



# Lifebrain

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## D5.2. Dissemination tools and communication strategies- I

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## Executive summary

The vision of Lifebrain is to enable targeted prevention of brain, cognitive and mental health problems at all stages in life in Europe and worldwide.

Lifebrain's vision will be reached by creating and disseminating knowledge about the brain, cognition, and mental health in relation to lifestyle, genetics and epigenetics, and the interactions between them.

### The deliverable is focused on:

- Dissemination tools targeting multiple audiences/ stakeholder groups

**Dissemination of Lifebrain results are and will be performed via online tools**, such as the project website, a monthly electronic newsletter to stakeholders, Facebook page, Twitter (at a later stage, from Month 30 to target policymakers and researchers), **and conventional media** (paper and Internet) like radio, TV, and magazines.

**Special events** are organized to disseminate and communicate Lifebrain activities and results such as:

- Yearly stakeholder sessions in conjunction with Lifebrain meetings
- Yearly public lectures in conjunction with Lifebrain meetings
- Lifebrain conferences in November, 2019 (Berlin) and December, 2021 (Oxford)

The Lifebrain consortium will also be represented at **several international scientific events** (conferences, workshops), and will share results with policymakers at different European and national workshops.

Some partners of the consortium participate at **local science events** for the public (e.g. Dementia and Alzheimer sickness/ memory awareness days, Science Festivals, etc).

**Internal communication** between partners in the Lifebrain project is going via e-mail, cloud-based slack.com, OneDrive, and Skype. The partners meet for a consortium meeting every 6-9 months.

### The deliverable includes:

- Information about tools and activities for dissemination and external communication
- Information about tools for internal communication

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## List of acronyms/ abbreviations

Lifebrain	Healthy minds from 0 to 100 years: Optimizing the use of European brain imaging cohorts
AC	Administrative Coordinator
CA	Consortium Agreement
CO	Coordinator project Office
DEC	Dissemination, Exploitation and Communication
EB	Executive Board
EC	European Commission
EU	European Union
GA	Grant Agreement
GenA	General Assembly
KMC	Knowledge Management Committee
LCBC	Centre for Lifespan Changes for Brain and Cognition
LB	Lifebrain
M	Month
MPIB	Max Planck Institute for Human Development Berlin
NIPH	Norwegian Institute of Public Health
NGO	Non-governmental Organizations
PM	Person Month
PO	Patient Organizations
SE	Stakeholder Engagement
SME	Small and medium-size enterprises
UB	University of Barcelona
UiO	University of Oslo
UOXF	University of Oxford
WP	Work Package

## Introduction

### Deliverable description

#### D5.2. Dissemination tools and communication strategies I

D5.2. Establishment and management of internal and external communication channels. Lead: Vitas; Participants: All (M6-M60)

Tools include both printed material (flyers, flyer inlays, posters, and factsheets, etc) as well as online/ digital tools like website, social media accounts, newsletters, and power point presentations. The project website is seen as a major communication tool for both the project administration and as a communication channel between partner organizations, stakeholder groups and the media (i.e. PR strategies). It will be redesigned to be as interactive as possible. Furthermore, project partners will be actively involved in determining appropriate tools, content generation, and dissemination and communication opportunities associated with agreed DEC activities. Well-chosen scientific and popular science conferences/ events are crucial channels for DEC measures and an estimated 25 scientific journal articles will be produced during the project. Once WP4 tasks have been initiated, specific material will be developed deemed necessary for effective communication of project results. Other dissemination and exploitation tools, and communication channels will be adapted to reflect project progress and will be detailed in reports on Dissemination and Communication Strategies II (D5.6).

### Objective of deliverable

To design tools including printed material (flyers, flyer inlays, posters, and factsheets, etc.) as well as online/ digital tools like website, social media accounts, newsletters, and power point presentations.

## 1. Dissemination tools and communication strategy

The vision of Lifebrain is to enable targeted prevention of brain, cognitive and mental health problems at all stages in life in Europe and worldwide.

