

TBH
365

CHALLENGE

TRAINER INSTRUCTIONS



tbhtoolbox365.com

PROGRAM OVERVIEW

The **TBH365 CHALLENGE** has all you need to run an exciting, engaging brain fitness challenge in your community. The program combines the best of our **TBH TOOLBOX365** personal training program, with group-based support, along with ongoing game-based, friendly competitions that motivate, inspire, connect and keep the training fun!

YOUR TBH365 CHALLENGE PROGRAM KIT | WHAT'S INCLUDED

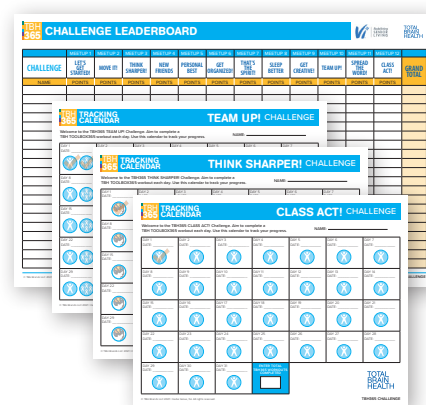
Your TBH365 Challenge package includes:

- ✓ **TBH TOOLBOX365 BOXES.** TBH TOOLBOX365 offers personal brain training in a box. Based on the cutting-edge cognitive wellness science, the program uses a game-based approach for hands-on, fun workouts to bring home the many ways we can build better brainpower.

Each TBH TOOLBOX365 program box comes with 100 cards with repeatable workouts, cards, a dice and timer, as well as instructions and an introduction to the program science.



- ✓ **TBH365 PROGRAM CHALLENGE COMPETITIONS.** This package includes 12 different challenge competitions you can run over the course of your program. Each includes:
 - **Tracking calendars** customized for each challenge competition, with easy-to-follow directions participants can use to track their points.
 - **The option to run challenges of any time length**, depending on your desired schedule and community preferences. The calendars include date boxes for up to 30 days of tracking. You choose the number of days your group will participate in that particular challenge, giving you the freedom to run a challenge for a week, two weeks or any time length up to one month.
 - **The option to repeat a challenge** that may be easier or more enjoyable for your participants. You do this at any time.
- ✓ **TBH365 CHALLENGE LEADERBOARD.** Use the leaderboard to track participants' scores across all the challenge competitions. The leaderboard is a great way to recognize everyone's accomplishments, boost participation and provide additional support.
- ✓ **TRAINER MATERIALS** with scripted programming for TBH365 Challenge 13 Meetups as well as best practice tips, planning and outreach materials, and everything you need to make the challenge a success!



HOW IT WORKS | A STEP-BY-STEP GUIDE

Here's a step-by-step guide to how the [TBH365 Challenge](#) program works:

- 1 SCHEDULE YOUR TBH365 CHALLENGE MEETUPS.** Decide how you will run the challenge. You have the option of scheduling the group sessions, or Meetups, according to a timeframe that best suits your community or group. The time interval between your Meetups will determine the number of days participants do the challenges. This flexibility means you can meet weekly, monthly, or even every 15 or 20 days, up to a maximum of 30 days.
- 2 PROMOTE THE CHALLENGE** in your community using the program outreach materials and invite community members to participate.
- 3 KICK OFF YOUR CHALLENGE** with Meetup 1! Introduce the program, hand out the TBH TOOLBOX365 boxes, tracking calendars for the first challenge, and other materials.
- 4 PARTICIPANTS TRAIN ON THEIR OWN** daily using their TBH TOOLBOX365 box. Each participant should have their own box to keep and use at home.
- 5 PARTICIPANTS TRACK THEIR PROGRESS** using the challenge tracking calendars. Participants will follow the instructions to earn points towards that challenge.
- 6 HOLD YOUR NEXT MEETUP** to educate, encourage and reward your participants! Applaud everyone's progress as they "weigh in" with their challenge points. Work out everyone's thinking skills with a fun "brain play" and engage in learning the brain health science. Use the optional leaderboard to mark everyone's progress across the entire [TBH365 Challenge](#) program. Then, send everyone off with their next challenge!
- 7 KEEP GOING** with additional Meetups scheduled according to your own timetable. Start a new challenge competition at each Meetup, giving everyone a new goal to work towards before your next Meetup!

TBH365 CHALLENGE MEETUPS | GROUP EDUCATION AND SUPPORT SESSIONS

The TBH365 Challenge program includes directions for 13 Meetups, or group support and education sessions. Meet for about 1-hour to track, train, support and connect as a group. Key to the challenge experience, Meetups can be held in person or virtually as needed.

Each Meetup includes teaching sections with a bulleted overview and suggested scripting (in bold type). We strongly recommend you use the scripting for guidance only and find your own voice in running the sessions. The scripted sections of the Meetups include:



Welcome! Introduce what you will be learning together.



TBH Brain Play Engage everyone with a fun, fast cognitive training workout designed to build attention, processing speed and nimbleness, as well as group connection.



