A national campaign aimed at educating the public about risks to older adults’ brain health was launched today by the Eldercare Locator, a program that helps connect older Americans and their caregivers with information on senior services.

The centerpiece of the campaign is a brochure titled Brain Health: You Can Make a Difference. It contains recommendations and resources to help older adults take charge of their brain health as they age.

“Helping people stay healthy as they age is a key part of helping them live independently in their communities, and brain health is a critical component of healthy aging,” said Kathy Greenlee, administrator of the Administration for Community Living and Assistant Secretary for Aging.

“This campaign was designed to help people realize that there are practical steps they can take to promote their brain health and to make them aware of the wide range of healthy aging services offered by the Aging Network,” said Sandy Markwood chief executive of the National Association of Area Agencies on Aging, which administers the Eldercare Locator.