Lifebrain's vision will be reached by creating and disseminating knowledge about the brain, cognition, and mental health in relation to lifestyle, genetics and epigenetics, and the interactions between them.

The DEC plan has been developed in D.1. (submitted deliverable Month 6). Here we provide an update on the use of different dissemination and communication tools in the first 18 months of the project. We also provide some information on tools to be used in the coming years. This report will be updated under D5.6. Dissemination tools and communication strategies II Month 48.

### 1.1. Project website

The website (<http://www.lifebrain.uio.no>) has been developed in collaboration with WP1, WP5 and WP6, and has been up and running since January 2017.

The website is one of the most important tools for dissemination and communication in Lifebrain, and it is referred to via links both in social media (Facebook, later Twitter) and in the e-newsletters.

The website is a channel for announcing the latest news, promoting project events, and distributing all LB publications. The website has a special menu on "articles for the public", where Lifebrain researchers summarise some key research findings in a plain language; eg. on dementia.

The website also includes links to the social media like Facebook (and later also to Twitter), meanwhile we share website links at the Lifebrain Facebook page and e-newsletters.

The website is maintained by the Coordinator Project Office and its Administrative Coordinator in cooperation with all partners in the consortium.

Google Analytics has been activated to monitor the website traffic, gather information on how visitors find and use the website, and how to promote repeating visits. The users come from all continents. The majority are users from Norway (29%), Spain (16%) and the UK (13%). The website is predominantly used for work purposes: the visits are almost exclusively on weekdays; peak time is after lunch on Mondays to Thursday; 70% are desktop users. There is significantly increased traffic around e-newsletter release and around the date of the LB public lectures and stakeholder workshop (Barcelona in November 2017 and Oslo in June 2018), when event information is shared on the website.

All the partners have included information about the Lifebrain project on their respective webpages.

## 1.2. Scientific publications

An estimated 25 scientific journal articles will be produced during the project and published in Open Access journals.

In M6-M18 the following papers have been published by the Lifebrain consortium:

Walhovd KB, Fjell AM, Westerhausen R, Nyberg L, Ebmeier KP, Lindenberger U, Bartrés-Faz D, Baaré WFC, Siebner HR, Henson R, Drevon CA, Strømstad Knudsen GP, Ljøsne IB, Penninx BWJH, Ghisletta P, Rogeberg O, Tyler L, Bertram L; Lifebrain Consortium. Healthy minds from 0–100 years: Optimising the use of European brain imaging cohorts (“Lifebrain”). [European Psychiatry vol.50, April 2018, p.1-76.](#)

Kievit R, Brandmaier A, Ziegler G, van Harmelen AL, de Mooij S, Moutoussis M, Goodyer IM, Bullmore ET, Jones PB, Fonagy P, NSPN Consortium, Lindenberger U, Dolan RJ. Developmental cognitive neuroscience using Latent Change Score models: A tutorial and applications. [Developmental Cognitive Neuroscience \(2017\)<sup>1</sup>.](#)

As detailed in D5.1 The Knowledge Management Committee of Lifebrain coordinates the planning and preparation of papers in the consortium.

The following papers are being prepared with the approval of the KMC for publication:

- Focus on early-life factors needed in European dementia and mental health policies
- The relation of socio-economic status (SES) to brain and cognitive differences across different ages: Inter-European and US differences and their implications
- White matter microstructural correlates of aging-related change in cognition (change-change associations)
- Age-related changes in the spatial structure of local activity similarities using fMRI iso-distant average correlations
- The relation of living environment in Europe to brain and cognition across different ages
- Hippocampus structural integrity in older adults with well-preserved episodic memory

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<sup>1</sup> <https://doi.org/10.1016/j.dcn.2017.11.007>

### 1.3. E-newsletters

[An electronic newsletter-series](#) has been produced monthly from Month 6, based on scientific inputs from the different Lifebrain sites. The newsletters provide the latest findings from the Lifebrain studies related to brain development and brain health, and as the project develop, it will disseminate the LB research results.