Weigh In! Review everyone's challenge results and encourage group discussion around their experiences with the challenge. Option to use the TBH365 Challenge Leaderboard to track results over the entire program.



Let's Brain Train! Teach an aspect of the brain health science behind the challenge, allowing for discussion with your participants.



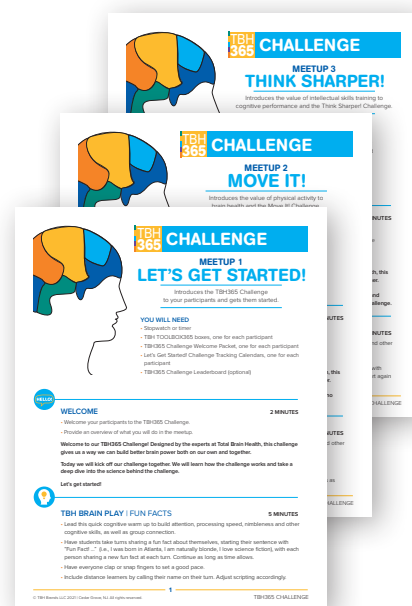
Let's Meet Our Next Challenge! Kick off the next challenge competition with an overview and instructions. Distribute the tracking calendars for the upcoming challenge.



Challenge Hot Tip! Offer a helpful piece of advice to help everyone stick with their challenge and build connection to foster compliance and socialization between participants.



Wrap Up Close by thanking everyone for attending and a reminder to attend the next Meetup!



THE TBH METHODOLOGY

As leading cognitive fitness experts, we know the science behind boosting daily intellectual performance, sharpening memory, reducing dementia risk and supporting well-being.

The [TBH365 Challenge](#) is grounded in our celebrated Total Brain Health Methodology. This three-pronged approach reflects the state of the current brain health research, including:

A WELLNESS-BASED APPROACH

The evidence strongly supports engagement across the physical, intellectual and socio-emotional areas of health as our best resource for keeping our brains fit. Our [TBH BLUEPRINT](#) is the foundational wellness roadmap behind every TBH program. It guides students to engage in activities proven to boost daily thinking and long-term brain vitality across:

- BODY.** Staying physically fit, along with healthy dietary habits, as well as managing everyday choices such as sleep and medications, helps sharpen intellectual performance and has been linked to lowered dementia risk and to better well-being for those living with dementia..
- MIND.** Cognitive training can revive skills diminished by age, such as attention, quick thinking, multi-tasking and reasoning. Continued creative and intellectual challenge as well as strategies to enhance memory also have proven to be critical to cognitive vitality.
- SPIRIT.** Strong, satisfying social ties, emotional balance and a positive outlook have been tied to better cognitive health.

SOCIAL-BASED BRAIN TRAINING

Social engagement, whether in person or through technology, significantly boosts the benefits of cognitive training, especially on skills most affected by aging. In addition, social isolation and its impact on well-being is a growing concern worldwide. Unique to TBH, Social-Based Brain Training (SBBT) is the intentional use of social engagement to promote cognitive performance and long-term brain vitality. Our SBBT approach uses proprietary training strategies that bring the full benefit of social engagement to our programs. The [TBH365 Challenge](#) includes social-based brain training in 3 ways:

Social Pillar Cards. The [TBH TOOLBOX365](#) includes 20 cards that promote social engagement, with activities that promote connecting with others.

Meetup Engagement. The [TBH365 Challenge](#) Meetups offer unique opportunities for participants to engage with each other, in person or virtually. The *TBH Brain Play* as well as the meeting discussions provide your group with robust, meaningful ways to train, connect with and encourage each other.



Challenge Partnerships. The [TBH365 Challenge](#) offers a variety of avenues to building robust social connections. You will find that many of the challenge competitions award additional points for working in partnership with others, either as pairs, in teams, or with others outside of the challenge.

EXPERIENTIAL LEARNING

We learn better by doing, especially the types of activities that have been tied to improving cognitive outcomes. The [TBH365 Challenge](#) use an experiential approach, giving participants a “hands on” opportunity to try what they are learning each day on their own as well as with you during the Meetups. Our training incorporates the latest teaching methodologies, emphasizing active learning, a multimodal approach, and retrieval practice strategies.

TBH SKILLS TRAINING

Research shows that training in intellectual skills such as attention and memory can help us better maintain everyday functioning. Challenging ourselves with new ways of thinking has been shown to build neuroplasticity, or our brains ability to grow and connect neurons.

Each [TBH TOOLBOX365 card](#) highlights the cognitive skills targeted in that workout. These skills, represented by icons below include:

- P Perception.** Accurately sensing our world.
- A Attention.** Our ability to hold focus.
- C Coordination.** Moving quickly and nimbly.
- ST Speedy Thinking.** Quick thinking.
- N Nimbleness.** Our ability to multi-task.
- VE Verbal Skills.** Speaking fluently.
- VI Visual Skills.** Seeing the world accurately.
- M Memory.** Learning & recalling information.
- PS Problem Solving.** Reasoning & resolving.
- EC Executive Control.** Judging our world accurately and respond appropriately.

