

*The Power Of **Lifestyle** Over Alzheimer's*

Brain Keeping 101

The Brain Keeper's Playbook

A publication of New Hope Brain Keepers



is a US nonprofit 501(c)(3) organization made up of
individuals committed to **Sharing a New Message of Hope!**

THIS NEW MESSAGE OF HOPE:

**Alzheimer's does not have to be inevitable
or "the end" if diagnosed with it.**

New Hope Brain Keepers will not accept a future devastated by Alzheimer's. Our mission is to educate and empower people to practice the lifestyle habits known to result in better Brain Health and point the way towards a future that is less encumbered by Alzheimer's.

Through our network of Community Change Agents, we work to help people learn that they can play the key role in determining their future brain health outcome and aspire to give them a future they can be excited about living. We educate and empower people to address Alzheimer's challenges with positive Lifestyle Habit Adjustments called Alzheimer's Blockers. The result of practicing Alzheimer's Blocking can serve to establish a BARRICADE that prevents/reverses Alzheimer's and ultimately helps retain independence, dignity and purpose for as long as possible in life.

New Hope Brain Keepers' goal is to help people address Alzheimer's with a New Plan-Of-Action: a plan that is "Person-Centered", not "Disease-Centered"; a plan that includes taking steps to intervene at the earliest possible stage in order to prevent or reverse Alzheimer's.

Disclaimer

All content found in this document is for educational purposes only. New Hope Brain Keepers does not intend for the content of this book to be a substitute for professional medical advice, counseling, diagnosis, or treatment. Our content doesn't engage readers into a professional relationship. Therefore, before engaging in any lifestyle improvement program, consult your physician or other healthcare professional to determine if it is suitable for your personal health conditions.

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What is a *Brain Keeper* ?

Being a Brain Keeper starts when a person considers the wellbeing of their brain. Then, such consideration for one's brain health manifests itself in living a lifestyle that demonstrates an increased level of care for the brain. This elevated level of focus on living a brain healthy lifestyle makes a person a BRAIN KEEPER. It is something EVERYONE can do in order to protect against cognitive decline as they age.

Becoming a *Brain Keeper* is

SIMPLE

STRAIGHTFORWARD

SOMETHING EVERYONE CAN DO

Follow these 3 Steps to become a Brain Keeper

1st Step - LEARN

2nd Step - PLAN

3rd Step - ACHIEVE

1st Step to becoming a *Brain Keeper*

LEARN

Brain Keeping simply **starts with LEARNING.**

Learning **about the brain.** Learning **about Dementia.**

Learning **about "The Power Of *Lifestyle* Over Alzheimer's"**

New Hope Brain Keepers' enlists, educates and supports a **Network of Brain Keepers** who are **Community Change Agents**.

A Community Change Agent works to help eliminate cognitive diseases, such as Alzheimer's. They stand ready to share a New Message of Hope about the future of Alzheimer's with you and your neighbors.

This is done by teaching people how to address Alzheimer's challenges with Positive Lifestyle Habit Adjustments called

ALZHEIMER'S BLOCKING.

The result of practicing **ALZHEIMER'S BLOCKING** serves to **establish a BARRICADE** that can work to prevent / reverse Alzheimer's and ultimately help a person **retain independence, dignity and purpose** for as long as possible in life.

An **ALZHEIMER'S BARRICADE** can be established by practicing these **ALZHEIMER'S BLOCKERS**.

MENTAL STIMULATION

BRAIN HEALTHY DIET

PHYSICAL EXERCISE

STRESS MANAGEMENT

ADDRESS HARMFUL BEHAVIORS

New Hope Brain Keepers endeavors to help you address Alzheimer's with a ***New Plan-of-Action.***

A plan that includes ***taking decisive action, at the earliest possible stage in life***, while enlightening you to the fact that -

IT'S NEVER TOO EARLY OR TOO LATE TO START !

Research now clearly shows that ***actively practicing healthy lifestyle habits*** results in ***better brain health*** as you age. Because of this, it is important for you to take to heart this message -

Don't Wait For A PILL To Be The Answer -

TAKE ACTION !

Because when it comes to your brain, you either

“ USE IT OR LOSE IT ! ”

It Is Said That

A PICTURE IS WORTH A THOUSAND WORDS.

