

Headlines

- “Informative,” “interesting,” and “helpful” were the predominant themes in response to, “*What three words best describe this presentation?*”
- 99% of respondents agreed or strongly agreed that the “presentations were excellent”
- The Brain Center presentations do indeed help “make brains better” in the community

Brain Center Report

February 2024

Metacomm

Purpose

The purpose of this report is:

- Assess the reactions to Brain Center presentations and coaching sessions
- Monitor progress on key strategic success metrics
- Detect potential issues that can be corrected in subsequent presentations

Background

The Brain Center of Green Bay's strategic mission is to "make brains better" through collaboration, advocacy, research, and education. The Brain Center's presentations provide a highly visible method to collaborate with the community, advocate for brain health, and educate the general public. The review of the feedback from attendees at these sessions provides a tool to evaluate the level of success in advancing these strategic goals.

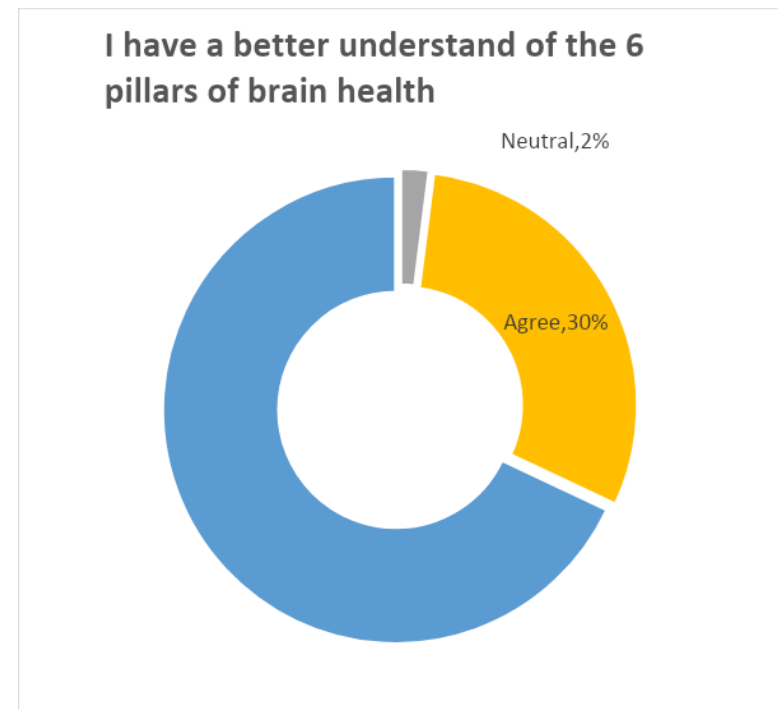
Surveys were distributed to participants attending 12 presentations during 2023. The survey was comprised of five numerically-rated questions (rated on a 5-point, "strongly disagree" (1) to "strongly agree" (5) scale), and three open questions.

Surveys were also distributed to participants engaging in the 23 coaching sessions. Likewise, the survey was comprised of five numerically-rated questions (rated on a 5-point, "strongly disagree" (1) to "strongly agree" (5) scale), and three open questions.

Limitations

All studies have limitations that temper the findings. Therefore, please consider the following issues when interpreting the results:

- The figures, tables, and analyses on the following pages reflect the sentiments of those who returned the survey which may not represent all those in attendance.
- For both the presentations as well as the individual coaching sessions, the results were very positive. In some instances, there was a range of responses. For example, while 82% of coaching respondents strongly agreed that *“I learned how to improve my brain health and wellness,”* 9% rated it *“agreed”* and 9% were neutral.
- The evaluations in this report primarily provide information about the *educational quality* of presentations rather than the other values of the Brain Center. For instance, the question about *“I have a better understanding of the 6 pillars of brain health”* was rated quite highly in all the presentations.



