



Sustainable Brain Health Institute marks its inaugural launch and kick off event at COP21

Paris, December 1st, 2015 – The newly created Sustainable Brain Health Institute (SBHI), an international not-for-profit organisation, aims to become the 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 marks its inaugural launch and kick off event at COP21 during the Generali sponsored session “Climate change and health: impact and prevention” on December 1st, 2015 at 10.00 with the presentation of its President Professor François Boller, who will be talking about “The Impact of Air Pollution on Health and the Nervous System: We are what we breathe’.

Generali, official sponsor of COP21, has invited the SBHI President Professor François Boller, M.D., Ph.D., Professor of Neurology at the Department of Neurology of the George Washington University Medical School in Washington, DC to talk during the session “Climate change and health: impact and prevention”, on December 1st, 2015 at 10.00. The SBHI President will talk about “*The Impact of Air Pollution on Health and the Nervous System: ‘We are what we breathe’.*” This invitation marks SBHI’s inaugural launch and kick off event!

According to the SBHI President Boller, the quality of the air we breathe is equally important as the amount of air we need to breathe to survive and he raises the question ‘Are we what we breathe?’. He then goes on to ask, more specifically, “Is there evidence of a correlation between air pollution and cognitive changes or even dementia?” The SBHI President Boller says that it is remarkable that commonly listed risk factors for cognitive deficits, such as Dementia and Alzheimer’s diseases include age, genetics, head injuries, depression and factors leading to vascular diseases, but do not include air pollution . If air pollution was identified as a risk factor for Dementia, we would have the possibility, through large scale modification to reduce the global burden of Dementia, the great epidemic of the 21st century.

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’s vision is to seek a sustainable brain health for all people across the globe. SBHI’s 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. SBHI’s commitment is to promote a 360° conversation on Brain Health by breaking down the silos and working across sectors to address four main determinants Pollution, Stress, Physical Activity and Nutrition and their impact on Brain Health...for a Predictive, Preventive and Personalized Brain Health ReSolutions! SBHI’s Board of Directors is comprised of an international multi-disciplinary group of experts and is chaired by Professor Boller.

We invite you to take a closer look at www.sustainable-brainhealth-institute.com
Follow SBHI on Twitter: https://twitter.com/#!/SBHI_Institute

For further information or to request an interview, please contact our press desk:

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