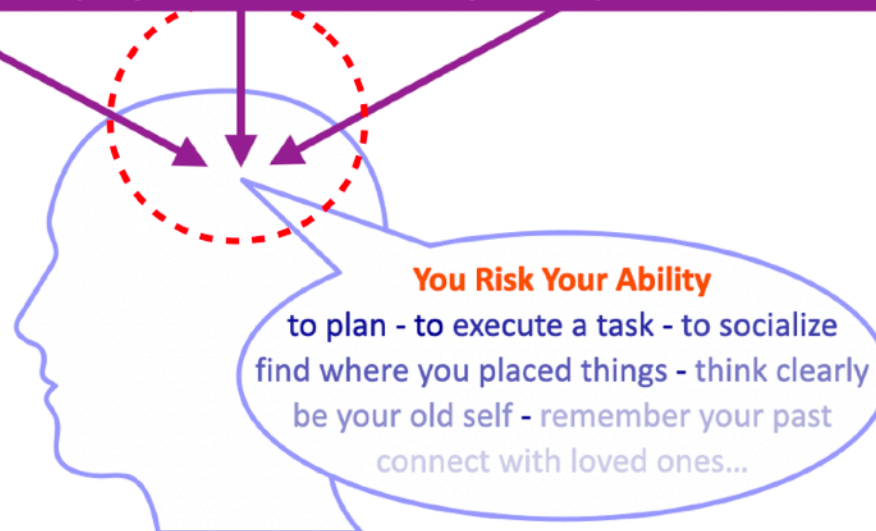
Let's look at three illustrations that help convey
The Power of Lifestyle Over a dementia such as **Alzheimers.**

How can establishing an Alzheimer's Barricade help me?

What Can Happen If You Ignore Your Brain Health Needs?

ADVANCING ALZHEIMER'S SYMPTOMS

difficulty planning & completing a task - personality change - vision, speech & language problems
misplacing things - mood changes - poor judgement - withdrawing socially - confusion - memory loss



How can establishing an Alzheimer's Barricade help me?

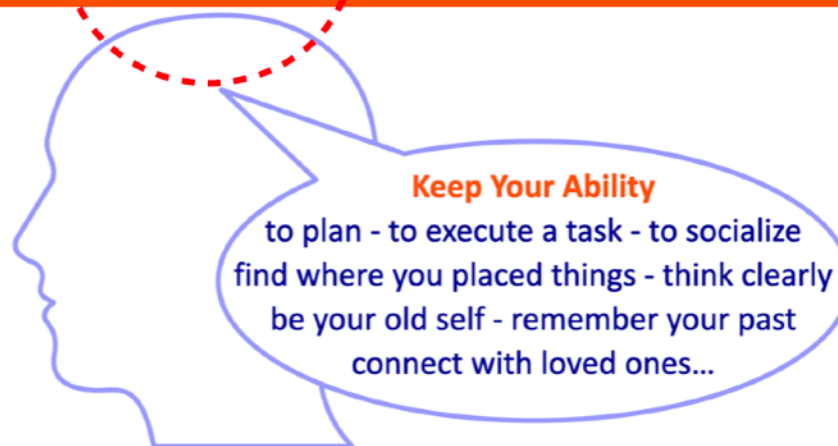
The Key ALZHEIMER'S BLOCKERS Known To Prevent Alzheimer's.

