable Presents for the Holidays
- Small Business Funding – Angels & Crowds
- Embracing Your Empty Nest
- Downloadables Workshops on Magazines, E-books

- Lynda.com tutorials
- Pinterest in 30 minutes
- Reader’s Night Out at Quigley’s Irish Pub

In November 2014, we headed east to Long Island NY and on a Sunday afternoon our group stopped at a bustling Huntington Public Library. They offer a robust programming calendar with offerings falling into categories of:

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| • Arts & Entertainment | • Health & Fitness |
| • Book Clubs & Discussions | • History |
| • Computers & Technology | • Wellness for Caregivers |
| • Crafts & Cooking | • Jobs & Careers |
| • Defensive Driving | |

I recently spent time on the Salina Public Library (KS) website, and was delighted to find a wide range of CLASS (Community Learning and Skill Sharing) offerings. A diverse, well-organized offering, with a beautiful Zentangle® catalog cover immediately pulled me in. They too organize their offering into categories:

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|---------------------|-----------------|
| • Explore the Past | • Grow |
| • Put Pen to Paper | • Get Crafty |
| • Embrace Change | • Create |
| • Try Something New | • Have a Drink! |
| • Be Well | • Stir it Up |
| • Get Moving | |

If you have additional questions, please contact the moderator for this webinar:



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