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World Federation of Neurology launches Global Brain Health awareness campaign

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Brain Health Initiative provides accessible information on promoting brain health



The World Federation of Neurology is pleased to announce its launch of the Brain Health Initiative, a global campaign to promote the importance of brain health. This initiative centers upon free, comprehensive information on a variety of topics such as why brain health is important and what happens when brains are not healthy. The programming aims to reduce the burden of brain diseases and disorders, which are the second leading cause of death globally. This webinar is open to the public and features WFN's leaders and regional presidents.

The Brain Health Initiative simplifies complex topics in neurology to help maintain, improve and promote brain health around the globe, including in underserved and under-resourced regions. Each lesson is a standalone package but with a common format comprising a professionally produced video and supporting written documents.

"The World Federation of Neurology developed the Brain Health initiative to further our mission of fostering quality neurology and brain health worldwide," said Prof. Carroll. "The programme gives viewers the knowledge and tools they need to take steps to improve brain health both personally and within their own community."

This initiative follows the World Federation of Neurology's successful 6th annual World Brain Day project that focuses on raising awareness for a specific aspect of brain health, with 2020 asking the world to "Move Together to End Parkinson's Disease" in partnership with the International Parkinson and Movement Disorder Society. With 122 organizations across the world involved, the Federation is uniquely positioned to lead the conversation in both global advocacy and education on the topic of brain health.

To launch the initiative, the World Federation of Neurology is hosting a webinar on February 17 at 3:00 p.m. UK. The webinar is free to attend and registration can be found at https://bit.ly/3ttIzuT.