ADVANCING ALZHEIMER'S SYMPTOMS

difficulty planning & completing a task - personality change - vision, speech & language problems
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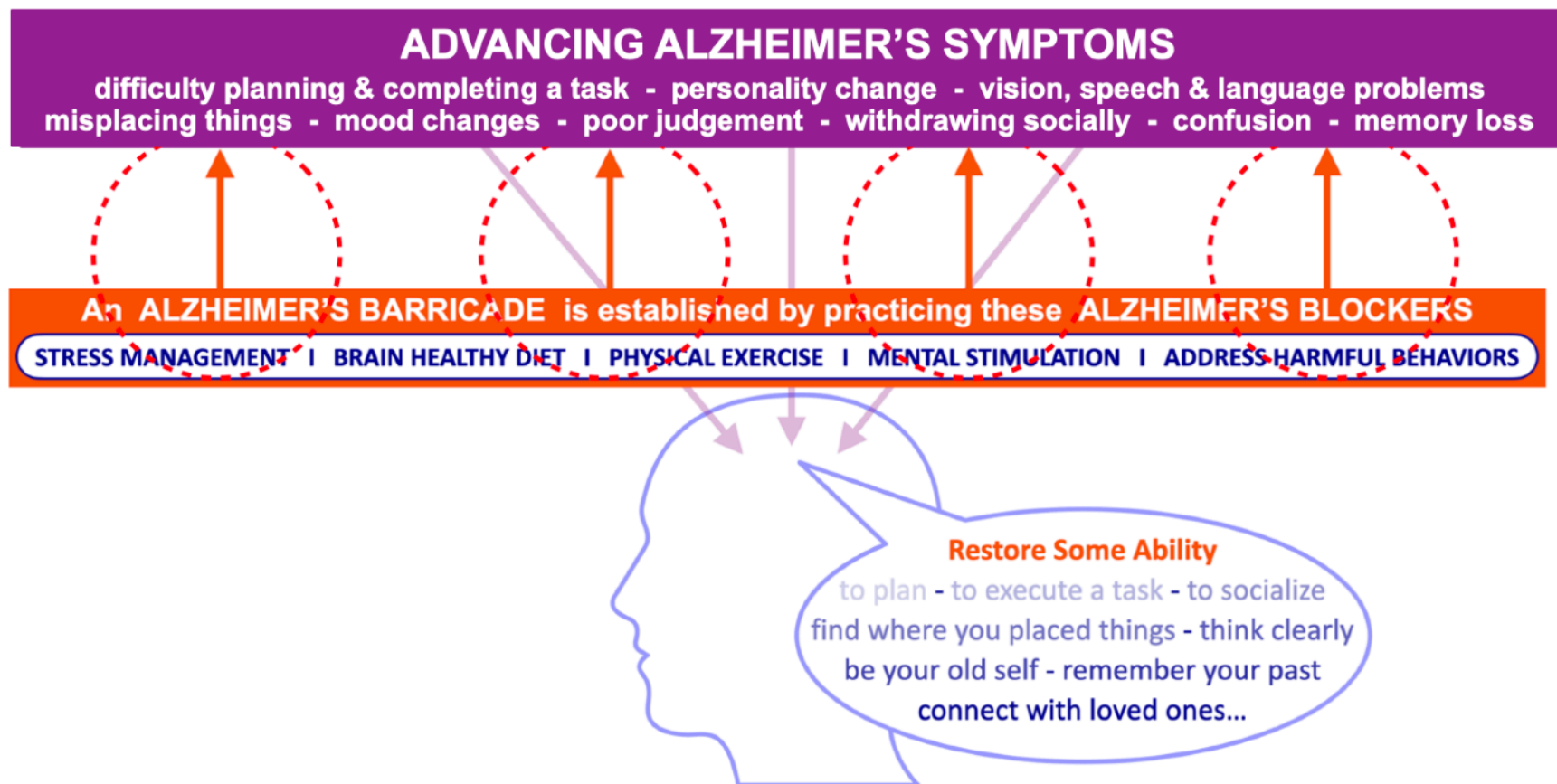
An ALZHEIMER'S BARRICADE is established by practicing these ALZHEIMER'S BLOCKERS

STRESS MANAGEMENT | BRAIN HEALTHY DIET | PHYSICAL EXERCISE | MENTAL STIMULATION | ADDRESS HARMFUL BEHAVIORS



How can establishing an Alzheimer's Barricade help me?

How Utilizing ALZHEIMER'S BLOCKERS Can Reverse Alzheimer's.





Establishing Your ALZHEIMER'S BARRICADE

The
Goal

The
Alzheimer's
Blockers

Alzheimer's
Blocking
Elements

BRAIN WELLNESS

[Capacity to meet the various cognitive demands of daily life.]

Mental Stimulation

BRAIN EXERCISES

Most effective when they are:

- Novel/New
- Present Variety
- Continuously Challenging
- Practiced Regularly
- Done "Failure Free"

Technology-based exercises designed to interactively challenge Cognitive Skills have been shown to be effective Brain Exercise Tools.

OTHER ACTIVITIES TO PRACTICE

- Learn throughout life.
- Meet someone new.
- Be Inquisitive.
- Break routine, start new one.
- Play challenging board games.
- Learn something new— like a task, skill, hobby, language, musical instrument, art form.
- Reduce TV exposure - read.

