

StrongerMemory

Back to the Basics for
Better Brain Health

Stronger
MemorySM



Alzheimer's and other dementias are **not a normal part of growing older.**

After age 65, the **risk** of Alzheimer's doubles every five years. After age 85, the **risk** reaches nearly **50** percent.

Wendy Liebreich

Born in Portland, Oregon

Celebrated 54 years of marriage in November

3 children, 7 grandchildren,

3 grand-dogs

Physically active, socially active, college graduate, non-smoker, non-drinker



Wendy Liebreich

Year 2011

- Repeating her thoughts
 - Forgetting her conversations
 - Husband getting frustrated... scared
-Starting to impact her daily activities



StrongerMemory | The Timeline

2011: Wendy took test, showed brain function challenges

2012: LeadingAge Conference introduced to a program that led to improved or stabilized testing scores!

2012: Wendy started Reading Out Loud, Handwriting, Math Done Quickly. Led to improvement in a month!

2019: Created StrongerMemory curriculum

2020: Started StrongerMemory sessions at Goodwin House and posted the free curriculum on-line

2021: George Mason University releases positive initial report on impact of StrongerMemory on brain health / Gerontological Society of America

2021: Launched National effort with Village-to-Village Network & 2nd Phase of Research with GMU

2022: Launched StrongerMemory in Senior Centers throughout the state of Maryland with successful feedback

2022: Received Virginia CMP Grant to roll out this evidence-based intervention in 100 Nursing Homes in the next 3 years

StrongerMemory by Goodwin Living

Welcome to StrongerMemory, a program designed to help those facing mild cognitive challenges or an early diagnosis of dementia.

This program consists of simple activities practiced daily to engage the working memory and trigger brain activity in the prefrontal cortex, which research indicates might help stabilize or improve cognitive functions.

<https://www.goodwinhouse.org/blog/strongermemory-the-fight-against-cognitive-decline/>



Building Better Brain Health with StrongerMemory

Brain with Normal Activity



Brain scans show activities like looking out the window or watching TV, or even difficult math equations, only activate a few parts of our brain to light up with activity. This doesn't do much to help our memory, recall and focus.

Brain with StrongerMemory



When we read aloud, do simple math quickly and write by hand, the prefrontal cortex and wide areas of our brains light up, like a bright light bulb! StrongerMemory helps activate our neural pathways and working memory together. This greatly improves our recall, memory and focus.

✦ ✦ Please complete these math questions as quickly as possible: ✦ ✦

$$\begin{array}{r} 16 \\ +2 \\ \hline \end{array}$$

$$\begin{array}{r} 16 \\ +3 \\ \hline \end{array}$$

$$\begin{array}{r} 17 \\ +1 \\ \hline \end{array}$$

$$\begin{array}{r} 17 \\ +2 \\ \hline \end{array}$$

$$\begin{array}{r} 18 \\ +1 \\ \hline \end{array}$$

$$\begin{array}{r} 18 \\ +2 \\ \hline \end{array}$$

$$\begin{array}{r} 18 \\ +3 \\ \hline \end{array}$$

$$\begin{array}{r} 18 \\ +4 \\ \hline \end{array}$$

Great results! You are making it work!

Writing Prompts

- If you could go on a trip tomorrow, where would you go, who would you go with, and why that location?
- Write about what you like to do for fun on a sunny day.
- What did you do with your first paycheck?



Reading Aloud

- Read something you enjoy!
- You can read novels, the newspaper, or magazine articles
- Consider reading with a partner or reading aloud to a friend, spouse, or child in your life



What Participants Say About StrongerMemory

“I feel more capable than I did before being diagnosed with Mild Cognitive Impairment (MCI)”

“If you want my opinion, I think it's a fabulous program and when I do it regularly, I do notice a difference.”

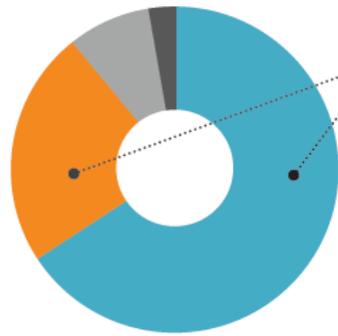
“I can now remember not only my neighbor's name, but his dog's name, too!”

“I felt energized by the math, and that surprised me. I haven't felt that energized about anything in quite a while.”



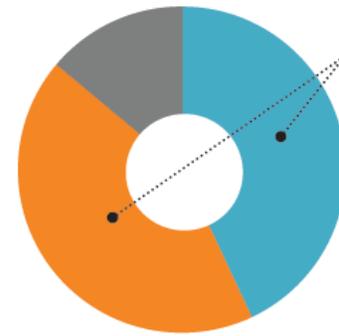
Results from Maryland's StrongerMemory Survey

Key Highlights



89%

WERE SATISFIED
WITH THE
PROGRAM



86%

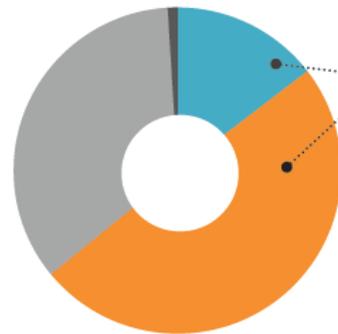
FELT AN INCREASE
IN SOCIAL
CONNECTION

Strongly Agree

Slightly Agree

Neither Agree or Disagree

Disagree



64%

ACKNOWLEDGED
A BENEFIT IN
BRAIN HEALTH

The overall program evaluation and participant survey included extensive data and input which confirmed that participants scored the program favorably for its quality, impact on improving their overall cognition and impact on enhancing their daily life.



Goodwin Living
Foundation

Visit strongermemory.org and invite older adults you love to join StrongerMemory!

In Their Words:

Senior Centers' Participants

“I liked being around people - that has helped me with my depression.”

“I have started drawing again.”

“We need more of these kinds of programs.”



Facilitator Feedback

“This particular program seems to be a wonderful intervention as people are beginning to experience some of those normal aging symptoms.”

— Carol Zimmerman, Aging & Dementia Programs Manager, Maryland Senior Centers MAC Inc.

“It’s rewarding to call those StrongerMemory participants and caregivers at home and hear their stories: the caregiver becomes the facilitator. All have commented that they are enjoying reading out loud.”

— Margaret White, Life Bridges Program Director, Wicomico County Senior Centers MAC Inc.

“It’s great to know we can be a ‘positive’ resource for people concerned about memory loss/dementia by offering a free, virtual program to caregivers who said they needed and wanted something they could do together. Now this is an engaging part of their day where they’re spending time together.”

— Ann Marie Riehl, Caregiver Program Manager, Baltimore County

Research

In 2021, George Mason University released results from an exploratory study on StrongerMemory based on in-depth interviews and focus groups with 24 StrongerMemory participants. GMU found that individuals enjoyed the program, and many felt that there was a perceived brain health benefit. Several also mentioned they had started using what they learned in StrongerMemory in other areas of their lives, for example reading aloud to better remember the book they are discussing in book club.

Currently, George Mason University is finishing up data analysis and drafting manuscripts on a pre- and post- study of StrongerMemory with 104 participants. While the report has not been published yet, the preliminary data analysis shows that there is a statistically significant improvement in individual's Mini-MOCA cognitive screening scores.

We continue to participate in research with GMU, and they are gearing up for a blind trial to study the importance of the social component with the program.

Join the StrongerMemory Movement!

Read aloud, do simple math,
and write by hand every day!

Learn more at www.strongermemory.com