

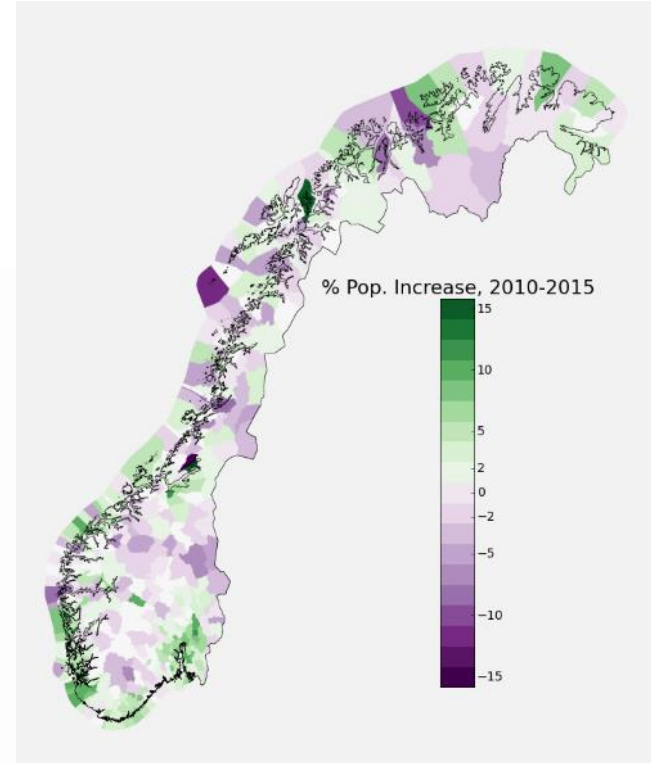
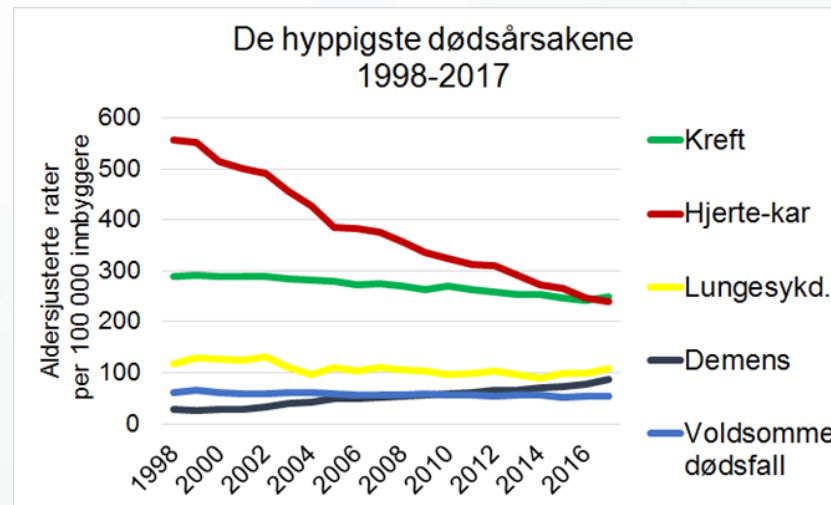


Brain health as a global priority – raising awareness at the national level

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and
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Norway

- 5 million inhabitants
- Life expectancy 80.6 y (M), 84.3 y (F)
- Predominantly public health care, in 39 hospitals
- Scattered population, long distances, many municipalities with few inhabitants
- Cardiovascular, cancer-related and cerebrovascular mortality is decreasing
- Dementia prevalence expected to double...2040





2014 – 2017: paving the way,
identifying the issues:
NBC, patient organisations,
medical professionals