[Consistent mental challenge by novel stimuli has been shown to increase production & interconnectivity of neurons & nerve growth factor, as well as prevent loss of connections and cell death.]

Physical Exercise

Increases blood flow to the brain, aiding in the creation of neurons & connections (synapses).

- Stretching
- Strength Exercise
- Walking
- Dancing

[Do on a regular basis, 3 to 5 times a week.]

The brain needs a good supply of essential fatty acids that the body cannot produce. Researchers have shown that these fats work to protect the membranes of brain cells.

- Blueberries
- Fish (salmon & tuna)
- Nuts (walnuts & almonds)
- Olive Oil & Flax Seed

[Include in diet at least 3 times a week.]

Brain Healthy Diet

Stress Management

SOCIAL CONNECTIONS

- Engage in conversations.
- Eat daily meals with others.
- Participate in social events.
- Keep strong family ties.
- Keep strong ties with friends.

SPIRITUALITY

- Renew your beliefs daily.
- Meditate on your beliefs.
- Spend time praying.

GET ADEQUATE SLEEP

KEEP A DAILY JOURNAL

[Researchers have discovered that stress can kill brain cells.]


**BRAIN
KEEPERS**

Establishing Your ALZHEIMER'S BARRICADE

*The
Goal*

BRAIN WELLNESS

[Capacity to meet the various cognitive demands of daily life.]

*The
Alzheimer's
Blockers*

Mental Stimulation

Brain Healthy Diet

**Addressing
Harmful
Behaviors**

Physical Exercise

Stress Management

*Alzheimer's
Blocking
Elements*

THE LANCET REPORT 2020 identifies 12 specific potentially modifiable risk factors that may prevent or delay up to 40% of dementias. **They are:**

Less Education - Stay cognitively active throughout life.

↑ **Hearing Loss** - Protect ears from excessive noise and use hearing aids.

Traumatic Brain Injury (TBI) - Protect your head.

Hypertension - Control weight, don't smoking and get ample sleep.

Alcohol - Limit alcohol use to <21 units/week.

Obesity (body-mass index >29) - Control weight with diet and exercise.

Smoking - Avoid smoking.

↑ **Depression** - Avoid or reduce stress, avoid isolation, limit alcohol.

Social Isolation - Engage in regular social actively.

Physical Inactivity - Engage in physical activity each day.

Air Pollution - Reduce exposure, this includes second-hand smoke.

Diabetes - Control weight, get exercise and consume a diet low in sugar and carbs.

*You are the **QUARTERBACK** of your **LIFESPAN**!*

Have you ever thought
of yourself as a
QUARTERBACK?



*You are the **QUARTERBACK** of your **LIFESPAN**!*

Well **YOU ARE** and Here's How!

BY DEFINITION a Quarterback is a player who calls the signals and directs each offensive play of a game.

*It's safe to say **you've been doing this your whole life.***

You are the QUARTERBACK of your LIFESPAN!

Think of a time in your life when you took on a **significant challenge**.

your education

your career

your wedding

raising children

making a move

taking a vacation

In each of these challenges, ***you called the signals
and directed each play, in order to attain your desired outcome.***

This makes you ***The Quarterback Of Your Life's Challenges!***

You are the QUARTERBACK of your LIFESPAN!

You do the same when it comes to the
Lifestyle - *YOU CHOOSE* - To Live.

Your choices (***the plays you call***) determine how well
you are able to **keep your brain healthy as you age.**



You are the QUARTERBACK of your LIFESPAN!

As the Quarterback of your Lifespan, you call plays on how you will live EACH and EVERY DAY! Some plays *work well* and *some don't*.

*Knowing that, every day should include calling plays that represent healthy lifestyle behaviors known to protect against **Advancing Alzheimer's Symptoms**.*

You are the QUARTERBACK of your LIFESPAN!

*Think of Alzheimer's as **YOUR OPPONENT**. This opponent has a defensive mission to go after you and negatively affect the health of your brain.*

*Utilizing the right **Lifestyle Behaviors**, represents your best approach to attaining the goal of being **As Brain Healthy As Possible For Life**.*

You are the **QUARTERBACK** of your **LIFESPAN**!