Results

- As can be seen in the table below summarizing the results from the presentations, all of the following items were very highly rated:
 - learned how to improve brain health/wellness
 - learned something to be used in daily life
 - felt the presentation was excellent
 - would recommend presentation to a friend
 - have a better understanding of the 6 pillars

| Rank | Question | Overall Mean (2023) | Overall Mean (2022) | SD (1) | 2 | 3 | 4 | SA (5) |
|------|--|---------------------|---------------------|--------|---|---------|------------|------------|
| 1 | <i>The presentation was excellent</i> | 4.7 | 4.8 | | | 1% 4 | 28% 84 | 71% 212 |
| 1 | <i>I'd recommend this presentation to a friend</i> | 4.7 | 4.7 | | | 1% 3 | 28% 85 | 71% 212 |
| 1 | <i>I have a better understand of the 6 pillars of brain health</i> | 4.7 | 4.7 | | | 2% 6 | 30% 90 | 68% 204 |
| 4 | <i>I learned how to improve my brain health and wellness</i> | 4.6 | 4.6 | | | 1% 2 | 42% 128 | 57% 171 |
| 4 | <i>I learned something I can use in my daily life and routines</i> | 4.6 | 4.7 | | | 1% 3 | 35% 105 | 64% 192 |

- As can be seen, the 2023 results were very similar to 2022.
- Similar to the ratings of the presentations, all of the following items for the coaching sessions were very highly rated:
 - learned how to improve brain health/wellness
 - learned something to be used in daily life
 - felt the coach was well organized and prepared
 - felt the coach was sensitive to my needs
 - would recommend the Brain Center programs to a friend

| Rank | Question | Overall Mean (2023) | SD (1) | 2 | 3 | 4 | SA (5) |
|-------------|--|----------------------------|---------------|----------|----------|----------|---------------|
| 1 | <i>The coach was sensitive to my needs</i> | 5.0 | | | | 4% 1 | 96% 22 |
| 1 | <i>I'd recommend the Brain Center programs to a friend</i> | 5.0 | | | | 4% 1 | 96% 22 |
| 3 | <i>The coach was well organized and prepared</i> | 4.9 | | | | 9% 2 | 91% 21 |
| 4 | <i>I learned something I can use in my daily life and routines</i> | 4.8 | | | 9% 2 | 4% 1 | 87% 20 |
| 5 | <i>I learned how to improve my brain health and wellness</i> | 4.7 | | | 9% 2 | 9% 2 | 82% 19 |

Note: The cells report 2 numbers: the top number represents the percent of responses; the lower number represents the raw number of responses **SD** = strongly disagree; **SA** = strongly agree

- There were *no* significant differences in the agreement levels of the items by presenter or location, but there *were* significant differences based on the topic. The agreement levels for “sleep” were statistically significantly lower than the other topics for all numerically-rated items *except for* “I learned how to improve my brain health and wellness.” (The scale was as follows: 1 - strongly disagree; 5 - strongly agree.)

| Rank | Question | Overall Mean | Sleep | General Brain Health | Medicine | Exercise |
|-------------|---|---------------------|--------------|-----------------------------|-----------------|-----------------|
| 1 | <i>The presentation was excellent</i> | 4.7 | 4.4 | 4.7 | 4.8 | 4.8 |
| 1 | <i>I'd recommend this presentation to a friend</i> | 4.7 | 4.4 | 4.7 | 4.7 | 4.7 |
| 1 | <i>I have a better understanding of the 6 pillars of brain health</i> | 4.7 | 4.4 | 4.7 | 4.7 | 4.6 |
| 4 | <i>I learned how to improve my brain health and wellness</i> | 4.6 | 4.3 | 4.6 | 4.6 | 4.6 |
| 4 | <i>I learned something I can use in my daily life and routines</i> | 4.6 | 4.4 | 4.6 | 4.7 | 4.7 |
| N | | 301 | 24 | 163 | 93 | 21 |

- In response to, “*If you could give the coach one suggestion, what would it be?*” most continued to express appreciation for the Brain Center, with comments such as, “Keep up the good and necessary work to help people” (See Appendix E).

