



WRITTEN SUBMISSION FOR THE
PRE-BUDGET CONSULTATIONS IN
ADVANCE OF THE 2019 BUDGET

Submitted by:

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RECOMMENDATIONS

1. The Government of Canada increases its annual funding for Alzheimer's disease and Related Dementias to 1% of annual care costs. This represents an increase from the current funding level of \$50 million to \$100,000 million annually.
2. The Government of Canada directs the additional Alzheimer's disease and Related Dementias research funding to the Canadian Institutes of Health Research (CIHR) to be targeted for the Canadian Consortium in Neurodegeneration in Aging (CCNA), and is focused around the topics of Quality of Life (Care) - Secondary Prevention (Treatment) and Primary Prevention.
3. The Government of Canada ensures that funding for Alzheimer's disease and Related Dementias research takes sex and gender into account, to guarantee the gender inequity that has existed historically is remedied.
4. The Government of Canada invests \$10 million over three years through Women's Brain Health Initiative to accelerate the translation and application of new knowledge and innovative programs that effectively informs, empowers and inspires women to prevent or delay brain-aging disease progression.

CASE FOR SUPPORT

Brain-aging diseases like Alzheimer's are highly disabling and chronic, placing an enormous burden on those affected, their caregivers, their social environment, on health care systems and on society in general.

Brain ill health leads to enormous human suffering and restricts the independence of those living with a brain-aging disease, not least as a result of disability and the need for special care. Without significant decisions and investments, the burden of brain-aging diseases will become unbearable. It is likely to lead to a further increase in suffering of those affected, as well as threatening the sustainability of our health and social care systems.

No long-term effective solutions exist today, and as the Canadian population is aging and mortality rates from Alzheimer's keep increasing, it's no wonder Alzheimer's has now moved ahead of cancer as the most feared disease. Yet annual research funding for Alzheimer's disease and Related Dementias continues to significantly lag other disease states.

Canada currently spends close to \$50M per year on dementia research and although Canadian researchers are doing great work both nationally and on the international front, dementia research in Canada is severely underfunded, and lags far behind other countries as a percentage of care.

The 2016 Senate Report 'Dementia in Canada: A National Strategy for Dementia-friendly Communities' recommends investments in dementia research equal to 1% of annual care costs. For Canada, given the statistics provided by the Alzheimer Society of Canada (2016 - \$10.4 Billion), this would translate to approximately \$100M per year in investments in dementia research.

More recently, Alzheimer Disease International released their 2018 World Alzheimer Report and once again it proclaims that 1% of the societal cost of dementia should be devoted to funding research.

Ideally this additional funding should go to our partner, the Canadian Institutes of Health Research (CIHR) to be targeted for the Canadian Consortium in Neurodegeneration in Aging (CCNA), focused around the topics of Quality of Life (Care) - Secondary Prevention (Treatment) and Primary Prevention.

And that research must take sex and gender (that is biological and social influences) into account.

Why? Because dementia discriminates. In Canada almost 70% of Alzheimer's sufferers are women. Women succumb faster than men, and women also end up worse off than men. Women are also two and a half times more likely to be a caregiver for someone else with a brain-aging disorder. But historically, research has focused on men.

That's why organizations like Women's Brain Health Initiative matter. Women's Brain Health Initiative is the only charitable organization solely dedicated to protecting the brain health of women. We actively advocate for researchers to take sex and gender into account, we help fund that research, such as creating and funding the world's first-ever research chair in women's brain health and aging in partnership with CIHR, awarded to Dr. Gillian

Einstein at the University of Toronto, and we initiated and fund the sex and gender cross-cutting theme at the CCNA. These sex and gender focused initiatives put Canada ahead on the world stage.

And while more funding into research is vital to find the answers for our daughters and granddaughters, Women's Brain Health Initiative also informs the public, especially women, on what they can do to avoid or delay the progression of mind-robbing diseases like Alzheimer's.

Why? Because we now know that by the time symptoms of Alzheimer's occur, it is likely that the damage to the brain began 20 to 25 years prior. And according to a recent report from the esteemed Lancet Commission out of the U.K., in conjunction with other corroborating studies, one-third of all cases of dementia can be avoided through modifiable lifestyle choices. That's huge and means we have more control over our cognitive destiny than we realize.

These lifestyle choices include social, mental and physical activity, adequate sleep, stress reduction and healthy eating. And the earlier you engage in the lifestyle choices that you can control, the stronger the protect effect will be.

Women's Brain Health Initiative is the only organization that is proactive to brain-aging diseases by informing the public, especially women, on the best ways to avoid or delay brain-aging diseases. Women's Brain Health Initiative is determined to get in front of the financial tsunami facing Canadians if left unchecked, by providing the public with the information they need to stave off life-changing, debilitating diseases that rob people of their memories, personalities, and ultimately their loved ones.

