

Looking to improve brain health?

Talk to your doctor.

cab driver

mailman

grandma

dog

neighbour

neighbour's dog

coworker

barber

childhood friend

dry cleaner

plumber

mother-in-law

Social interactions reduce the risks
of dementia by 34%. Talk to anyone today.

Baycrest

Insight

Staying socially active is a crucial aspect of dementia prevention. In an increasingly isolating society, it's more important than ever for us to maintain a sense of community and prioritize human connections for long-term brain health.

Idea

This idea puts a twist on the most iconic and commonly heard phrase in medical ads – “Talk to your doctor” to encourage another behaviour that creates an instant and positive impact on your cognitive functions – talking, to literally anyone.

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