Conclusion

Overall, these results are very positive and encouraging, representing a well-designed and presented outreach effort. The consistency of high-quality results over the two-year period is impressive. The suggestions for continuous improvement include:

- Further discuss how to enhance the sleep presentation
- Determine how to better measure collaboration after the presentations and coaching sessions
- Consider collecting demographic data on the range of generational participation

The general results suggest three firm conclusions. First, all the presentations and coaching sessions were extremely well received indicating that educational aspect of the Brain Center’s mission is being fulfilled. Second, the range of venues (12) and topics (4) demonstrates a strong degree of advocacy and collaboration with many different local organizations. The sheer number of people (301 in presentations and 23 in coaching sessions) who felt *they “learned how to improve their brain health and wellness”* suggests that the Brain Center presentations and coaching sessions do indeed help “make brains better” in the community. Third, the willingness to share these survey results with others demonstrates a commitment to continuous improvement and on-going learning.

“When I leave my neurologist’s office, I feel sad and lonely and like I’ve taken a step backwards. When I leave a meeting with my coach, I feel happy, capable, and enlightened. Thank you so much.”

Open-ended Question Results

Appendix A

What three words best describe this presentation?

- well presented
- learning experience
- very-good informative passionate
- informative staff-caring organized
- excellent
- want-more interesting
- informative interesting good
- very good
- very well done
- professional informative
- very good
- enlightening reinforcing interesting
- informative comprehensive encouraging
- informative interesting short
- informative engaging thought provoking
- interesting informative useful
- natural health motion
- better food exercise
- awareness discussion suggestions
- enlightening knowledgeable
- informative incentivizing
- educational informative interesting
- great-personality
- interesting informative clarity
- helpful interesting stimulating
- organized knowledgeable enjoyable
- informative surprising good-handouts
- interesting informative
- informative stimulating thought-provoking
- balance educational pillars



- eat-better
- informative beneficial thoughtful
- informative friendly
- informative updated-research
- interesting informative beneficial
- interesting informative
- informative insightful concise
- informative interesting nutrition
- very-informative
- informative clear-advice pleasant
- informative interesting helpful
- interesting informative technical
- informative encouraging well-paced
- clear concise
- informative well-prepared great-handouts
- informative eye-opening interesting
- interesting helpful
- great-introduction
- informative thank-you
- informative resourceful
- clear concise
- interesting well-presented
- interesting informative basic
- informative relevant inspiring
- informative clear helpful
- easy understandable
- thoughtful kind beneficial
- credibility personal-experience medical-input
- informative practical
- informative
- well-presented
- inspiring helpful informative
- helpful
- informative enjoyable helpful
- down-to-earth good-presentation
- excellent knowledgeable interesting

- personal good-stories
- important personal-experiences
- very-good interesting personal-experiences
- informative enjoyable personal-touch
- informative personalized appropriate
- informative educational enlightening
- valuable
- informative
- good-presentation
- informative everyday-language
- informative helpful fun
- insightful informative stimulating
- fun informative great-interaction
- awareness
- informative excellent-speaker timely
- informative helpful
- clear informative joyful
- well-done informative life-changing
- informative good content perfect-flow
- informative necessary
- informative
- education uplifting positive
- engaging thoughtful
- well-done
- informative educational pleasant
- informative interesting enjoyable
- great-job
- prevention proactive optimistic
- highly-informative well-delivered
- informative fact-based supportive
- informative useful encouraging
- helpful perfect concise
- very-informative
- interesting informative
- informative helpful
- educational informative meaningful

- down-to-earth informative easy-language
- concise simple-terms interesting
- informative reminders-needed
- informative
- informative hopeful eye-opening
- very-informative
- extremely-important
- educational eye-opening relatable
- interesting eye-opening informative
- informative realistic awareness
- informative interesting
- very-good
- practical organized understandable
- informative
- informative emotional
- hopeful good honest
- never-give up
- helpful informative and interesting
- good practical advice
- personal informative educational
- love your brain
- informative good
- informative thank-you
- informative
- practical encouraging uplifting
- very-good
- excellent intellectual understanding
- awesome informative
- helpful hope refreshing
- love excellent informative
- inspiring informative
- real-life
- informative
- interesting well-explained
- informative
- helpful

