



NEWSLETTER N°3 September 2016

Editorial

Dear Friends,

I am very pleased to introduce this third edition of the SUSTAINABLE BRAIN HEALTH INSTITUTE's newsletter. SBHI held another important international event as an official partner of EUROPEAN GREEN WEEK 2016 <http://www.greenweek2016.eu/partner-event/keep-your-brain-in-mind> and in keeping with what it represents from SBHI's perspective, the promotion of brain health, SBHI organized a scientific public awareness morning café session on Friday June 3rd at 'GALERIE 34 BONAPARTE', 34 rue Bonaparte, Paris, 75006 France.



The focus of this event was to highlight the effects of pollution on brain health and ways to improve it. <http://www.sustainable-brainhealth-institute.com/resources/docs/press-release/CPV2-pensez-a-votre-cerveau.pdf>. During this event, SBHI launched a survey to assess the public's awareness on this increasing problem <http://survey.sustainable-brainhealth-institute.com/index.php/122257?lang=en>



SBHI survey: *The survey has been designed to measure the level of knowledge that the general population has on this key question of the effects of pollution on brain health and the degree of behavioral change they would be prepared to adopt on a daily basis to optimize their brain health.*

Press Coverage: the audience included journalists to further raise public awareness on this vital topic. SBHI received the following press coverage:

1/LCI RENDEZ VOUS SANTÉ: Brigitte Milhau interviewed Dr. Véronique Narboni from SBHI

2/DOCTISSIMO <http://www.doctissimo.fr/sante/news/environnement-comportements-cerveau>

3/ESANTÉ.FR <http://www.e-sante.fr/pollution-s-attaque-aussi-notre-cerveau/actualite/366>



As SBHI participates in more international events and develops our network on cognition and brain health sustainability, we will promote our vision to seek a Sustainable Brain Health for all people across the globe. We aim to provide ongoing support for those in need of Predictive, Preventive and Personalized Brain Health Resolutions!

Join us & 'Keep your Brain in Mind'! Professor François Boller, President of the Sustainable Brain Health Institute Board of Directors <http://sustainable-brainhealth-institute.com/>

News from SBHI

Beyond environmental factors involved in the sustainability of cognition and brain health, nutrition plays a vital role.

E-PODE Scaling UP Health Promotion



EUROPEAN COMMISSION
CONSUMERS, HEALTH, AGRICULTURE AND FOOD EXECUTIVE AGENCY
Health Unit

SBHI is a partner in a new European consortium of public and private sector stakeholders who have submitted an application for a European Commission grant to fund an exciting and cutting-edge pan-European project titled “E-PODE Scaling UP Health Promotion”. In addition to SBHI, the project consortium includes EPODE International Network (EIN), International Sport and Culture Association (ISCA), JOGG, SETS, Eurobis, SALTO, VIASANO, Windesheim University, LCA, C3 Collaborating for Health, University of Durham, City of Birmingham, McKinsey, Vitality Group, Strategic Social Marketing, WHO and The Karolinska Institute, among others. Hopefully we will obtain this prestigious grant!

EPODE (Ensemble prevenons l’obésité des enfants/Together Let’s Prevent Childhood Obesity), is a coordinated and organised capacity-building, community based programme approach and model for communities to help them change the local social norms, behaviours, environment and encourage them to adopt healthy lifestyles. E-PODE Scaling UP Health Promotion will aim to:

- promote the uptake of EPODE’s evidence-based and good practices for cost-effective health promotion and NCDs prevention strategies across EU Member States and build on the evidence-based results from previous EU Commission co-funded projects: EPODE EUROPEAN NETWORK (EEN 2009-2011) <http://www.epode-european-network.com/>; EPODE FOR THE PROMOTION OF HEALTH EQUITY (EPHE 2013-2015) <http://ephestory.eu/>; OBESITY PREVENTION THROUGH THE EUROPEAN NETWORK (OPEN 2014-2016) <http://openprogram.eu/>;
- build around an Innovation Lab to develop and integrate new solutions based on existing Community-Based Programmes (CBP) experiences and needs;
- facilitate the mass dissemination and large-scale deployment of E-PODE CBP across all EU Member States at a lower cost by integrating, testing and optimizing strategies in selected communities across Europe through EPODE International Network member community-based programmes.

