Overview of Longevity Center Community Partners Program
Investing in Brain Health is a No-Brainer

The UCLA Longevity Center has an international reputation in the field of healthy aging by translating scientific discoveries into innovative educational programs for older adults.

The Community Partners Program expands public access to memory training and healthy aging lifestyle programs that support the Center’s mission of living better longer.

Compelling research indicates that for most people non-genetic factors are more important in determining how long and how well they live than their inherited risk factors. Moreover, memory training and healthy habits (e.g., nutrition, mental and physical exercise) protect brain function and memory as people age. If everyone adopted one healthy lifestyle habit, dementia prevalence in the U.S. would decrease by one million cases within 5 years.

Who are the Community Partners?

Risk for Brain Aging

- Genetics
- Non-Genetic Factors
# Program Menu

## Memory Training

*Focuses on techniques that address the most common age-related memory complaints:*

1. Remembering names and faces
2. Forgetting to do things in the future
3. Recalling where you put things
4. “Tip of the tongue” memory challenges

**Program Length and Target Audience:**
- 4-week course (2-hour class each week)
- For people with normal, age-related memory challenges

## Memory Fitness

*Focuses on the four major brain healthy lifestyle strategies that benefit memory and reduce dementia risk:*

1. Physical conditioning
2. Stress reduction
3. Healthy diet
4. Mental exercise and cognitive training

**Program Length and Target Audience:**
- 6-week course (1-hour class held twice a week)
- For people with normal, age-related memory challenges
- Adaptable for patients with dementia

## Brain Boot Camp

*Focuses on healthy lifestyle strategies that lower dementia risk:*

1. Ways to improve everyday memory (e.g., recalling names and faces)
2. Healthy heart and brain diet tips
3. Take-home strategies and exercises for continued progress

**Program Length and Target Audience:**
- 3-hour intensive, interactive course
- For people with normal, age-related memory challenges
- Adaptable for patients with greater cognitive impairments
Memory Care

An innovative, ongoing, weekly program for people with memory difficulties (e.g., mild cognitive impairment, early-onset Alzheimer’s disease, mild dementia) and their caregivers, who learn memory techniques and strategies to lower stress and stimulate the mind and body. Each weekly session consists of three 1-hour group meetings:

1st hour: Memory Training
• Participants learn practical techniques for enhancing memory performance.

2nd hour: Mind/Body Connection
• Participants learn and practice alternative methods like yoga, tai chi, art therapy, and music therapy to help stimulate the mind and body. Mindfulness exercises lower stress and enhance creativity.

3rd hour: Social/Support Group
• Memory-challenged participants engage in a social support group, while their caregivers attend their own group where they talk about how to cope with caring for a loved one with memory issues.
Community Partnership Application Process

1. Licensee submits application
2. Committee reviews application
3. Contract review and completion
4. Training of community-partner trainers
5. Longevity Center staff members provide ongoing support and consultation

➢ The licensing committee reviews applications as they are received. Decisions are typically provided within one week following receipt of application.
## Core Competencies of Community Partners

### Strong Interpersonal Skills
- Deliver programs in a compassionate and effective manner
- Communicate lessons clearly and in a way that encourages participation

### Practice-based Learning & Improvement
- Ability to expand skills and knowledge to ensure competent program delivery
- Willingness to adhere to “best practices” and regularly review relevant scientific literature

### Knowledge of Older Population
- Awareness of issues facing geriatric populations as they relate to memory loss
- Knowledge of factors that affect memory over the age of 50

### Professionalism
- Commitment to ethical and professional conduct and sensitivity to diverse populations
- Ability to identify appropriate participants for the program
Licensee Tool Kit and Pricing

**Tool Kit:**
1. Curriculum manual and participant handouts
2. One or two full days of training at UCLA with a clinical psychologist
3. UCLA Longevity Center logo for use with marketing material
4. Visibility on the Longevity Center website as a licensed site and “Community Partner”

**Price per program licensed**: 

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Initial Fee (Year 1)</th>
<th>Renewal Fee</th>
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<tbody>
<tr>
<td>Individuals:</td>
<td>$1,500</td>
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<tr>
<td>Small Organizations:</td>
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<tr>
<td>International:</td>
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</tr>
<tr>
<td>Memory Care:</td>
<td>$10,000</td>
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</tbody>
</table>

*Prices do not include travel expenses for trainer if training is not at UCLA. Annual renewal fees based on licensee’s footprint expansion. Discounts are available for program bundling.
Key Facts About Our Community Partners

UCLA Longevity Center memory and brain health programs are available at 137 sites across 14 states, as well as in Canada.

Our flagship Memory Training Program launched in a community site in 2004, and Memory Fitness and Brain Boot Camp followed soon after.

Several of our programs can be adapted to help people with varying degrees of issues, including normal age-related memory decline, mild cognitive impairment, and dementia.
## Our Current Community Partners

### Individuals
- Psychologists
- Psychotherapists
- Physicians/Geriatricians
- Social workers
- Professors/Educators
- Businesses

### Organizations
- Assisted living facilities
- Senior healthcare centers
- Community clinics and hospitals
- Adult day care centers
- Brain health companies

All Community Partners have experience in working with older adults people and include personnel with varying professional backgrounds.
Our Expert Team

**Gary Small, MD,** is Director of the UCLA Longevity Center, Director of the UCLA Geriatric Psychiatry Division, and Professor of Psychiatry and Biobehavioral Sciences and the Parlow-Solomon Professor on Aging at UCLA. His research has made the headlines of *The New York Times, The Wall Street Journal, Time,* and *Newsweek,* and he is a frequent guest on the *Today* show, *Good Morning America, NPR, CNN,* and *PBS.* *Scientific American* magazine named him one of the world’s top 50 innovators in science and technology.

**Linda Ercoli, PhD,** is Director of Geriatric Psychology and Health Sciences Clinical Professor of Psychiatry and Biobehavioral Sciences at UCLA. She is a clinical psychologist specializing in geropsychology-neuropsychology and cognitive training. Her research focuses on neuroimaging and neuropsychology of age-related cognitive disorders, as well as clinical trials testing the effects of healthy lifestyle interventions and cognitive stimulation on cognition and brain function. Dr. Ercoli has developed peer-based, manualized cognitive rehabilitation interventions for middle-aged and older adults.

**Karen Miller, PhD,** is Health Sciences Clinical Professor of Psychiatry and Biobehavioral Sciences, Director of UCLA’s Memory Care program, and lead presenter for the Brain Boot Camp and Memory Fitness programs. She has been a member of Dr. Small’s research team at the Longevity Center for two decades. Her clinical and research career focuses on early detection of Alzheimer’s disease and mild cognitive impairment, as well as memory enhancement methods. She is the author of *The Estrogen-Depression-Connection* and co-author of the curriculum and workbook for the Memory Fitness Program.

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**UCLA Longevity Center**

**Living Better Longer**