Offense

Your Lifestyle **PLAYBOOK**:

Mentally Stimulate Brain

Learn Throughout Life
Computer Based Brain Games
Read - Play Board Games
Do Things That Are Novel and New

Regular Physical Exercise

Get Up And Move Everyday
Walk - Dance - Stretch - Strengthen

Eat A Brain Healthy Diet

Avoid Sugar & Processed Foods / Eat Avocados -
Blueberries - Salmon - Walnuts - Flax Seed - Olive Oil

Manage Stress

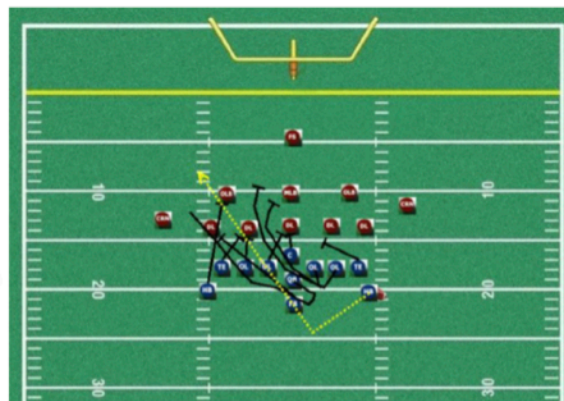
Maintain Social Connections - Practice Spirituality
Get Adequate Sleep - Keep A Daily Journal

Address Harmful Behaviors

Protect Your Hearing - Protect Your Head - Avoid Smoking
Avoid Obesity - Limit Alcohol - Address Hypertension
Address Depression - Avoid or Reduce Stress
Avoid Isolation - Avoid Being Sedentary - Reduce Exposure
To Air Pollution - Avoid Diabetes With Exercise & Weight Loss

Each of these is an **ALZHEIMER'S BLOCKER**.

(Brain Healthy For Life)



Defense

Alzheimer's Syntoms:

Difficulty Thinking Clearly

Being Confused

Mood Swings

Personality Change

Withdrawing Socially

Misplacing Things

Memory Loss

Poor Judgement

Difficulty Planning & Executing A Task

Language Problems

Loss Of Hearing

Change In Vision

Change In Speech

2nd Step to becoming a *Brain Keeper*

PLAN

Brain Keeping progresses when you **establish a PLAN.**

On any given day, your **PLAN should include** both the

Alzheimer's Blockers you plan to practice

and any unhealthy behaviors you plan to address.

Make Your Offensive Game Plan:

BRAIN KEEPING: Offensive Game Plan

PRACTICE ALZHEIMER'S BLOCKING	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
MENTAL STIMULATION							
LEARN SOMETHING NEW - BE INQUISITIVE	X	X	X	X	X	X	X
BE SOCIAL - MEET SOMEONE NEW		X		X		X	
DO NOVEL THING / CHANGE ROUTINE	X		X		X		
READ / REMINISC		X					
PLAY BRAIN STIMULATING GAMES		X	X	X	X		X
OTHER:							
PHYSICAL EXERCISE							
BE ACTIVE / GET UP & MOVE	X	X	X	X	X	X	X
SPEND TIME WALKING / DANCING		X	X	X	X	X	
DO SOME STRETCHING		X	X	X	X	X	
DO STRENGTH EXERCISES			X		X		X
DO HOME CHORES - CLEAN / GARDEN		X		X		X	
OTHER:							
BRAIN HEALTHY DIET							
AVOID SUGAR & PROCESSED FOODS	X	X	X	X	X	X	X
EAT DARK SKINNED FRUITS & VEGETABLES		X		X		X	
EAT FISH RICH IN OMEGA 3 - SALMON/TUNA	X		X		X		
EAT NUTS SUCH AS WALNUTS/ALMONDS	X		X		X		X
USE EXTRA VERGIN OLIVE OIL TO COOK	X	X	X	X	X	X	X
OTHER:							
STRESS MANAGEMENT							
FOSTER SPIRITUALITY / PRAY / MEDITATE	X	X	X	X	X	X	X
GET ADEQUATE SLEEP	X	X	X	X	X	X	X
KEEP A DAILY JOURNAL	X	X	X	X	X	X	X
MAINTAIN STRONG SOCIAL CONNECTIONS	X		X		X		X
ENGAGE IN CONVERSATIONS	X	X	X	X	X	X	X
EAT DAILY MEALS WITH OTHERS		X	X	X	X	X	X
PARTICIPATE IN SOCIAL EVENTS		X		X		X	X
OTHER:							

