

# TAKE PART IN BRAINHEALTH WEEK 2025

February 24 - March 1

During the third annual BrainHealth Week, we will bring together members of the North Texas community to learn about brain health and celebrate the potential each one of us holds.

Go for brain gains! Science shows that brain gains are possible at every life stage. Rather than focusing on decline, disease and doubt, we want people to feel empowered to proactively improve their brain's fitness through simple daily practices that make a difference.

## MONDAY, FEBRUARY 24

Our community, educational and corporate partners lead the way with:

- A text challenge, teaching brain-healthy sleep practices
- A 5x5 pledge – taking five 5-minute brain breaks to refresh and recharge each day of the week



## TUESDAY, FEBRUARY 25

We will celebrate the connections between art and the brain with the Crow Museum of Asian Art at the Edith and Peter O'Donnell, Jr. Athenaeum, located on the UT Dallas campus:

- Art of BrainHealth competition, showcasing artwork from students at UT Dallas and Dallas College
- Night at the Museum reception and guided museum visit, hosted by the Think Tank, BrainHealth's young professionals networking group



## WEDNESDAY, FEBRUARY 26

Empowering Women Through Brain Health – presented by GoMo Health: A dynamic conference exploring how brain health empowers women, their families, organizations and communities. Speakers include:

- Emily Jacobs, PhD – The Maternal Brain
- Matt Walker, PhD – The Rested Brain
- Annie Fenn, MD – The Nourished Brain
- Judith Joseph, MD, MBA – The Mentally Fit Brain
- Rachel Buckley, PhD – The Resilient Brain
- Jessica Shepherd, MD – The Perimenopausal Brain



## THURSDAY, FEBRUARY 27

ACCELERATE! Breakthroughs in Brain Performance – The second annual Brain<sup>3</sup> Summit invites changemakers from diverse fields to explore actionable ideas for peak performance at the organizational level:

- How the ability to measure improvement impacts performance
- How sleep impacts performance
- How confidence impacts performance
- Models for on-demand skill deployment
- Precision brain health technology
- Performance and Resilience in the Military



## SATURDAY, MARCH 1

A free community event at Center for BrainHealth for families to learn about proactive brain health through kid-friendly activities, games and speakers.



## HOW TO GET INVOLVED

- Join the sleep text challenge by texting **SLEEP** to **888-844-8991** or scan the QR:
- Participate in an event in-person or get a digital package, [brainhealthweek.org](https://brainhealthweek.org)
- Get your organization involved and become a community partner, [centerforbrainhealth.org/bhweekpartners](https://centerforbrainhealth.org/bhweekpartners)

