

Salem Launches Brain Fitness Program
August 9, 2010
For Immediate Release
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Salem Lutheran Home Launches Posit Science Brain Fitness Program

Aug. 9, 2010 – Oakland, Calif. – Salem Lutheran Home in Oakland is making waves in the realm of brain fitness. With the recent launch of its Posit Science Brain Fitness Program, residents of Salem Lutheran Home can now improve memory, increase alertness and fine-tune their cognitive skills.

Salem's first ever graduating class celebrated last week with a group of its peers at the community. Graduates received certificates of completion and noted that by participating in the Posit Science program, they had improved their listening skills and had an increased capacity for learning and comprehension.

The Posit Science Brain Fitness Program was first developed by a team of neuroscientists and is led by the renowned Dr. Michael Merzenich. The program is based on decades of neuroscience research and recent breakthroughs in the field of brain plasticity – the ability of the brain to change itself at any age. Throughout life, the brain absorbs various information from human senses. But for many, including almost everyone over age 40, certain trends begin to affect brain function and over time, these have noticeable impact on its ability to remember, think and focus.

Through a series of scientifically based, fun and engaging exercises that seniors can do on a computer, the Posit Science Brain Fitness Program is designed to exercise the brain and improve overall brain function, reversing some of the affects of aging. The program is self-paced and adjusts to each individual's abilities and needs.

“The Posit Science Brain Fitness Program is helping improve our resident's quality of life by improving listening skills, comprehension and helping them to communicate better with one another and the world around them,” stated Gilbert Carrasco, Executive Director of Salem Lutheran Home. “We are thrilled with the opportunity to participate by offering such a program that utilizes the brain's remarkable capability to change itself at any age,” said Carrasco.

The pilot program for residents of Salem Lutheran Home includes daily one-hour classroom sessions and includes sound recognition exercises, practice following directions, auditory story telling and matching games. A team of well-trained staff and brain fitness coaches administer the sessions, which are offered twice daily and run 8 weeks long. All sessions being offered are full with waiting lists.

“I would recommend the program,” stated Salem resident and participant Bob Stewart, 83. “People should remember that it’s not a test,” he continued. “It is the only thing that I know that helps to reverse negative aspects of aging and if I can feel 10 years younger mentally when I’m done, than I’m all for it,” he added.