“Brain capital for a brain economy”,
a call for a business-science partnership

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Europe in Transition

• From death and dying to disability as principal burden of disease;
• From infectious to chronic disorders as premiere public health concern;
• From cloudy to clarity in comprehending impact of brain disorders.
Dramatic Convergence

• Most new jobs today demand cerebral skillsets, defining a brain economy;
• Brain-based mental disorders attack those same cerebral skillsets;
Concentrated Impact

• Overall, brain-based mental disorders are concentrated in labor force;
• Demographic of greatest vulnerability: employees 19-44 years;
• Cost burden overwhelmingly borne by employers and the economy;

(Reveals treatment gap)
Troubling Trends

• Invasion of depression (disablement, premature death)
• Dementia crisis (symptoms may begin in childhood)
• Gains in life expectancy at risk (lagging treatment, prevention)
BRAIN HEALTH IN A BRAIN ECONOMY

BREAKING THROUGH

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Business/Science Campaign In Response

- CEO Champions
- Target Impact of Depression in the Workplaces of Europe
- Int’l Business + Science Partnership for Brain Health in a Brain Economy
- Communications Campaign to Engage Business
- Pilot running in Europe on evaluating what works – no one else is doing this

Brain Health + Brain Skills = Brain Capital for a Brain Economy

In today’s digital economy, most new jobs demand cerebral skills to drive competitiveness. This is why Mental Health International is proposing an international business-science partnership to help accelerate the transfer of brain science into improved care for the 500 million global citizens living with brain-based mental disorders including depression, which heavily affects the working population.

See Breaking Through: Brain Health in a Brain Economy at www.mentalhealthinternational.ca

Foreword by The Honourable Michael Wilson