



Brain Health Films

Overview

Currently there are 150 million Europeans aged over 50. Population ageing is forecast to attain unprecedented levels in Europe over the next 50 years. The term “Silver Tsunami” has been used to describe the potential impact on society and health services of this increase. One of the greatest challenges of an ageing population is failing mental function and this has been recognised as a major obstacle to independent living.

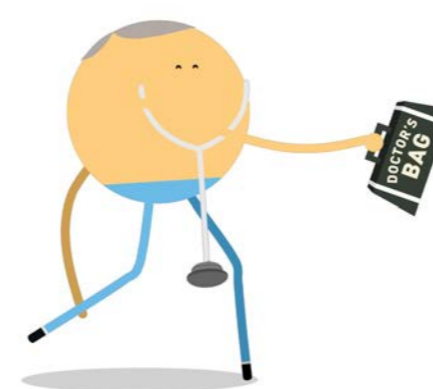
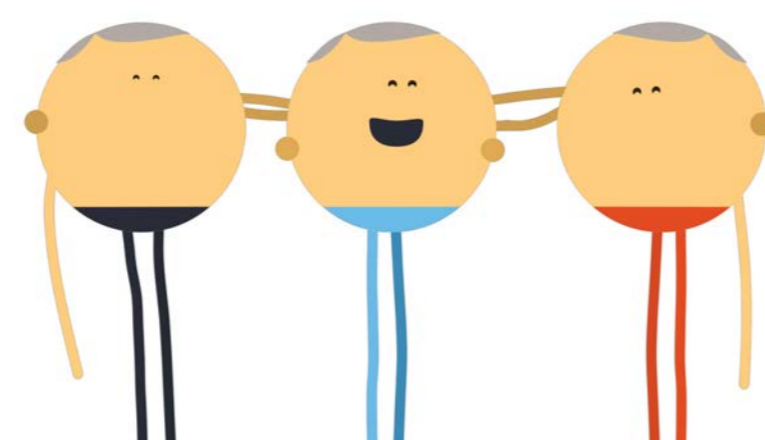
As web-based and mobile technologies transform communication there is an need to reach out via these media to engage the over 50s. We aim to harness these communication tools to encourage the over 50s to play an active role in their health. Currently the main reason over 50s adults use the internet is to search for advice about their health.

We have the expertise to translate scientific information into useable, practical information, suitable for web-based and mobile devices, presented in fun, entertaining bite-sized chunks suitable for digestion by the general public. Not only will this raise awareness, but by using films that can be viewed on the internet the information is presented in a novel, entertaining and easy to access way.



Product Concept: Dementia

People with dementia are stigmatized. Stigma leads to discrimination, depression, social isolation, delayed health-seeking behaviour and other negative outcomes, not only for people living with dementia and their families, but also for at-risk populations. A lack of understanding and misinformation mean that people often misconstrue the memory loss of Alzheimer’s Disease as ‘normal’ for older people and don’t bring family members in for assessment. **If the general public understand dementia better they are likely to seek help and obtain diagnosis earlier.**



Proposed Product

Develop a series of short training and testing modules that address key issues associated with memory and dementia. Each module will comprise 5x 2.5minute films with simple interactive elements embedded in the film to keep the user engaged and to ‘test’ their knowledge. The educational content for the short film modules will be informed by user-needs, developed by TCD, and produced by 360Productions. Using an attention-grabbing combination of clever cutting-edge graphics, interactive elements and sharp scripts, each film will deliver a key message in one entertaining bite-sized chunk.

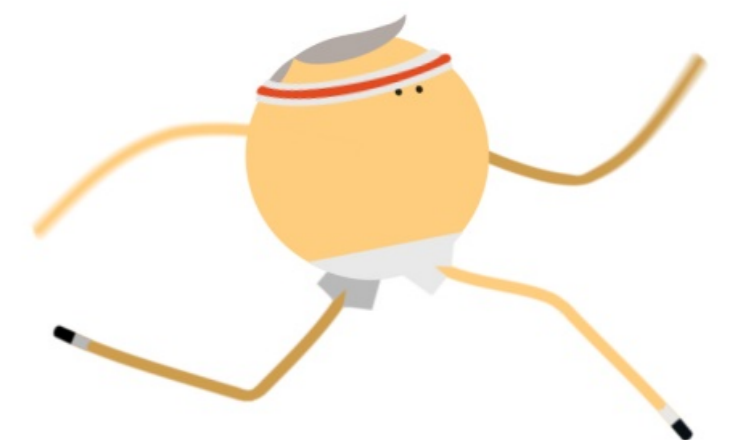
By adopting this approach makes it more likely that the information will stick and behaviour will change. These films will be provocative, entertaining and surprising, so the viewer/player will think about them, talk about them, reflect on their own behaviours, encourage their friends to watch them – and go out and seek more information.

Current Projects and Future Developments

Brain Health App in production stage available Dec 2013
1 x 60 minute documentary 'The Age of the Brain' available for sale in English French and German

Development Stage Films
6 x 2.5 minute animations about brain fundamentals and brain health complete and available for delivery in English, French and German - all films can be provided in a format suitable for translation to other languages

10 x 2.5 minute films about memory function, memory health and dementia in production – available November 2013



Market

Digital Platforms, Content and Applications
Connected Health and Independent Living

IP Status

Copyright

Opportunity

Research collaboration,
Available to license

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