

Program Overview

Brain Health At Work is a no-cost workplace program from the Alzheimer's Association that helps employers create brain-healthy workplaces, reduce employee risk of cognitive decline and support employees who are caregivers. The program provides evidence-informed tools and resources to promote brain-healthy habits — like staying active, eating well, challenging your mind, and managing chronic conditions — while also supporting employees who are caregivers.

Why Employers Should Participate

- Expand existing employee wellness strategy with evidence-informed brain health resources
 - Increase utilization of existing wellness resources
 - Offer support to working caregivers
 - Join a growing movement of employers committed to promoting brain health and reducing dementia risk
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Activity Objective

Develop a clear, actionable outreach strategy to promote brain health in your community by leveraging Brain Health At Work as a relationship-building and value-added engagement tool with new and existing employer partners.

Activity

Identify one specific, practical way you will use Brain Health At Work to initiate or deepen a relationship with an employer, positioning the Alzheimer's Association as a trusted resource for workforce well-being, brain health and caregiver support.

Step 1 — Choose Company

Company Name: _____

Company Relationship: _____

- New Relationship (Door opener to start a new conversation)
- Existing Relationship (Deepen and strengthen existing employer relationship)

Step 2 — Choose Contact Type

- Human Resources / Benefits Leader** — Focused on employee well-being, benefits utilization and retention
- People Leader / Manager** — Focused on supporting team performance, engagement and caregiving employees

Step 3 — Partner Discussion

What is the key message you will use to position Brain Health At Work as a value-add for this employer?

What are 2–3 benefits Brain Health At Work can provide to this employer and contact type?

Step 4 — Commit to Outreach

Identify three employer prospects you will contact to introduce to Brain Health At Work.

- 1:
- 2:
- 3:

Thank you for your commitment to raising awareness of Brain Health At Work and improving brain health in your community.

Scan the QR code or visit alz.org/BrainHealthAtWork to sign up to be notified when Brain Health At Work launches this spring.