- organized helpful informative
- organized pleasant
- educational interesting well-presented
- informative enlighten knowledgeable
- brain-help
- informative instructional
- informative
- informative motivational
- omega-3's great
- interesting helpful
- practical beneficial
- beneficial informative understandable
- good-information
- informative
- enlightening interactive interesting
- healthy-eating
- thought-provoking
- awareness informative
- informative realistic worthwhile
- informative
- clear concise enlightening
- informative understandable
- informative energetic presenter-knowledgeable
- informative well-researched
- understandable
- informative useful
- helpful informative
- interesting helpful inspirational
- terrific clear explained-well
- perfect
- informative energetic helpful
- wonderful
- helpful
- informative understandable encouraging
- motivating
- inspiring informative

- informative
- interesting
- super
- interesting
- informative inspiring hopeful
- clear enjoyable
- knowledgeable professional
- interesting
- enjoyable interesting informative
- open accessible empowering
- informative helpful reassuring
- informative uplifting
- informative enjoyable
- excellent
- interesting informative applicable
- knowledgeable professional
- interesting entertaining knowledgeable
- informative useful enjoyable
- informative scary-market
- informative detailed educational
- informative interesting
- informative eye-opening interesting
- educational applicable interesting
- excellent informative interesting
- interesting educational enjoyable
- reinforced informative
- informative
- informative
- informative thought-provoking
- interesting professional
- informative educational valuable
- useful interesting
- good-speaker helpful
- intriguing educational engaging
- awakening inspiring well-presented
- organized informative helpful

- informative interesting
- knowledgeable friendly organized
- knowledgeable organized
- informative interesting worthwhile
- informative down-to-earth
- variety detailed
- informative
- informative great-presentation
- nice-presenter
- knowledgeable
- informative relatable interesting
- informative comforting enlightening
- high-energy
- informative usable
- informal
- informative practical down-to-earth
- informative good-facts
- informative interesting thought-provoking
- helpful factual informative
- informative knowledgeable
- insightful eye-opening informative
- informative upbeat interesting
- interesting good-facts
- informative
- informative interesting
- informative interesting
- fun informative relaxed
- explained-well
- interesting insightful helpful
- interesting informative
- clear thoughtful

Appendix B

If you could give the presenter one suggestion, what would that be?

- did a good job in a small space with several people

- nothing - presenters were well prepared
- difficult in location
- come back again
- all interesting
- you did great
- keep it up, you did great
- it was very good but short
- did a very good job
- excellent presenter
- more time on each section
- add the nutrients on the screen last slides
- more time
- no suggestions knowledgeable
- well presented
- allow more time for questions
- more time
- recipes to share
- great job
- keep on keeping on
- keep it up
- memory
- did great
- keep it up
- keep doing what you're doing
- presenter was positive articulate and informative
- learned new things
- keep doing what you're doing
- nothing wonderful
- it was wonderful I could listen forever
- more on nutrition
- continue your good work
- no suggestions she does great
- no suggestions it was well done
- perfect the way it was presented
- all good
- well-done

- none
- none excellent
- more on 6 pillars
- present again
- more on 6 pillars
- give more time
- more time for questions
- more on 6 pillars
- more time
- just keep doing it
- repeat the questions on the mic
- continue on
- talk longer
- repeat questions on mic
- more on pillars
- she was great
- none

Appendix C

What other brain health topics would you like to hear about?