The topics of the e-newsletter from July 2017 to June 2018 were:

YEAR 2017	CONTENT	AUTHOR
June	LB flier	WP5 communication team
July	Omega 3 Fatty Acids, Vitamin D, Physical Activity and Normal Body Weight Might be Good for the Brain?	Christian A. Drevon (Vitas)
August	Premature infants and nutrition	Christian A. Drevon (Vitas)
September	Women have healthier brains in gender equal countries	Tove Kolset (NIPH)
October	Even moderate alcohol consumption is linked with adverse brain outcomes	Sana Suri (UOXF)
November	Maintaining Mobility May Contribute to Better Cognition and Brain Connectivity in Older Age?	Sana Suri (UOXF)
YEAR 2018	CONTENT	AUTHOR
January	Higher education might contribute to compensating for vascular damages in the brain?	Cristina Sole-Padulles, David Bartres-Faz (UB)
March	Memory training boosts your memory performance	Ann-Marie Glasø de Lange
April	Personality and stress hormones relate to left-right differences in brain structures	Kathrine Skak Madsen and William Baaré (REGIONH)
May	How do our brain structures and cognitive abilities change across the lifespan?	Susanne de Mooij, Rik Henson and Rogier Kievit (UCAM)
June	Sleep research	Claire Sexton (UOXF)

**Table 1. E-newsletters published (M6-M18)**

Subscription to the newsletter is provided via the [Lifebrain website](#), and also via the stakeholder workshops and public lectures. The first edition was sent to the stakeholders identified in D1.1. on the 28<sup>th</sup> June 2017, and the next editions have followed monthly.

All partners in Lifebrain are expected to contribute to the newsletters once yearly. Specific requirements have been outlined for submitting e-newsletter articles (See D5.1) and a time schedule has been set up for the coming years with contributions from each partner.

Special newsletters are and will be sent to keep contact with the stakeholder workshop participants. The first special newsletter was distributed 12<sup>th</sup> April, 2018 to the participants of the stakeholder workshop in Barcelona 17<sup>th</sup> November, 2017 (Annex 1).

## 1.4. Social media

Lifebbrain is actively promoted on social media. [Lifebbrain's Facebook page](#) was launched in April 2017. The Facebook page exhibits posts on:

- Lifebbrain publications for the public:
  - Articles for the public for e.g. dementia series by Christian A. Drevon
  - Monthly e-newsletters
  - Short videos on major Lifebbrain research findings
  - Interviews with Lifebbrain researchers
  - Videos of Lifebbrain public lectures (see [first video](#) with Kristine Walhovd and Sana Suri)
- News on upcoming meetings and events, directly involving LB (as organiser or participant)
  - E.g. public lectures, stakeholder workshops and science festivals
- Links to similar projects and research networks related to brain development and brain health:
  - Partner projects: Silver Sante study, Barcelona Brain Health Initiative
  - Interesting global news concerning brain research, in line with the LB approach/ LB topics

The page is also used as a channel for involving stakeholders in Lifebbrain (WP1). The administrator of the Facebook page is the Administrative Coordinator together with WP1 and WP5 leaders. Each partner organisation has editing right on the page.

The page has 214 followers as of June 2018. 69% are women, 34% in the age group 35–44, mostly from Norway, Denmark and Great Britain. On average two posts are published weekly; 145 articles and photos have been published since the start in April 2017.

Twitter will be used in a later phase of the project, from Month 30 targeting in particular policymakers, journalists, and researchers.

## 1.5. Conventional media

Existing stakeholder contacts of the partners (see also D.1.1) will be used to disseminate and communicate LB information in the conventional media such as radio, TV, local newsletters, annual reports of partners, newspapers or magazines, both offline and online.