BEST PRACTICE TIPS

Your TBH365 Challenge begins right now! Here are some best practice tips to get you off to a successful start.

GET READY! Start by determining the W's of your challenge program: Who, what, when and where.

WHO? Consider who in your community will be participating in your challenge program. The TBH365 Challenge is designed for adults of all ages who are cognitive independent. Participants should be able to participate daily on their own. Individuals living with mild memory loss can also benefit fully from the program. However, you will need to ensure they will be able to do the daily personal workouts either on their own or with some guided reminders. Once you determine who will be in your program, you can tailor the challenge as needed to best suit their interests and schedules.

And the TBH365 Challenge is a great outreach tool! You can also include folks outside your community, family members, prospective residents or members, as well as the general public. The challenge structure makes it easy to include everyone in a fun way that showcases your cutting-edge brain fitness approach and community. Finally, the TBH365 Challenge is a terrific employee wellness offering and team-building experience.

WHAT? Decide how you will run the challenge. You have the option of scheduling the Meetups or group sessions according to a schedule that best suits your community or group. The time interval between your Meetups will determine the number of days participants do the challenges. This flexibility means you can meet weekly, monthly, or even every 15 or 20 days, up to a maximum of 30 days.

WHEN? Figure out what time of day might work best for your Meetup group sessions. Keep in mind your participants' schedules and other possible community conflicts. Consider selecting a different time of the day when you repeat the challenge, giving others who might have had a scheduling conflict the chance to now take part.

WHERE? The group Meetups can be run in person, virtually or using a combination of both for a hybrid program. For in-person Meetups, use a space large enough to comfortably hold the group as they work together at a required distance. Make sure everyone can see and hear each other. For virtual or hybrid group sessions, be sure the camera is well-positioned so distance participants can easily follow along.

GET SET! Now that you've covered the basics, it's time to make sure you are well prepared to run your TBH365 Challenge program.

FAMILIARIZE YOURSELF WITH THE TBH TOOLBOX365. Open one of the boxes and divide the cards using the provided dividers. Read the introductory cards and instructions and look through the different workout cards. Be sure to roll the dice and try out the program game yourself!

READ THROUGH THE PROGRAM MATERIALS. The remaining materials you need to successfully run the TBH365 Challenge are housed in your online program kit, including scripted guides for the 13 Meetups, trainer education, planning and outreach resources. Be sure to take a look!

FIND YOUR VOICE. Read through the TBH365 Challenge Meetups more than once to get comfortable with them. While they are scripted, we strongly encourage you to find your own voice and feel free to paraphrase as you lead the group sessions. Try practicing with someone beforehand, so you get a better idea of the flow of material.

PREPARE FOR EACH MEETUP! Before each Meetup make sure you have printed out the scripted trainer guide and enough copies of the TBH365 Challenge Tracking Calendars for the included competition (or the competition you have selected, if it differs from the one linked to that Meetup). There may also be additional materials, such as TBH Brain Play prompts, you will need to have on hand.

Try gathering all you need for several Meetups in advance and organize them into separate folders, so that you aren't rushed at the last minute. For virtual delivery, email or distribute any tracking calendars or other materials needed ahead of your group session so distance learners are prepared.

GO! These field-tested tips go a long way in making sure your program is successful!

GET THE WORD OUT! Launching a new program can take a bit of promotion. Spread the word using the outreach resources in your online program kit. These include a presentation with slides and interactive workouts you can use to introduce the challenge, as well as suggested copy for newsletters, postings, and press releases. Enlist colleagues and community thought leaders who can help you build interest by announcing the program in their classes or meetings. Ask your marketing team if they would like to sponsor participants. And don't forget to add the challenge to your community calendar!

SIGN THEM UP! We strongly recommend you register participants in advance of starting the TBH365 Challenge. While the initial program kit includes 20 TBH TOOLBOX365 boxes, you will need to order more boxes at least 2 weeks in advance of your kick off meeting if your challenge participation exceeds that number.

COMMUNICATE YOUR MEETUP SCHEDULE. Make the challenge Meetups schedule available in advance, either on your community calendar or to all interested parties. You can use the blank TBH365 Challenge Meetup Schedule provided in your online program kit planning materials to easily fill in and distribute these dates. Arrange for reminder emails or calls to anyone who has registered support continued attendance.

GET EVALUATED! At the end of the challenge, ask participants to complete the TBH365 Challenge Participant Survey found in the Planning section of your online program Kit. It's a great way to get feedback and build on your success! You may submit the evaluations to Total Brain Health by email (info@totalbrainhealth.com) or mail (89 Commerce Road, Cedar Grove, NJ 07009) for us to collate and share a summary with you.

... AND DON'T FORGET!

Photographs, completed challenge materials, student quotes, and the like are great ways to share the success of your [TBH365 Challenge](#)! Create a bulletin board, share in your newsletters, on your website or online in social media. Let your communications and marketing colleagues know that you are offering the challenge and the opportunities it brings for outreach for their departments. And be sure to “tag” Total Brain Health when your organization posts challenge news on Facebook, LinkedIn, or Twitter!