

Key Messaging for your *team*



PRESENTED BY



Let your team, community or members know that you will be participating in [BrainHealth Week 2026](#) and how they can benefit from getting involved!

We encourage you to share your participation ahead of time, so they understand the importance of being involved.

Use this ready-to-customize template across your internal channels — email, newsletters, intranet and more to get the word out.

[See color-markings for guidance.](#)

CORE MESSAGE & QUICK QUIZ

WAYS WE ARE PARTICIPATING

[\[Provide your team with details about your participation using the messaging below in combination with the tools from the BrainHealth Partner Toolkit.\]](#)

As a BrainHealth Week partner, we are taking steps to promote brain health across our organization (or team) to encourage brain-healthy lifestyle choices. You will see that we have posted about it on our social channels to let others know this is a priority.

TAKE BRAIN BREAKS

Your brain needs downtime, just like the rest of your body. Research shows brief cognitive breaks help calm the brain by reducing the stress hormone cortisol. These breaks help energize thinking and prime your brain for new challenges – that’s why we are prioritizing taking time for brain breaks.

[\[Customize your approach using one or more of the options below.\]](#)

BRAIN BREAKS AROUND THE OFFICE

1. Look out for [brain break posters](#) in designated “Brain Break Zones” for great spaces to take brain breaks. Take an opportunity to read more about brain breaks and get inspired to take one!
2. Everyone should feel empowered to take brain breaks, that’s why we are sharing a “permission” [prescription slip](#) from preeminent cognitive neuroscientist Dr. Sandi Chapman, chief director of Center for BrainHealth. Yes, everyone should take them!
3. Download the "[7 Science-Backed", Guilt-Free Reasons to Take Brain Breaks](#)" for a better understanding of the science behind brain breaks and the benefits we get from taking them. Once you know the benefits, you’ll want to make time to take more breaks!

HAVE SOME FUN

You’ve been hearing a lot about prioritizing brain health, but have you tried [BrainHealth Bingo](#)? Building brain-healthy habits can also be fun! Pull out the bingo card and try to do as many brain-healthy activities as you can this week. Explore [Know Brainers](#) online, and choose a few to adopt this week. You can also download and print [the booklet](#) to keep at arm’s length.

[You could also provide printed copies of Know Brainers to your team.]

[If you choose to do the 7-Day Resilience Challenge, communicate how they will receive 7-days of tips to turn stress into clarity and build lasting resilience.]

As we’ve seen with heart health, being proactive can make a dramatic difference today and across the lifespan. Not only do “toxic” habits make us less productive at work – they also impact brain longevity. The Good News: Small habit changes can boost your mental energy, stress response and overall brain health. Start today and take the [Toxic Habits Quiz](#) to find out whether your habits are helpful or harmful to your brain health.

SUPPORT FAMILIES IN YOUR COMMUNITY

Don’t miss the [Family Fair](#) during BrainHealth Week! This FREE community event offers a whirlwind journey into the human brain, including brain-healthy games, food, arts & crafts, activities and kid-friendly speakers.

Use our [Family Fair flyer](#) to share. Registration required.