ADDRESS UNHEALTHY BEHAVIORS	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
COGNITIVE INACTIVITY	X	X	X	X	X	X	X
PHYSICAL INACTIVITY	X	X	X	X	X	X	X
BEING IN STRESSFUL SITUATIONS							
EATING POORLY	X	X	X	X	X	X	X
NOT CONTROLLING WEIGHT							
LIVING A SEDENTARY LIFESTYLE	X	X	X	X	X	X	X
WITHDRAWING SOCIALLY	X	X	X	X	X	X	X
ISOLATING YOURSELF FROM OTHERS		X		X		X	
PROLONGED TIME ALONE							
INADEQUATE SLEEP	X	X	X	X	X	X	X
PROLONGED EXPOSURE TO TV							
SMOKING							
EXPOSURE TO SECOND-HAND SMOKE							
DRINKING ALCOHOL TO EXCESS	X	X	X	X	X	X	X
ALWAYS DOING THE SAME ROUTINE		X		X		X	
NOT ADDRESSING HEARING LOSS			X				
NOT ADDRESSING VISION LOSS					X		
NOT PROTECTING HEAD FROM TBI	X	X	X	X	X	X	X

Mark the **OFFENSIVE PLAYS** you will call in a given week that make up your Game Plan for keeping your brain as healthy as possible.

NOTE: Offensive Plays can be from the list of Alzheimer's Blockers or the list of Unhealthy Behaviors you plan on addressing during the week..

WEEK OF:

3rd Step to becoming a *Brain Keeper*

ACHIEVE

Brain Keeping **can be realized when you record
how well you do at executing your LIFESTYLE PLAN.**

A **Brain Keeping: Scorecard** is being include
to help you achieve your Brain Healthy Lifestyle Goals.

Execute Your Offensive Game Plan:

BRAIN KEEPING: Scorecard

ALZHEIMER'S BLOCKERS :	MENTAL STIMULATION		PHYSICAL EXERCISE		BRAIN HEALTHY DIET		STRESS MANAGEMENT		TOTALS		Win / Lose
	OFFENCE ALZ BLOCKERS	UNHEALTHY BEHAVIORS	OFFENCE ALZ BLOCKERS	UNHEALTHY BEHAVIORS	OFFENCE ALZ BLOCKERS	UNHEALTHY BEHAVIORS	OFFENCE ALZ BLOCKERS	UNHEALTHY BEHAVIORS	OFFENCE, ALZ BLOCKERS	UNHEALTHY BEHAVIORS	Record
Sunday									10	5	W
Monday											
Tuesday											
Wednesday											
Thursday											
Friday											
Saturday											
TOTALS											

Each Day, Record the **OFFENSIVE PLAYS** you execute, as well as any **UNHEALTHY BEHAVIORS** you did not address.

At The End Of The Week add up your totals for each and note your Win / Lose Record.

WEEK OF:

OFFENCE

Use your Alzheimer's Blocking Playbook for examples of offensive plays you can call to combat ALZ.

UNHEALTHY

Record your unhealthy lifestyle actions - those known to contribute to the threat of ALZ Symptoms.

A Summary Of Things To Remember

- ✓ Alzheimer's **doesn't have to be inevitable** or **"the end"** if diagnosed with it.
- ✓ Practicing **ALZHEIMER'S BLOCKING**, can create an **ALZHEIMER'S BARRICADE** that represents **your pathway to preventing/reversing Alzheimer's**.
- ✓ **When Caregivers help** a person with Alzheimer's practice **ALZHEIMER'S BLOCKING**, **cognitive abilities can be improved**, along with the **QUALITY OF THEIR DAILY LIFE**.

-
- ✓ It is **never too early or too late** to start practicing **ALZHEIMER'S BLOCKING** and begin to establish your Brain Healthy Lifestyle Habits!
 - ✓ It's ok to practice **ALZHEIMER'S BLOCKING** in **small, manageable steps**.
 - ✓ If the whole thing overwhelms you, **start by focusing on ONE BLOCKER EACH DAY**. Let that drive your thoughts and actions as you go through that day and the next day focus on another **BLOCKER**. **Doing this each day will** move you towards making **ALZHEIMER'S BLOCKING** a lifestyle habit.



PLAN TO ACHIEVE JOURNAL

Print off the next two pages. Use the first to record the coming week's **Offensive Game Plan** and the second as a **Scorecard** for the week as it progresses.

