



# Words Matter: Reframing Brain Health for All



Because the way we talk about the brain shapes how we care—for every person, every day.

## BRAIN HEALTH FACT

## WHAT YOU SHOULD KNOW

Brain health is misunderstood.  
We need to change the  
conversation.

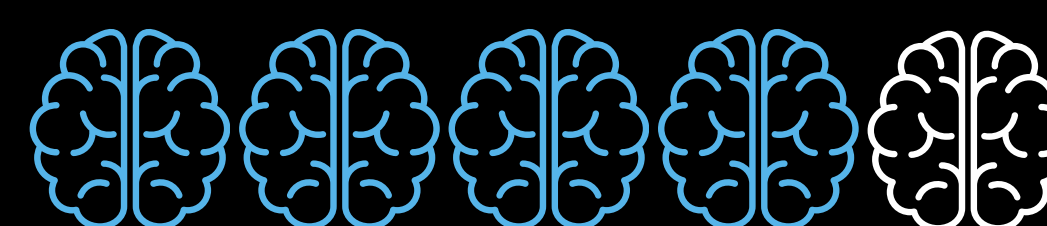


No two brains are the  
same. Every brain  
has its own journey.

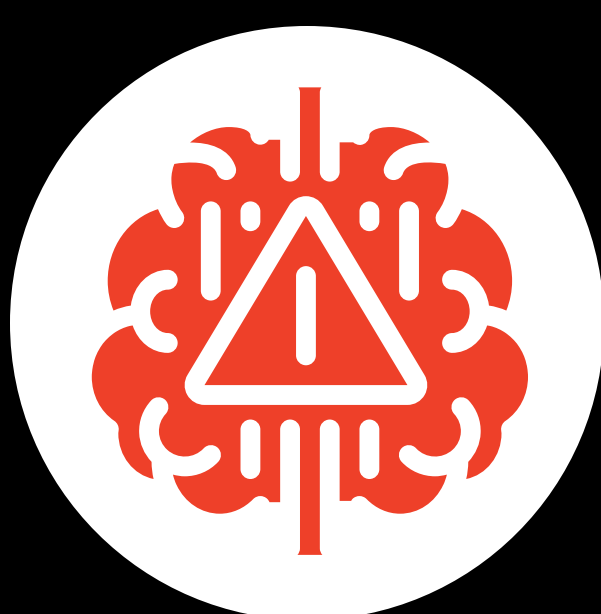
Brain disease is  
not a choice.



Nearly everyone is affected  
by brain health concerns—  
4 out of 5 people.



The brain is an organ,  
and it can get sick, too.



There's no such thing as a  
'**normal**' brain. Your brain  
is the right brain for you.

Brain health reflects  
everything that influences  
how your brain functions.



The way you live, learn, and  
care for yourself can help  
your brain thrive.

The words we use are  
powerful. Let's **talk about**  
**BRAIN HEALTH** not  
~~mental illness.~~



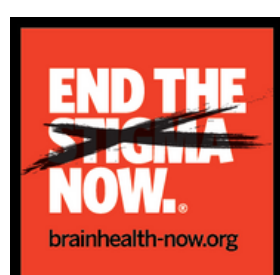
Brain health matters.  
And so do our words.



Together, we can  
end stigma now.





Brain health is a human right  
—for every brain, every  
person, every day.

Ready to shift the brain health conversation? Talk with the experts.



 [director@brainhealth-now.org](mailto:director@brainhealth-now.org)  
 [brainhealth-now.org](https://brainhealth-now.org)



 [info@virtualbrainhealthcenter.com](mailto:info@virtualbrainhealthcenter.com)  
 [virtualbrainhealthcenter.com](https://virtualbrainhealthcenter.com)

©2025 Virtual Brain Health Center