From Presentations:

- Diabetes
- Sleep support
- Nutrition and diet
- Dementia, sleep
- Nutrition, exercise
- Natural plants herbs, drugs that affect brain health
- More in-depth info about each pillar
- What part does your gene pool you inherit from parents
- Pain trauma
- Certain illnesses that affect the brain
- Toxins in foods
- Exercise
- Best exercises for brain health
- Stress
- Nutrition
- More on pillars
- Nutrition, sleep
- Sleep
- Nutrition
- Avoiding illness and injury
- Genetics role in brain health
- Sleep
- Balance
- Exercises to improve brain health
- Diseases affect and medications
- Eating for your blood type
- Brain nutrition
- Nutrition for brain health
- Nutrition, supplements
- Rehab for TRI
- Brain fog
- Neuroplasticity

- Aphasia effects on social media
- How to live with dementia
- Dementia
- Nutrition
- Endorphins
- Diabetes
- Alzheimer's
- Alzheimer's
- How to retain memory
- Panic disorder stress
- Foods/activities known to cause neurogenesis
- Online tools to help screen our brains for health
- Stroke
- Neuroplasticity, effects of alcohol
- Positive self-talk
- Parkinson's dementia
- Why we need water
- When a senior moment should be a concern
- MS narcolepsy, Alzheimer's
- Vagus nerve
- Sleep
- Mental health
- Stroke
- Latest research
- Symptoms of a stroke
- Cognitive stimulation
- Headaches
- Balance
- Carbs
- Exercise
- Memory improvement and retention
- How to keep your brain sharp
- Ways to challenge your brain
- Recent studies on why brains are getting smaller as we age
- More food topics

From Coaching Sessions

- None
- Mindfulness in daily life
- None
- None
- Future brain training
- Ways to delay Parkinson's
- Fatigue
- None
- Ongoing support as desired
- Exercise
- None
- None

Appendix D

Please share your thoughts about your recent coaching session

- My wife and I learned some very helpful practices
- Good session. Glad I brought my husband. Loved getting some recommendations for exercise
- Talked with both of us at the session
- Fantastic
- Very easy to visit with
- Looking for information I needed for my sibling and their medical issues
- My coach immediately inspires one's trust
- Very thorough and informative. We enjoyed meeting with our coach and learning from their experience.
- Motivating and I know with returning strength will come more self-confidence and a stronger will to go on in the face of diminishing options.
- Our coach gave us many ideas we have put into practice
- I knew the importance of diet but my coach really stressed out and good ideas which I am trying to implement
- Time well spent
- Always informative, good information to improve our lives
- Positive feedback from our coach
- We very much enjoyed our conversation with our coach
- A lot of information. Made me a little sad to think my neurologist never thought of some of these things I learned from my coach. I am very thankful for the Brain Center and all the help I can get.

- I knew most of what was presented but some new insights and information
- Very helpful, I understand what is most important for explaining the healthy part for the rest of my life
- Our coach did a great job. They are kind, caring, and gave great ideas.
- I'm so very thankful to have the Brain Center of GB. When I leave my neurologist's office I feel sad and lonely and like I've taken a step backwards. When I leave a meeting with my coach, I feel happy, capable and enlightened. Thank you so much.
- When I started to inform our friends of some memory issues that Nancy was experiencing, two friends, independent of each other, told me "You have to go see a coach at the Brain Center". They were both well respected friends and had both used the services of the Brain Center for family members. I made an appointment for Nancy and myself. Upon meeting our coach, we immediately felt comfortable and encouraged by what we talked about. Our coach and the staff at the Brain Center are very knowledgeable, helpful, and compassionate. We continue with periodic appointments and financial support of the organization.
- Kathy is very kind, knowledgeable, and helpful. She truly listens and provides helpful ideas and information to help my particular situation. And she obviously cares very much about helping people.
- None

Appendix E

If you could give the coach one suggestion, what would that be?

- None
- Review more of the 6 pillars
- Ask client more direct questions
- Keep going
- None
- None
- Be sure to take time to care for yourself as you selflessly care for others
- Continue to share your story
- None
- Thank you for sharing your experience – we appreciate it more than you know
- None
- Keep up the good and necessary work to help people
- Lots of information and was overwhelming at times, shorten the session
- Find out ahead of time what we already know
- Have a location near Howard Suamico
- Clone yourself
- None
- No idea – it takes a special person to listen and give her own time in this way to help others. I don't know what she would be differently.
- none