PRESS RELEASE

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Palm Health Foundation's October *Train the Brain* Campaign to Link the Mysteries of Neuroscience with Caring for Our Own Mental Health

Campaign offers two free virtual educational events with nationally renowned experts on how cutting-edge research is changing what we know about the brain and how to keep it healthy.

West Palm Beach, FL–Palm Health Foundation's fifth annual *Train the Brain* community health campaign kicks off on October 1, 2021 with this year's theme, **"Connecting Brain Science, Community & Care."** Throughout October 2021, the foundation will promote information that relates scientific research to practical brain health tips that can help build a better brain, and offer two free virtual educational events featuring nationally acclaimed brain health experts, Arthur Evans, Jr., PhD, CEO of the American Psychological Association, on October 5, 2021, and Amishi Jha, PhD, professor of psychology at the University of Miami and director of Contemplative Neuroscience for the Mindfulness Research and Practice Initiative, on October 19, 2021. Both events will enlighten audience members on the connections between the latest scientific research and the tools for maintaining and improving brain health.

Palm Health Foundation, through its Brain Health Innovation Fund, has invested in advancing new technologies, treatments, resources and educational tools for better brain health in Palm Beach County, which the foundation believes can be a hub for advancing brain health. To that end, **the foundation and Florida Atlantic University's Stiles-Nicholson Brain Institute will make an exciting announcement during the October 5th event that will promote momentum toward a new era of neuroscience research, education and community engagement, as well as support area residents' wellness and longevity.**

"Palm Health Foundation wants to put Palm Beach County on the map as a national leader in brain health advancement by strengthening the local bonds between scientific research, community supports and quality care," said Patrick McNamara, president and CEO of Palm Health Foundation. "We have incredible local assets that can collaborate to advance research and reduce the stigma around mental illness by helping residents understand that taking care of their brains is just as important as taking care of their bodies."

The speakers chosen for the two educational events are both deeply invested in better brain health for individuals and communities. Dr. Arthur Evans is the CEO of the American Psychological Association (APA), the leading scientific and professional organization representing psychology in the United States. Before joining the APA, Dr. Evans spent 12 years as commissioner of Philadelphia's $1.5 billion Department of Behavioral Health and Intellectual disAbility Services. In that post, he emphasized a data-

driven, population health approach, which improved outcomes for diverse people with complex needs. The system in Philadelphia has become a national and international model, particularly for governments desiring to improve health equity.

In Dr. Jha's laboratory at the University of Miami, she uses functional MRI, electrophysiological recordings and behavioral analysis techniques to understand why our attention sometimes fails us, and if it can be trained for greater focus and less distractibility. She launched the first-ever study to offer mindfulness training tools to active-duty military service members as they prepared for deployment. What she has discovered is that without intervention, attention is compromised, and attentional lapses increase. Yet, with mindfulness training, attention can be strengthened and protected. Her new book, *Peak Mind*, offering stunning new insights into where presence and purpose really come from, will launch the day of her October 19th speaking event. Sixty registrants will win a free copy of *Peak Mind*.

Palm Health Foundation invites the community to learn from these brain health leaders about how cutting-edge research is changing what we know about the brain and how to keep it healthy at the following free *Train the Brain* virtual events:

The New Frontier: The Science Behind Better Brain Health
Tuesday, October 5, 2021, 1:00 pm-2:00 pm
Free event on Zoom and Facebook Live
Palm Health Foundation and the FAU Stiles-Nicholson Brain Institute have an exciting announcement to make! Hear about advancements underway in the local brain science field and learn from the CEO of the American Psychological Association, Dr. Arthur Evans, as he provides a framework for how we can take neuroscience tools and strategies and best apply them to promote the mental wellness of the whole population.
Register at www.PalmHealthFoundation.org/Events

The Power of Attention: Finding Presence & Purpose
Tuesday, October 19, 2021, 1:00 pm-2:00 pm
Free event on Zoom and Facebook Live
Research shows that we are missing 50% of our lives. Why? Because we aren't paying attention. External demands on our attention are higher than ever, and as a result, we feel mentally foggy, scattered and overwhelmed. Hear from acclaimed neuroscientist Amishi Jha, PhD, as she scientifically determines how we can harness the full power of our attention to better meet what life demands.
Register at www.PalmHealthFoundation.org/Events.
Sixty registered attendees will win a copy of Dr. Jha's new book, *Peak Mind*.

For more information about Train the Brain, please visit palmhealthfoundation.org/train-the-brain and follow Palm Health Foundation on Facebook, Instagram, Twitter and LinkedIn for weekly brain health tips in October.

About Palm Health Foundation
Palm Health Foundation is Palm Beach County's community foundation for health. With the support of donors and a focus on results, the foundation builds strong community partnerships, respects diverse opinions, advocates for its most vulnerable neighbors and inspires innovative solutions to lead change for better health now and for generations to come. The foundation supports health equity for Palm Beach County residents of all backgrounds, heritage, education, incomes and states of well-being. Palm

Health Foundation has invested more than $85 million in Palm Beach County health since 2001. For more information about Palm Health Foundation, visit palmhealthfoundation.org or call (561) 833-6333.

About *Train the Brain*

Train the Brain is one of Palm Health Foundation's annual community health campaigns and empowers residents to take charge of their brain health. The goal of the campaign is to help Palm Beach County residents understand that taking care of the brain is just as important as taking care of the body. Participants are invited to make changes in their thinking, integrate self-care into their daily routines and show compassion to individuals with acute and persistent mental health conditions.

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