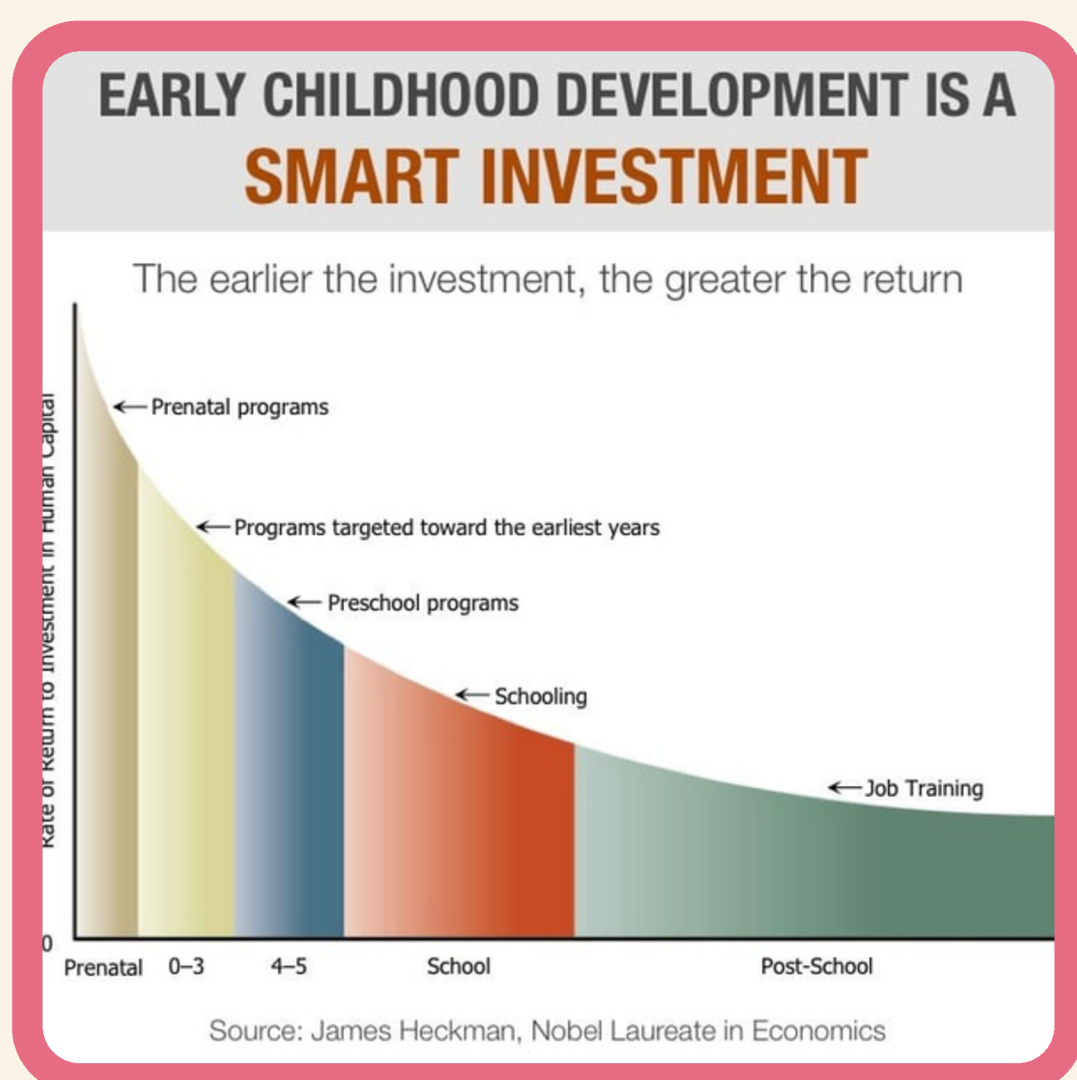




# Research Supporting the Brainolicious Method

## Higher Return on Investment in the Early Years

**Heckman's Law** states **the best investment in brain capital, brain health, and presenting possibility awareness for careers is in the early stages of life.** Dementia causing behaviors tend to be introduced and normalized by early adolescents and students' beliefs about their abilities and potential **should be addressed during preschool and elementary school** and carried throughout middle and high school. In addition, Ages 6–12 form a **“golden window”** in which children's brains are highly malleable, shaping the inner dialogue they'll carry into adulthood. This is the time to share the possibilities of being a neurosurgeon or have a position in brain care. Negative self-talk of future possibilities is described as wiring neural pathways that become difficult to change after age 12, **when patterns supposedly “lock in.”**



## The Lancet Report highlights Primary Education levels as a Top Protection against Dementia

The Lancet's reports on dementia **consistently identify childhood K-12 education as a key protective factor against dementia**, citing its role in building cognitive reserve and strengthening brain structure. The 2020 and 2024 reports highlight that **increasing childhood education could potentially prevent or delay a significant portion of dementia cases.** Childhood education is considered a protective factor that helps the brain develop more synapses and build cognitive resilience against dementia.

## Child Meditated Health Communication Model is a tested method for Increasing Health Behaviors throughout the Family

To improve stroke awareness and stroke symptom recognition, Hip Hop Health uses the **Multisensory Multilevel Health Education Model** that weaves together music, hip hop culture, and the science of human attention. We use elements of this method to establish cultural and emotional connections with neuro-educational resources to build health literacy and spark health behavior change. **Basically, we read, sing, and play games about brain health, brain anatomy and brain creative thinking...in key!**

The **Child-Mediated Health Communication Model** focuses on developing young people as messengers and intergenerational advocates for health promotion with their families, peers and communities. The peer reviewed research of the Hip Hop Health program is [here](#).





## Music is an Effective Method for Engagement and Transference of Health Information and Behavior Change

Per the research of Dr. Nina Kraus, Dr. Ani Patel and Dr. Anita Collins, the brain first responded to sound through the musical neural pathways, even before birth. The music and language neural networks overlap each other so content delivered through music and the arts have a higher rate of retention and assimilation into the normalized behavioral patterns.

## Literacy is the National Academic Theme for this Decade

Recently shared at the **National Association for Gifted Children**, literacy development is the **main focus for K-12 schools, especially in our underserved communities**. By incorporating anchor books in your outreach framework, your organization is not only spreading neuroscience health and neuro-career awareness but also supporting the literary and creative skills of hundreds of youth and their families.

## Our Poem Structured Books Strengthen Brain Connectivity

Poem-based books **boost brain rhythm, memory, and language pathways through pattern, cadence, and sound play**. The brain activates different areas when processing poetry versus regular speech or prose. The books' musical structure **strengthens and activates multiple cognitive and emotional centers needed for attention, emotional regulation, and creativity while deepening comprehension**. Poetry also supports neural flexibility, helping the listener connect ideas, build empathy, and enjoy learning through engaging, brain-nourishing storytelling.



**Brainolicious Adventures is built on ample research supporting the benefits of using literacy, the arts and family looped connection to initiate neuro-behaviour change, interest in the neuro career field and brain optimization. Learn more at [www.brainolicious.org](http://www.brainolicious.org).**