When Lifebbrain was launched in January 2017, news were published in the local paper of the University of Barcelona, as well as in the Spanish national newspapers *La Vanguardia* and *El Economista*. Partners in Norway published articles on the website of the Norwegian Research Council and at the University of Oslo, Vitas and NIPH webpages as well. The University of Oxford regularly inform their fellow colleagues on the various Lifebbrain events by internal newsletter articles.

## 1.6. Stakeholder engagement sessions and public lectures

A Lifebrain stakeholder session will be organized at each consortium meeting by WP1 in collaboration with WP5:

- Stakeholder workshops have been organized in November 2017 and June 2018, gathering local and national policymakers, representatives from patient- and interest organizations, external scientists, and research groups. These workshops, held in conjunction with the LB yearly consortium meetings, lay the ground to conduct several stakeholder activities (see D1.2 Input to the DEC plan).
- Stakeholder-led or co-led sessions (eg. session led by patient organizations) will be organized in conjunction with LB conferences at the end of 2019 and 2021.

In conjunction with the LB consortium meetings, public lectures will also be organized as a joint task between WP1 and WP5. These lectures will inform about research performed in LB to a large public audience. The lectures are free of charge and open to anybody interested. Local organizers of the LB yearly consortium meetings are expected to contribute to the practical organization of the public lectures. The presentations are uploaded on the Lifebrain website.

- [Public lecture at the University of Barcelona](#), Spain, 15<sup>th</sup> November, 2017
- [Public lectures at Litteraturhuset](#), Oslo, Norway, 6<sup>th</sup> June, 2018

The consortium members will look for the possibility of giving public lectures in Lifebrain-related topics at local cultural and science centres as well; e.g. the University of Oslo plans to present at the National Library, Litteraturhuset (a cultural centre) and Pensjonistuniversitet (open university for retired people).

## 1.7. Organisation of LB scientific conferences

Lifebrain will organize two scientific conferences to share results with the scientific community. The conferences will be open to all interested researchers, and in particular focused on Lifebrain-related research fields and consortia.

The following Lifebrain conferences will be organized:

- November, 2019 in Berlin, Germany
- Closing conference in December 2021 in Oxford, UK

## 1.8. Presentation at scientific conferences, workshops

PIs for all partners in the consortium are responsible for relevant presentations at their respective scientific fora (international, national, local). All presentations (oral and poster), and published articles are registered on the [project website](#).

The list of presentations made by Lifebrain researchers at various conferences and workshops will be continuously reported in the progress reports.

## 1.9. Participation at local public science events

Consortium partners will also look for opportunities to connect to local science outreach events.

Lifebrain researchers from UOXF participate at local public science events on Dementia and Alzheimer disease, and memory-theme events. The audiences in these events are usually the general public, senior citizens, and research volunteers.

The University of Oslo participates in local, popular science events, such as the [Oslo Science Expo](#) or [Light Wandering \(Lysvandring\)](#).

REGIONH researchers will volunteer for the annual Danish Science Festival, where the general public can book a researcher to come and present for free.

The University of Barcelona is cooperating with the [Barcelona Brain Health Initiative \(BBHI\)](#), where David Bartres Faz is a principal investigator. The BBHI is focused on research as well as on public activities in the field of brain and cognition and actively disseminates information on brain health.

## 1.10. Meeting and talks with hospitals and institutions

Meetings and talks with hospitals and institutions will help Lifebrain researchers to formulate research questions, shape research priorities and hypotheses with inputs from the health sector, and enable direct research cooperation with Lifebrain researchers. PIs for all consortium partners are responsible for relevant meetings and talks in their respective networks. All meetings and talks will be registered on OneDrive and reported in the progress reports.

UiO and Vitas regularly arranges meetings with gerontologists, pediatricians, neurologists, neurosurgeons, neonatologists and basic neuroscientists.

RegionH had meetings with public health researchers, psychiatrists, neurologists and physiologists, to discuss research questions in Lifebrain, as well as possible collaboration in relation to another Horizon 2020 project.

