



## **WEBINAR PARTICIPANTS**

### **Webinar Link:**

<http://ontariobraininstitute.adobeconnect.com/ktecop/>

### **Teleconference Details:**

Toronto: 416-764-8662

Toll Free: 1-888-884-4534

PIN: 760 5062

# Connecting the Dots Through the Ontario Neuroscience Asset Map

June 4<sup>th</sup>, 2014

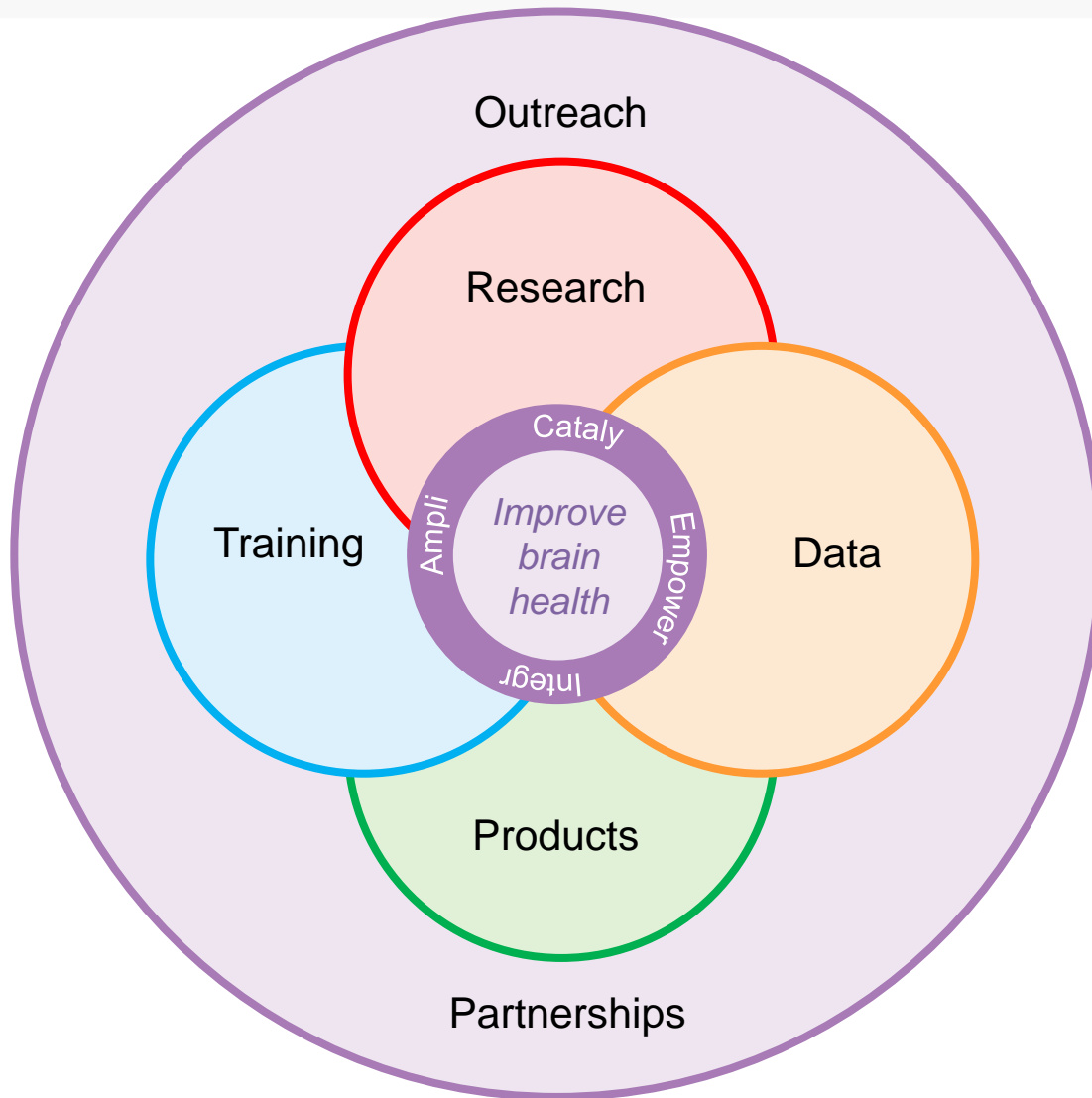


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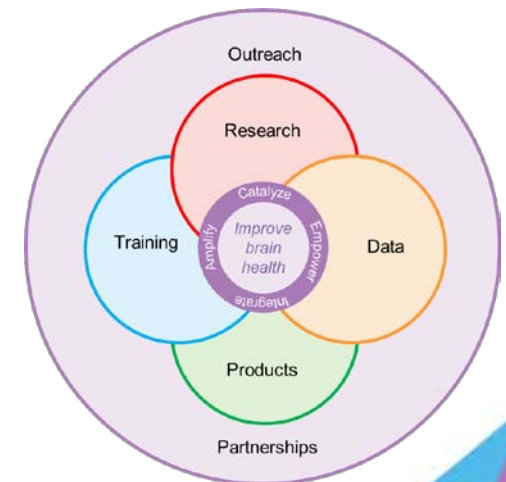


# Innovation System





- Outreach serves as bridge between OBI programs and the community. It serves to *build, integrate, and engage the system* through:
  1. Story telling
  2. Building community
  3. Aligning evidence and care
  4. Evaluating impact





# Goal 1: Story Telling

## Story telling

- Website
- Social media & earned media coverage
- Webinars
- Newsletters
- Plain language research summaries
- Brain Awareness Week
- Media training for researchers and entrepreneurs
- Reports (e.g., Burden of Brain Disorders)
- Videos



