

Creating Awareness for Brain Diseases Amongst the Youth Today

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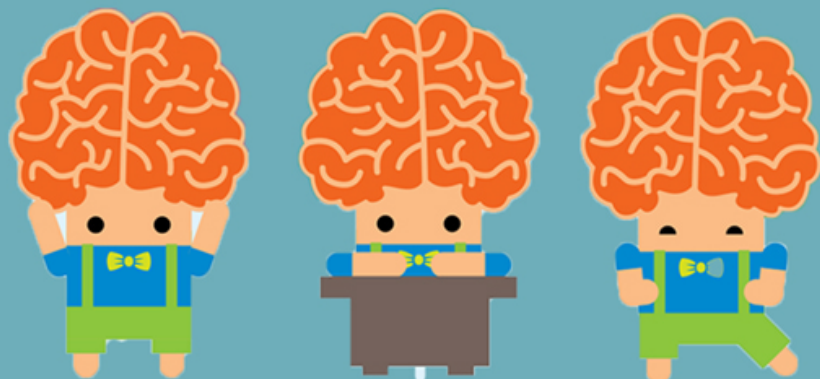
National
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DEMENTIA: THE TANGLED BRAIN



INTRODUCTION

- To drive awareness and help youths understand their loved ones who have been diagnosed with dementia
- To help them cope with the changes in their loved ones and support them in their journey.



METHODOLOGY

1. Development

- Research

The team decided that the most effective way of connecting with the target audience was through an interactive book filled with creative, interesting content and activities. Extensive research was done by the team for the content and concept of the book.

- Conceptualisation

The team, a mix of clinical and Corporate Communications staff, pulled resources together to come up with a concept for the book. International references were used as guides.

The final concept for the book was to illustrate through a mascot using pictures, graphics and interactive games presented in layman terms to explain the brain changes involved in dementia.

2. Production

- Design

- Staff from Corporate Communications took charge of the design for the book after consulting the clinical team. The staff worked closely with the external design company and carefully curated every part of the book.

- Graphics and illustrations were re-created. Interactive games with die-cut designs and a specially designed brain games were produced to encourage activities and interaction between family and the patient.

- Editing

The design and content were extensively checked and edited by both the clinical and Corporate Communications staff, for accuracy and language.

3. Publicity

The book "The Tangled Brain" was launched on 27 March 2015 during the 4th Singapore International Neurocognitive Symposium as part of the CARE Programme in the National Neuroscience Institute.

4. Distribution

The clinical team has started distributing the books to patients with young loved ones.



RESULT

The book "The Tangled Brain" was launched on 27 March 2015 during the 4th Singapore International Neurocognitive Symposium as part of the CARE Programme in NNI, and was very well-received.

The team also designed a CARE logo for the programme. The NNI CARE Programme for Young Onset Dementia (YOD) is a programme designed to provide early diagnosis, intervention and support for patients who are facing the early stages of dementia.

The clinical team has started distributing the books to patients with young loved ones, and has received appreciation for the efforts put into creating something beyond the patient education materials such as brochures and flyers.



CONCLUSION

This project helped to kick-start a new initiative in which we see healthcare staff go the extra mile to extend care education through loved ones of patients, who are also important to their well-being and recovery journey.

Given the feedback, the team is considering getting the book published so that it can be distributed and reach out to more youths.

