

NIFS Program Impact Report

Mental Muscle Challenge 2017

This report details activity and results for the Mental Muscle Challenge at The Glebe.

Program Overview

Purpose

The Mental Muscle Program was a five week campaign in August that focused on cognitive health with the promotion of new brain fitness programming as well as the introduction of the new Dakim system at the Glebe.

Program Details

- Participants were encouraged to set their own participation goal for the month of completing three, five or seven different activities. Three categories of brain fitness activities were offered: individual practice (Dakim, puzzles), group training through various classes, and educational events throughout the month.
- The Dakim system was introduced to the Glebe as a part of the Mental Muscle Program and instructional trainings were provided.
- Two educational lectures at the beginning of the program communicated the importance of brain fitness and were successful on educating the residents on things they could do to support their cognitive well-being.

Evaluation

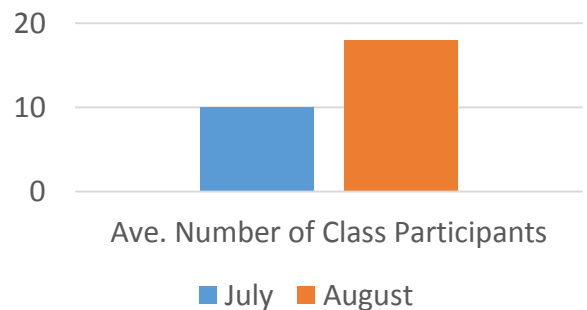
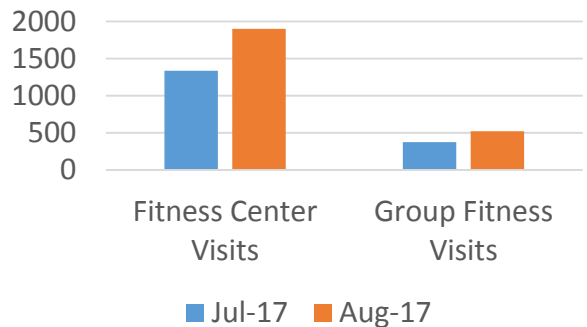
- 46 residents completed the entire Mental Muscle Challenge and 35 participants met the minimum goal of completing at least 3 different tasks per week.
- Average class participation in the existing brain fitness classes increased from 10 residents/class to 18 residents/class .
- 78 users registered for the Dakim through promotion of the Mental Muscle program.
- Next year, we will explore alternative scheduling options for the Dakim. Resident feedback noted it was challenging to access the Dakim due to a high volume of users.
- 32% of survey respondents were highly satisfied with the quality and execution of the Mental Muscle initiative.

Program Outcomes

Data

Below are key data points we gathered through the program to help us better understand successes and challenges with this offering. Additional data may be available upon request.

Month-to-Month Comparison



Program Wins

- ↑ Participation: **INCREASED** total visits in August 2017 by **42.5%** compared to July 2017
- ↑ Participation: **INCREASED** total Group Fitness participation in August 2017 by **39.5%** compared to the previous month
- ↑ Membership: **GAINED 5** new members to the fitness program during the month of August