

BRAIN HEALTH BOOST



Brain Health Matters: Activism Makes A Difference

Last week was another historic, difficult week in America. In the middle of a pandemic we are now watching people — Americans — fighting for their right to live without fear and to be treated fairly. We have seen the Suncoast region come together in numerous ways to stand up for injustice and to honor those who have lost their lives because of the color of their skin. Tuesday, June 9 at noon, the Brain Health Initiative, will join our partners at Massachusetts General Hospital and participate in a moment of silence to demonstrate how we are all united against racism.

We shifted the focus of our Brain Health Boost COVID-19 messages last week to recognize the tragic death of George Floyd and the local and national protests: some peaceful, some violent. We watched these events unfold, and many of us felt a myriad of emotions. How can we continue to practice physical distancing and prevent the spread of COVID-19 while still demanding justice?

WHAT YOU CAN DO TODAY TO PROTECT YOUR BRAIN HEALTH

Peaceful protests and marches are important methods to support the Black Lives Matter movement without joining the protests. For those who want to do something from home, without joining the protests, there are many things you can do while practicing physical distancing due to COVID-19:

- **Contact your local, state, and national leaders.** Tell them what issues are important to you and what you would like to see addressed.
- **Buy from black-owned businesses.** Visit [Manasota Black Chamber of Commerce](#) or [Support Black-Owned Businesses and Organizations](#) and search for black-owned businesses and restaurants in your community.
- **Volunteer.** Help support causes you believe in online or by phone.
- **Vote.** The Florida primary is already past, but it is just six months until the November election. For Americans, voting is still a powerful tool when speaking to your elected representatives. Use it.
- **Read books about explore resources about how to understand your own potential biases and about how to talk with your kids about racism (e.g., Each Kindness, Stamped, and Black is a Rainbow Color).**

About the Brain Health Initiative (www.brainhealthinitiative.org)

The Brain Health Initiative (BHI) is a cutting-edge, new approach to protecting brain health and fighting brain illness across the lifespan. The BHI works collaboratively with Massachusetts General Hospital, a Harvard Medical School Teaching Hospital, and the Academy for Brain Health and Performance to build brain healthy communities through education, research, innovation and action, with a specific focus on *brain health promotion, prevention, early detection, evidence-based intervention, and performance optimization*. The BHI is creating a culture that promotes brain health protective factors and decreases risk factors, thereby improving brain health and optimizing brain performance outcomes for the Florida Suncoast region and beyond. Join the brain health movement, because brain health matters, and lifestyle makes a difference.

[Click here](#) to read all brain health boosts.