

Programs & Services

Personalized Coaching Service

Our Personalized Coaching Services are a partnership between the coach, client, and their care partner to help navigate through a diagnosis, maximizing their brain health, wellness, and overall quality of life. Research shows that incorporating good brain health practices directly translates to better overall health at all ages.

Our dedicated coaches focus on the 6 Pillars of Brain Health: Quality Energy and Fuel (Nutrition), Physical Exercise, Cognitive Stimulation, Stress Management, Restorative Sleep, Avoidance of Toxins, Injury, and Illness. During their sessions, our coaches and clients develop a relationship built on trust and respect that allows them to explore what is best for the client and care partner. Our coaches support their clients in taking action, creating plans, and achieving goals based on their client's needs and experiences to better their overall brain health and wellness.

Community Outreach and Education

The Brain Center of Green Bay prioritizes community education. We are dedicated to providing the latest information and resources on brain health and diseases related to the brain. The community program educates participants on brain health and proactive care at any age. They will also learn about the relationship between brain health and conditions such as dementia, brain disease, and cognitive impairment. Participants will gain a deeper appreciation of the complexity and healing abilities of the human brain. This will reduce social stigmas and increase support for those experiencing brain disease or cognitive impairment.

For more information on the 6 Pillars of Brain Health, to schedule a coaching session or dates of upcoming community outreach and educational presentations, please visit www.braincentergb.org or call (920)393-4080.

6 PILLARS OF BRAIN HEALTH

Take care of your brain and body with these essential practices:

Fill up with quality fuel and nutrition to power through your day.
Get moving with physical exercise to keep your body strong and flexible.
Instill preventative measures to avoid illness, injury, and toxins.
Challenge your mind with cognitive stimulation to stay sharp and focused.
Recharge with restorative sleep that leaves you feeling refreshed.
Manage stress to maintain a healthy balance and well-being.

Quality Fuel and Nutrition

The Brain (and body) works best when it is supported by high-quality food with the optimal amount of vitamins, minerals, and antioxidants. Research has also shown minimizing grains and gluten is better for our brains.

We need to supply our bodies with healthy fuel and nutrition sources to help repair and make our brains and bodies work better.

Optimal Carbohydrates

- Colorful non-starchy vegetables (avocado, kale, broccoli, bell peppers, lettuce, spinach, green beans, tomatoes)
- Colorful fruits (strawberries, raspberries, blueberries). Minimize dried fruits due to low water content

Optimal Proteins and Fats

- Pasture-raised chickens, eggs, beef, pork
- Nuts and seeds
- Wild-caught cold-water salmon, herring, seafood/shellfish
- Butter, vegetable-derived oils (coconut, olive, avocado, and almond oils).



Physical Exercise

Physical exercise increases the body's BDNF (Brain-Derived Neurotrophic Factor) production. BDNF is a hormone associated with the alleviation of depression and anxiety. Physical activity also increases energy, boosts mood, and helps our immune system fight diseases and illnesses. It also helps increase the function of our brains by helping to create new pathway connections.

The Avoidance of Illness, Injury & Toxins

Illness and injuries can cause major short-term and occasionally long-term setbacks. And remember, *falling is never allowed!* Toxic gases and chemical exposures can disrupt healthy brain function, impact behavior, and may lead to long-term neurodegenerative disease.

To keep your brain safe, make sure to wear a helmet, exercise with a friend, avoid long exposure to harsh chemicals, wash your hands frequently, and have regular healthcare check-ups.

Cognitive Stimulation

Cognitive stimulation refers to the set of techniques, strategies, and materials to improve the performance and effectiveness of brain capabilities and executive functions such as memory, attention, language, reasoning, and planning.

We need to engage in physical, social, and intellectual activities to keep our brains active throughout our lives.

Restorative Sleep

As we sleep, our brains flush out toxins, memories we no longer need, and metabolic waste products. Adequate sleep keeps you healthy, mentally sharp, and able to deal with stress more effectively. And individuals who don't get enough sleep tend to overeat.

A lack of quality sleep can increase our risks of being diagnosed with high blood pressure, cardiovascular disease, diabetes, depression, and obesity.

Sleep is not an optional lifestyle luxury - it's a non-negotiable biological necessity.

Appropriate Stress

Stress is not all bad for your brain. Appropriate stress can improve brain performance by giving us extra energy or help with focus, just as playing a competitive sport or speaking in public. Stress can strengthen the connection between neurons in the brain. This helps improve memory and attention span to make you more productive overall.

We can reduce stress by getting 7 or more hours of sleep, practicing yoga and meditation, doing physical exercises, deep breathing, and seeking support from loved ones.