### 1.11. Lectures in psychology and related fields

Many of the Lifebrain researchers teach at undergraduate or graduate programs of universities. This provides the opportunity to build LB results into the curricula and lectures. PIs for all consortium partners are responsible for relevant lectures in the actual graduate programs. All lectures will be registered on OneDrive.

RegionH plans to do a PhD course in 2019 on lifespan changes in brain and behaviour, and impact on lifestyle factors, covering several research aspects of Lifebrain. Moreover, the Lifebrain project will be included when teaching speciality courses in Child and Adolescent Psychiatry, as well as in undergraduate programs.

### 1.12. Participation at EU/national events for policymakers

Lifebrain researchers will participate and share project results at EU/national meetings where policymakers concerned with brain health and cognition are represented. Lifebrain will also seek opportunities to cooperate with related EU projects and workshops organized by the EU, to learn from their experiences, and to share Lifebrain concepts with these EU projects.

Klaus Ebmeier (UOXF, WP3 leader) presented the Lifebrain project at the workshop on Schizophrenia and other mental disorders organised by the European Commission, 15-16th June, 2017 in Pisa, Italy.

Thomas E. Gundersen (CEO/CSO in Vitas Ltd) presented the involvement of Vitas – as a small and medium size entrepreneurship – in the Lifebrain project as an invited speaker at the 23. Annual Norwegian Symposium on Chromatography, 7–9<sup>th</sup> January 2018 in Sandefjord, Norway.

### 1.13. Printed materials

Printed materials have been designed to support all of the dissemination and communication activities described above<sup>2</sup>.

- Fliers in various languages (so far in English, Norwegian, Catalan) have been designed to introduce Lifebrain to the various stakeholders
- Rollups have been printed to represent Lifebrain at public events such as science festivals, public lectures or stakeholder workshops
- Posters have been designed to advertise the public lectures linked to the Lifebrain consortium meetings

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<sup>2</sup> See printed materials at <http://www.lifebrain.uio.no/press-centre/press-package/index.html>

- Bookmarks have been designed to distribute information about the Lifebrain website and facebook page address.
- Factsheets about brain health have been distributed to the public during the “Lysvandring” event in Oslo

## 2. Internal communication tools

### 2.1. E-mail

Lists of e-mail addresses have been collected and made available for the whole consortium and for the different working groups for sharing of documents, and information, as per the GA and CA.

The following e-mail lists are functioning:

- Executive Board

The official mailing list of the EB members: agendas, minutes are circulated to this list.

- General Assembly

The official mailing list of the GA is a channel for issues that need approval/ feedback from the GA.

- Consortium members

The official mailing list of the consortium: information about project meetings, decisions of the EB and GA are distributed here.

- Knowledge Management Committee

The mailing list of the KMC

Contact information for the public wanting to reach Lifebrain is: [info@lifebrain.uio.no](mailto:info@lifebrain.uio.no)

Rules for e-mail use have been established to avoid overload of e-mails and to make older e-mails easier to trace. It is the responsibility of each partner to ensure that relevant personnel are included in the mailing lists and to communicate any changes to the CO.

### 2.2. Project website

See section 1.1.

### 2.3. OneDrive

A routine for communication between partners has been established for interactive editing and file storage on OneDrive (Microsoft's cloud-solution for handling of common documents). The administration and all WPs have dedicated files, providing easy access and a common working platform to all relevant documents in a user-friendly structure (D6.3).

### 2.4. Collaboration tools

The Lifebrain consortium has subscribed to slack.com to ease daily communication and cooperation among members. Slack is a cloud-based electronic tool for team-work and has separate channels for discussions of the Executive Board, General Assembly, and the different WPs and for paper writing. Consortium members can attach and send files, comment on documents and send direct messages to each other. Group phone- and video-calls are also possible.

Skype and Slack are used for daily communication, or for shorter and small-scale project meetings.

