The ‘Brain Gym’ Approach: Testing and Validating a Brain Training Model for Older Adults

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The ‘brain gym’ approach: Testing and validating a brain training model for older adults

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Sheridan College, Oakville, Ontario

February 4, 2013
Ontario Technology Transfer Partnerships Forum
Toronto, Canada
The context:
The Canadian population is aging

This demographic shift will result in a growing consumer market, requiring new products and marketing approaches, especially in the fields of technology and social innovation.
Our Applied Research Model at the Sheridan Elder Research Centre (SERC)

NSERC CCI Grant - Aging in Place: Optimizing Health Outcomes through Technology, Design and Social Innovation
Cognitive Health Promotion: A business opportunity

How can we increase access to, and interest in, specialized cognitive training software for older adults?

www.positscience.com

www.dynamicbrain.ca
Gym Locations:
SERC Internet Café
Seniors’ Centre
Retirement Residence
Public Library

Gym members:
11 participants ages 68-78

Training schedule:
40 hrs of training each
(1 hr/day; 5 days/week)

The ‘brain gym’ model: Project Implementation
If brain training was like physical training, would older adults take advantage of this personalized and progressive training opportunity?
The ‘brain gym’ model: Results and Implications

<table>
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<th>Result</th>
<th>Implication</th>
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<td>Most participants reported they were more interested in/aware of the</td>
<td>**The existence of the ‘brain gym’ created a learning opportunity that</td>
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<td>importance of brain fitness following the project.</td>
<td>encouraged older adults to take control of their cognitive health**</td>
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<td>All participants reported feeling motivated to continue to seek out</td>
<td>**By taking control of their cognitive, older adults represent a growing</td>
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<td>brain training opportunities following the project.</td>
<td>group that is looking for the right product to buy.**</td>
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<td>Response from community locations hosting ‘brain gyms’</td>
<td>**By making the product available in their communities, older adults</td>
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<td>benefit, while the community sites improve their services and also</td>
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<td>continually promote the product.**</td>
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1.) Increase community visibility
2.) Establish permanent ‘brain gyms’
3.) Explore web-based product delivery

DynamicBrain: Next steps and current plans
Applied Research Conclusions

All parties gained something from the ‘brain gym’ project.

Access to cognitive training

Exposure as conduit for action

Research experience and learning

Knowledge, promotion and new clients

Older Adults

Sheridan College

Students

Local Businesses
Acknowledgments & Contact Info

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