In addition to the physical implications of overweight and obesity on European populations, the psychosocial outcomes of these conditions should not be ignored including the associated brain health problems and social stigma. SBHI will contribute its expertise to this project specifically in this area through members of its esteemed Board of Directors.

ARCHITECTURE & the Brain



Professor Viviane Kovess-Masfety

With a view on the design of psychiatric institutions, we are focusing in this edition of SBHI’s newsletter on Professor Viviane Kovess-Masfety’s work on improving mental health institutions with innovative architectural solutions.

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A pleasant environment is a vital tool in improving the wellbeing of patients in psychiatric institutions. In recent years increasing amount of attention is paid to the design of building housing psychiatric institutions in order to ensure an ambient environment which supports the treatment of patients with mental health problems without comprising the security in these facilities.

Elements such as natural light and access to outside spaces have been proven to support the treatment of mental health issues. Moniteur magazine offers three examples from France how architecture can be used as a tool to support the rehabilitation of mental health patients.

The psychiatric unit in Bures-sur-Yvette for children and teenage patients has been designed as two-story white villa which includes a central patio as the focal point of the building. In Aubervilliers near Paris, a new extension to an existing psychiatric facility is a breath of fresh air to the gray surrounding hospital complex. In Rennes, the Guillaume-Régnier hospital centre avoids the typical hospital atmosphere with the use of light-coloured materials and playful design.

Ongoing Advocacy and Visibility

Recent conference attendance

- ✧ European GreenWeek, Paris France, June 3rd
- ✧ CGF H&W LAM working group meetings in Bogata Colombia, September 13, 14
- ✧ EIN Canadian Regional Forum (ECOF) Toronto, Canada September 28 & 29

Upcoming Advocacy and Visibility

- ✧ ActiveVoice Conference, Bulgaria October 17-19
- ✧ International Chef Day, October 20
- ✧ CGF Health and Wellness pillar Steering Committee meetings in Paris October 25, 26
- ✧ CGF Sustainable Retail Summit October 27 & 28
- ✧ Rise Vermont Conference, St Alban's Vermont, USA November 6-9
- ✧ ActiveVoice Conference, Slovenia November 14-19
- ✧ EIN European Regional Forum Amsterdam, The Netherlands, November 24 and 25

SBHI and the Voice of its Board

The Sustainable Brain Health Institute (SBHI) was created March 3rd, 2015 to be **a point of convergence on brain health for global multi-stakeholders working towards the promotion of sustainable brain health and the prevention of brain disorders and cognitive impairment**. SBHI is led by a Board of Directors comprised of international multi-disciplinary group of experts from the scientific, civil society and private communities. **Our mission is to decrease the cost and negative impact of brain disorders on society and ensure that adequate information is readily available together with access to suitable interventions**. SBHI aims to **provide individuals and families everywhere with access to the best and most up to date information on Brain Health and the right tools at the right time to maintain brain**

health in a language that is easy to understand. Our commitment is to **promote a 360° awareness of and conversation on Brain Health** by breaking down the silos and working across 2 categories of main determinants on Brain Health: Environment (Pollution and Stress) and Behavioral (Nutrition and Physical Activity).



President, **Professor François Boller**, M.D., Ph.D., Neurologist and Professor of Neurology at the Department of Neurology of the George Washington University Medical School in Washington, DC USA; Vice President, Methodology and Social Science **Professor Anne-Marie Aish**, Social Sciences London UK; Treasurer, **Ms. Helen Bengtsson**, Health & Medical Communications, London UK; Secretary General, **Ms. Pauline Harper**, B.Comm, L.LB, Paris France; Vice President, Scientific Education **Professor Viviane Kovess-Masfety** Epidemiology Psychiatry, Paris France; Vice President, Corporate Relationship **Dr Charles Marciano** PhD, Paris France; Vice President **Dr. Veronique Narboni** MD, Paris France. Vice President, European Affairs **Ms Xenia Schneider**, MBA, Strovolos, Cyprus.