### 2.5. Lifebrain consortium meetings

The Lifebrain consortium meetings take place every 6–9 months during the project, and include all relevant participants from the 13 partners. The meetings serve as the main fora for reviewing and planning project activities.

Short reports on the Lifebrain consortium meetings:

- [16-18 January 2017, Brussels](#)
- [15-17 November 2017, Barcelona](#)
- [4-7 June 2018, Oslo](#)

### 2.6. Face-to-face meetings

Partners in close geographical positions (e.g. the Norwegian and the Swedish partners) meet face-to-face whenever relevant. Lars Bertram as the PI from the University of Lubeck, works as a visiting professor at the University of Oslo, which makes it possible to expand cooperation between the two partners, and makes several face-to-face meetings possible.

## **ANNEX**

Annex 1 Lifebrain newsletter to the participants of the Barcelona stakeholder workshop

## Annex 1

### Lifebrain newsletter to the participants of the Barcelona stakeholder workshop

Again, thanks for your active participation at the Lifebrain workshop in Barcelona, 17 November 2017. Here comes an update about Lifebrain activities. If you would like to contribute to some of these activities, or have any questions or comments, please do not hesitate to contact us.

#### Lifebrain study: “Are people ready to endorse personalized brain health?”

We are currently conducting individual interviews with brain research participants in Barcelona, Oslo, Oxford, and Berlin to investigate their views on brain health. Next step will be to launch an **online survey on brain health perceptions** during the fall of 2018. The survey will target patients and citizens and will be available in all Lifebrain languages (Spanish, German, Norwegian, Swedish, Danish, English and Dutch). We still very much count on your help to distribute the survey link among your contacts in Catalonia and Spain.

#### Lifebrain public lecture in Oslo, 6 June 2018 (streaming)

The next Lifebrain public lecture (in English and Norwegian) will be streamed and we will send you the link. The Lifebrain researchers will discuss the opportunities and challenges an aging population may bring, how risk factors including high blood pressure can accelerate brain aging, and how physical activity can help promote healthy brain aging.

<http://www.lifebrain.uio.no/events/public-lecture.html>

#### Second Lifebrain stakeholder workshop in Oslo, 7 June 2018

This workshop will investigate opportunities and challenges with respect to promoting brain health across the lifespan. Lifebrain and the Norwegian Brain Council, a national umbrella organization for patient groups and professionals working with brain health promotion (<http://www.hjerneradet.no/>), jointly organize the workshop. We will be happy to send you the report from the workshop (also on our Facebook and web pages).

#### Lifebrain conference in Berlin, November/December 2019

This conference will be open to brain health researchers and professionals, and patient organizations with an interest in brain health. **Patient organizations will be invited to lead a session at the conference.** If you are interested in contributing to the organization of this session, or have contacts in Germany who may be interested, please do not hesitate to contact us.

#### Lifebrain research

The Lifebrain researchers are preparing the [11 Lifebrain cohort studies](#) for data sharing in the Lifebrain consortium. Data sharing is required to investigate risk factors and protective factors for brain health that can be of importance for early diagnosis of brain health. Focus will be on investigating the relationship between socio-economic status and brain and cognitive differences across different ages.

The Lifebrain researchers are also reviewing European health policies to investigate whether the policies sufficiently take into account early-life factors that may influence brain health such as e.g. access to education, pre- and perinatal health, nutrition, education, and socioeconomic status in childhood. The objective of this review is to provide recommendations for what should be included in health policies based on lessons learnt from research.

**The first Lifebrain publication “Lifebrain consortium: Healthy minds from 0–100 years: Optimising the use of European brain imaging cohorts (“Lifebrain”)” is available here:**

<http://www.lifebrain.uio.no/publications/scientific-articles/full-papers/lifebrain-concept-paper.html>

Lifebrain [Facebook page](#)

Lifebrain e-newsletter: Read the [latest research results from](#) the Lifebrain cohorts in topics such as mobility, memory training, and role of education in brain health.