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Subject: ACL launches What is Brain Health? campaign

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ACL launches What is Brain Health? campaign

The Administration for Community Living has launched a campaign to provide information about how the brain changes over time, and steps you can take to help keep your brain sharp. The *What is Brain Health?* campaign also offers tips for talking with loved ones and health care practitioners about symptoms if they arise.

In a recent Roper survey, 71% of adults said they “worry most” about not being alert and experiencing memory loss as they get older.

“We all need to think about brain health the way we think about our hearts and joints. This means learning more and, ultimately, taking action—including talking to a health care provider with any questions or concerns,” said Kathy Greenlee, Assistant Secretary for Aging and Administrator of the Administration for Community Living.

The campaign is anchored by the Brainhealth.gov website, which has tips and tools for promoting brain health, educational videos, links to social media, testimonials from real people, and an interactive feature that shows how the brain changes with age. Academy-award winning actress Marcia Gay Harden taped a series of radio and television public service announcements which will be airing nationally. The PSAs can also be viewed anytime at Brainhealth.gov.

Learn more by visiting Brainhealth.gov and [ACL's brain health webpage](#).

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