ICCA
Incredible Impacts AWARD
in partnership with
BestCities GLOBAL ALLIANCE



International Symposium on Cerebral Blood Flow, Metabolism and Function

- Covers various aspects of cerebrovascular research, particularly related to brain function metabolism and imaging.
- Presents state-of-the-art and novel discoveries.

Event: BRAIN & BRAIN PET 2022 – May 29 - June 1, 2022

Objective:

- Inspire the next generation of neuroscientists and cerebrovascular researchers.
- Impart vital public health messages that promote the importance of brain health to the Glasgow population, with the goal of combatting Glasgow's lower-than-average life expectancy.

Event highlights:

- Introduced the Glasgow Brain Awareness Campaign, which used congress subject matter to maximize exposure and dissemination of key research to the Glasgow community.
- Build-a-Brain workshops taught primary school students about various brain structures and helped them build their own brain from modelling clay.
- Organizers connected with Alzheimer's Scotland, Brain Health Scotland, Alzheimer's Research UK and the British Heart Foundation to host events designed to help people better understand the impact of healthy lifestyles on the brain.
- Glasgow Central Station, the busiest train station in Scotland, hosted a 3,000-square-foot inflatable brain that people could walk inside.
- Buchanan Galleries, one of Scotland's largest shopping centres, featured a brain exhibition with brain health activities for people of all ages.



Event impact:

- Over 1,000 members of the public engaged with and participated in the various activities and many took the "Brain Health Pledge". The goal was to empower the local population to lead healthier lives, prolong quality of life, and act as advocates to the wider community.
- Primary schools hosting Build-a-Brain workshops were selected based on cultural diversity and social deprivation index, assuring maximum benefit from the messages being communicated. Approximately 600 students participated in over 18 workshops.
- Brain Health Scotland received a 120% increase in website traffic.
- Media coverage included a feature in AMI magazine.