From brain plan to brain medicine

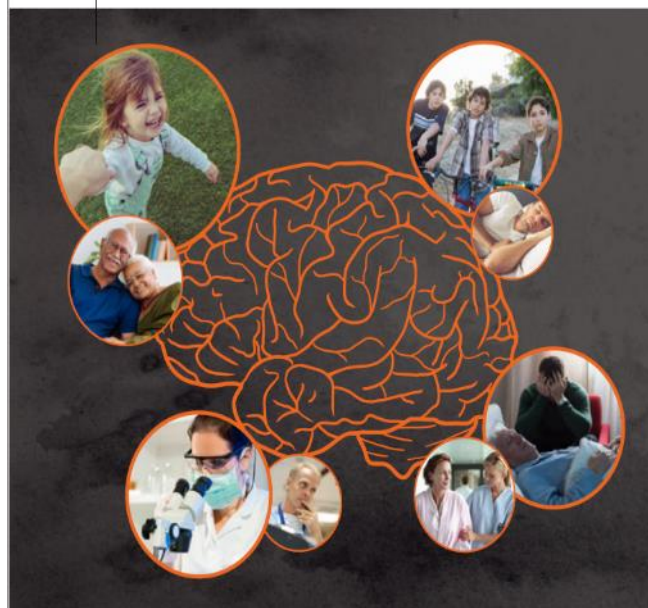
2017: Brain health is a
political concern!



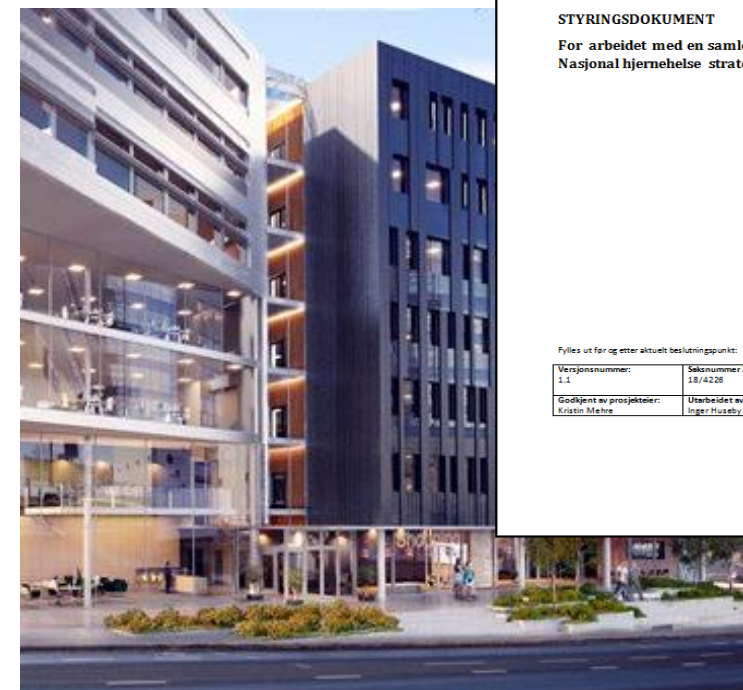
Helse- og
omsorgsdepartementet

Strategi

Nasjonal hjernehelsestrategi
(2018–2024)



2018 -: Directorate of Health:
Planning & implementation



STYRINGSdokUMENT
For arbeidet med en samlet plan for
Nasjonal hjernehelse strategi 2018-24

Fylles ut før og etter aktuelt beslutningspunkt:

Versjonsnummer: 1.1	Saksnummer 360: 18/4226	Godkjent dato: 09.10.2018
Godkjent av prosjekter: Kristin Mehre	Utarbeidet av: Inger Huseby	Gjeldende fase: Operasjonalisering av strategi