BRAIN KEEPING: Offensive Game Plan

PRACTICE ALZHEIMER'S BLOCKING	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
MENTAL STIMULATION							
LEARN SOMETHING NEW - BE INQUISITIVE							
BE SOCIAL - MEET SOMEONE NEW							
DO NOVEL THING / CHANGE ROUTINE							
READ / REMINISCE							
PLAY BRAIN STIMULATING GAMES							
OTHER:							
PHYSICAL EXERCISE							
BE ACTIVE / GET UP & MOVE							
SPEND TIME WALKING / DANCING							
DO SOME STRETCHING							
DO STRENGTH EXERCISES							
DO HOME CHORES - CLEAN / GARDEN							
OTHER:							
BRAIN HEALTHY DIET							
AVOID SUGAR & PROCESSED FOODS							
EAT DARK SKINNED FRUITS & VEGETABLES							
EAT FISH RICH IN OMEGA 3 - SALMON/TUNA							
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USE EXTRA VERGIN OLIVE OIL TO COOK							
OTHER:							
STRESS MANAGEMENT							
FOSTER SPIRITUALITY / PRAY / MEDITATE							
GET ADEQUATE SLEEP							
KEEP A DAILY JOURNAL							
MAINTAIN STRONG SOCIAL CONNECTIONS							
ENGAGE IN CONVERSATIONS							
EAT DAILY MEALS WITH OTHERS							
PARTICIPATE IN SOCIAL EVENTS							
OTHER:							

WEEK OF:

ADDRESS UNHEALTHY BEHAVIORS	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
COGNITIVE INACTIVITY							
PHYSICAL INACTIVITY							
BEING IN STRESSFUL SITUATIONS							
EATING POORLY							
NOT CONTROLLING WEIGHT							
LIVING A SEDENTARY LIFESTYLE							
WITHDRAWING SOCIALLY							
ISOLATING YOURSELF FROM OTHERS							
PROLONGED TIME ALONE							
INADEQUATE SLEEP							
PROLONGED EXPOSURE TO TV							
SMOKING							
EXPOSURE TO SECOND-HAND SMOKE							
DRINKING ALCOHOL TO EXCESS							
ALWAYS DOING THE SAME ROUTINE							
NOT ADDRESSING HEARING LOSS							
NOT ADDRESSING VISION LOSS							
NOT PROTECTING HEAD FROM TBI							

Mark the **OFFENSIVE PLAYS** you will call in a given week that make up your Game Plan for keeping your brain as healthy as possible.

NOTE: Offensive Plays can be from the list of Alzheimer's Blockers or the list of Unhealthy Behaviors you plan on addressing during the week..

BRAIN KEEPING: Scorecard

ALZHEIMER'S BLOCKERS :	MENTAL STIMULATION		PHYSICAL EXERCISE		BRAIN HEALTHY DIET		STRESS MANAGEMENT		TOTALS		Win / Lose
	OFFENSE ALZ BLOCKERS	UNHEALTHY BEHAVIORS	OFFENSE ALZ BLOCKERS	UNHEALTHY BEHAVIORS	OFFENSE ALZ BLOCKERS	UNHEALTHY BEHAVIORS	OFFENSE ALZ BLOCKERS	UNHEALTHY BEHAVIORS	OFFENSE, ALZ BLOCKERS	UNHEALTHY BEHAVIORS	Record
Sunday											
Monday											
Tuesday											
Wednesday											
Thursday											
Friday											
Saturday											
TOTALS											

WEEK OF:

OFFENSE

Use your Alzheimer's Blocking Playbook for examples of offensive plays you can call to combat ALZ.

UNHEALTHY

Record your unhealthy lifestyle actions - those known to contribute to the threat of ALZ Symptoms.



ORDER BOOKS TO SHARE

Use this QR Code to order copies of ***THE POWER OF LIFESTYLE OVER ALZHEIMER'S*** on *amazon.com*.

By providing family and friends with their own copy, you help put them on a path towards being *Brain Healthy For Life!*



DONATE TO NEW HOPE BRAIN KEEPERS

Use this QR Code to make a donation. Please know that by making a donation you join us in our mission to change the future of Alzheimer's for the better! To that end, our organization thanks you for your financial support, as well as your ongoing prayers!