Women's Brain Health Initiative has created an effective vehicle for translating and disseminating these evidence-based findings through our MIND OVER MATTER® publications, the last five editions co-funded by Brain Canada. MIND OVER MATTER® is an informative resource on the best ways to protect brain health. Printed in both English and French and available online, with over 120,000 copies of each issue distributed to households across Canada through The Globe and Mail, and The Toronto Star, and to doctors' offices nationally. This highly sought-after magazine, currently produced semi-annually, conveys evidence-based information that encourages behaviour modification, intervening to prevent or delay disease progression. The articles are enlightening and inspiring, and a practical resource for maintaining healthy minds. The scientific evidence-based information conveyed is concise and carefully worded so that it is easy to understand. The scientists and studies referred to are both relevant and applicable to the lives of women, families, and communities across Canada and globally. Demand for this unique and coveted magazine comes from across Canada, from the U.S., from the U.K., Switzerland and Australia.

With additional support, we can reach more, and teach more, by getting MIND OVER MATTER® into more Canadians hands, and into remote and diverse communities. The educational information provided through MIND OVER MATTER® informs, empowers and inspires women on how to maintain their cognitive brain health as they age, enabling them to stay connected to everything that makes their lives meaningful - family, work, hobbies - and allowing them to make financial and other life decisions, and retain their independence for as long as possible.

If we intervene to prevent or delay Alzheimer's and other brain-aging diseases, we will unlock vast amounts of human potential and reduce or eliminate the suffering of tens of millions of victims and their families.

To intervene and alter people's behaviour, we must accelerate the translation and application of new knowledge and innovative programs that effectively informs, empowers and inspires women to prevent or delay brain-aging disease progression.

To educate women across Canada about the factors affecting their brain health, reducing stigma, and encouraging them to undertake a brain-healthy lifestyle that will stave off or delay dementia and allow them to age well, we need to increase production of MIND OVER MATTER® magazine to a minimum of four issues per year, double the printed distribution to 250,000 per issue, and create an easy to access and download online version.

No other periodical provides the diversity of brain health topics in lay terms in a single publication. We know from user feedback MIND OVER MATTER® magazines are circulated amongst friends and family members globally, by those concerned about their cognitive health or that of their loved ones, and from physicians who want their patients to benefit and thrive from the user-friendly information that each edition contains. Our publications educate women on their risk factors, arming them with practical tips and tools that help them to make informed decisions and take control over their cognitive destiny.

The quantity and quality of the information is not readily available to the public, nor presented in as compelling or concise a format elsewhere. We have become a trusted resource on evidence-based information that is presented in non-academic terms.

Increasing funding for Canadian research, that must be sex and gender sensitive, is necessary to find effective solutions for everyone. And until we get the answers we desperately seek, getting the evidence-based best ways of safeguarding one's cognitive health into the hands of the public in ways that encourage positive behaviour modification is critical to preventing and delaying brain-aging disease progression. If we don't, Alzheimer's will become the emotional, social, and financial sinkhole of the 21st century.

We have a collective responsibility towards future generations for our ability to face and reverse the challenges posed by brain-aging disorders, and to improve the lives of all Canadians, those at risk, those affected by or living with these diseases and Canadians it behoves us to protect.

Women are half of our workforce and are our primary caregivers. Our good health drives are families, our communities, and our economy. We can help, and hope that you'll join us.

ABOUT MIND OVER MATTER®

Below are some of the important topics tackled in past issues of MIND OVER MATTER® that give an overview of the latest research findings to combat brain aging diseases and what we need to know to stay brain health longer:

- Be Kind To Yourself - helpful ways to stress less
- Under the Influence - alcohol's impact on brain health
- Artificial Intelligence Aids Alzheimer's Disease Diagnosis - spotting changes in the brain years before symptoms emerge
- Pump Up Your Heart to Pump Up Your Brain - exercise for a healthy body and brain
- Shock Wave - deep brain stimulation as a potential dementia treatment option
- Balancing Act - when work and caregiving collide
- A Stranger in the Mirror - what does it feel like to have Alzheimer's Disease
- Planning For Incapacity - financial and legal considerations
- 10 Drugs That May Cause Memory Loss
- Dementia - a Growing Health Concern for Indigenous People
- Gender Gap in Caregiving - the unique impact of caregiving on women
- Millennial Mental Health Challenges - how Gen Y's can improve their brain health
- Living the High Life - Cannabis: brain drain or brain boost
- The Role of Inflammation in Alzheimer's Disease
- Breaking Bad - bad habits that impact brain health
- Everyone's Grey Matter Matters - dementia and the LGBTQ community
- Why Do We Hide Dementia - the social stigma associated with an Alzheimer's diagnosis
- Depression Increases Risk of Heart Disease - especially for young to middle-aged women
- I Love My Brain - what's good for your heart is good for your brain
- The Road Less Travelled - the impact of dementia on independent mobility
- Tech Tools - supporting independence, quality of life and safety
- What Dreams are Made Of - many aspects of sleep affect brain health
- Recipes for Healthy Eating - delicious, brain health recipes to help keep your brain functioning the way you want.

Each article, and there are many more, cite authors from reviews of literature, recently published studies, research papers from universities and research centres around the world, and notable experts and thought leaders in the field of brain health and aging.

Because the content for each edition of MIND OVER MATTER® is so robust, a BOOK and SOCIAL CLUB initiative was introduced allowing us to distribute the magazine into additional locations - public libraries, churches, aboriginal reserves, community centres, etc. There are thousands of requests for additional copies from Canada and the U.S., and a group of Swiss neurologists and psychologists have recently applied to the Ministry of Health in Switzerland for a grant to reproduce and distribute MIND OVER MATTER® there in four languages.