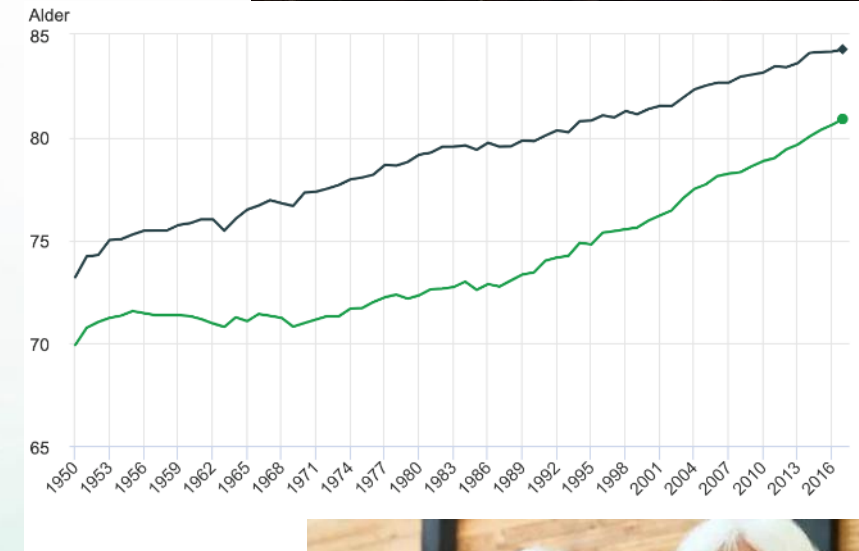
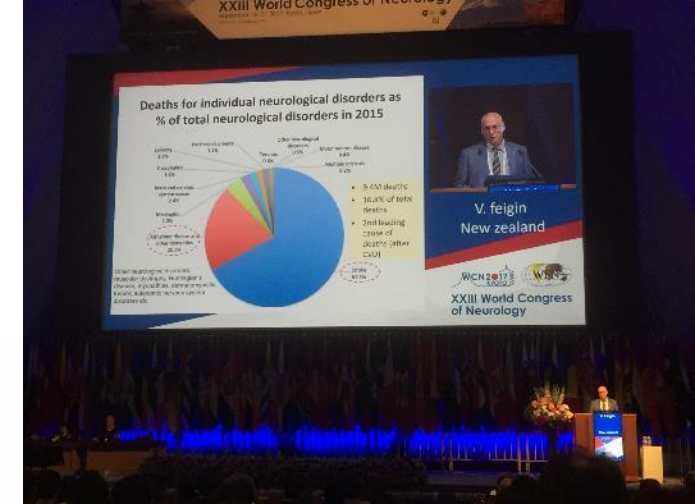
The Brain Health Strategy 2018-2024: Four main objectives



1. Prevention and life-long brain health
2. Focus on the needs of patients and caretakers
3. Good medical care and life-long perspectives
4. High-quality research and innovation

Why did Norway need a brain strategy?

- Burden of brain disease
- Life expectancy
- Efficient therapy in oncology and cardiology
- Brain diseases are underestimated, undervalued and underfinanced
- Lack of focused disease prevention
- Lack of biomarkers
- Lack of curative therapies
- Co-morbidity issues
- Complex, but fragmented health care for life-long diseases
- Increasing public interest!



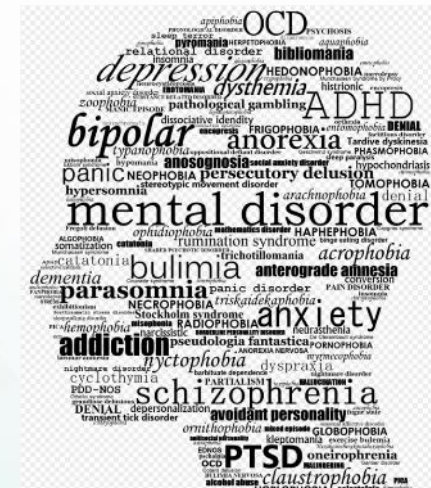
Drawing attention: Brain matters!

- Increasing public awareness
- Public events and conferences
- Evidence-based information on brain health issues
- Social media, webinars, YouTube
- Close contact with politicians and stakeholders
- Norwegian Research Council
- Walking to the same beat:
patients, caretakers, health professionals and scientists



Current challenges in implementation of the strategy

- Objectives must result in improved outcomes at all levels of health care
- Good models for life-long care in brain disease
- Secondary prevention in brain disease
- Overlap of mental and neurological disorders
- Investing in competence among professionals
- The patient is an active participant, not a passive recipient
- Continual and longitudinal research funding
- Maintaining political momentum - with national budget consequences



There is no health without brain health