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# Story telling: showing integration



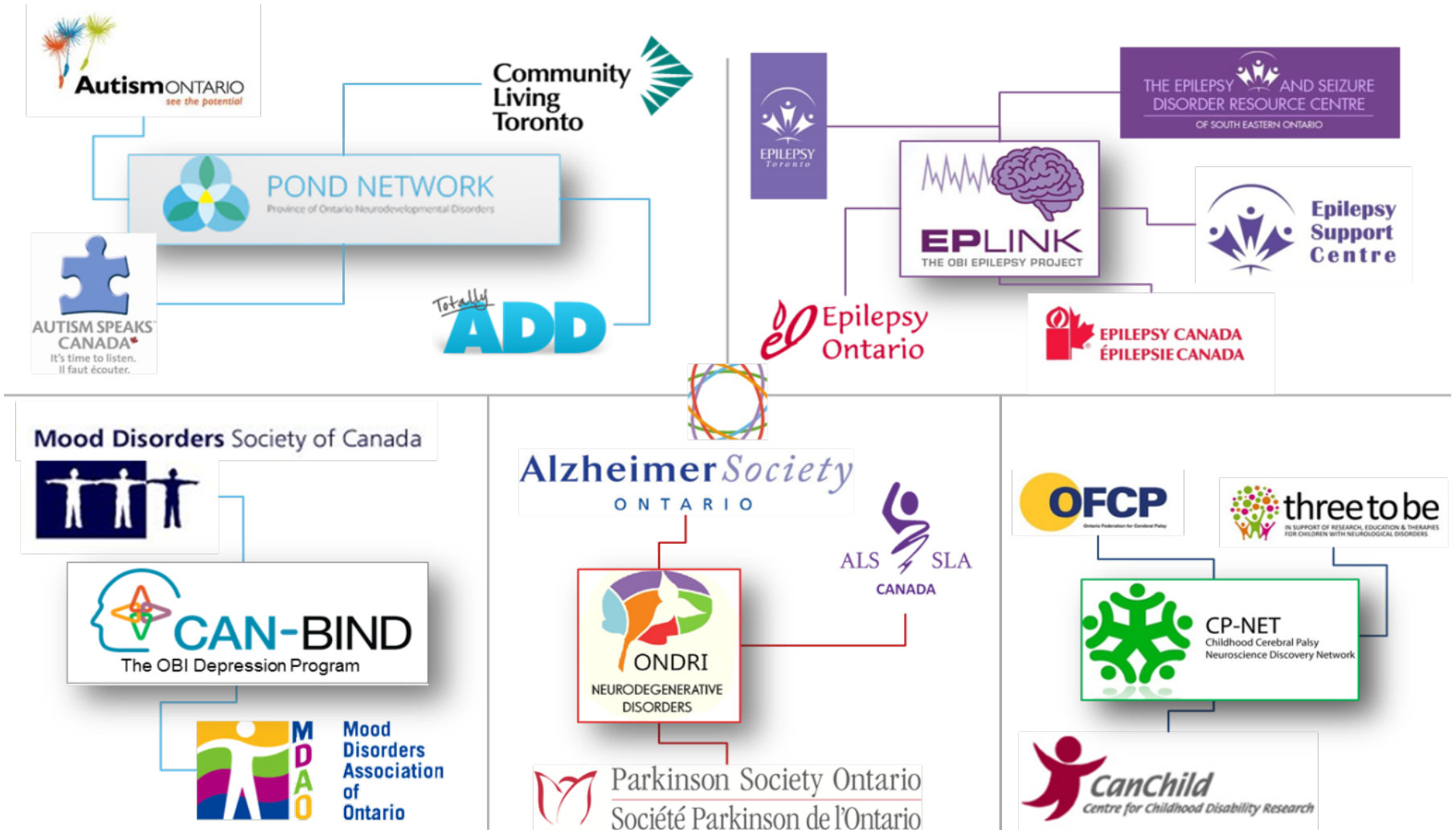


## Goal 2: Creating Community

### Connecting people

- Patient Advisory Committees
- Workshops
- Brain Day
- KT training
- Talk and Listen tours

# Creating Community







## Goal 3: Aligning Evidence and Care

### **Aligning evidence and care**

- Standardizing clinical research protocols
- Physical activity and Alzheimer's disease
- Provincial Epilepsy Task Force



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# Aligning Evidence and Care

## Boost Your Brain and Body Power

Physical Activity and Alzheimer's Disease

### Why be Active?

#### The Benefits of Physical Activity

Regular physical activity is associated with:

- a reduced risk of developing Alzheimer's disease,
- maintaining independence and the ability to carry out the tasks of daily living when you have Alzheimer's disease, and
- maintaining quality of life when you have Alzheimer's disease.

Routine physical activity also helps you:

- relax, have fun, have more energy
- deal with stress and reduce your risk for depression
- enjoy activities and outings with family members and friends
- improve your heart, lung and bone health
- have better posture and balance, reduce your risk of falling
- maintain a healthy weight.

Family members and caregivers are also encouraged to follow the activity plan described here. The benefits of active living are good for everyone!



*Société Alzheimer Society*

## Minds in Motion®

A physical activity and brain stimulation program for people with dementia and their care partners.



**Give your mind  
and body a boost!**



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Ontario Brain Institute is funding the start-up phase of Minds in Motion® Ontario



## Goal 4: Evaluating Impact

### Evaluating impact

- Established International Advisory Committee
- Nov 21<sup>st</sup> workshop + report
- Embedding evaluation into everything



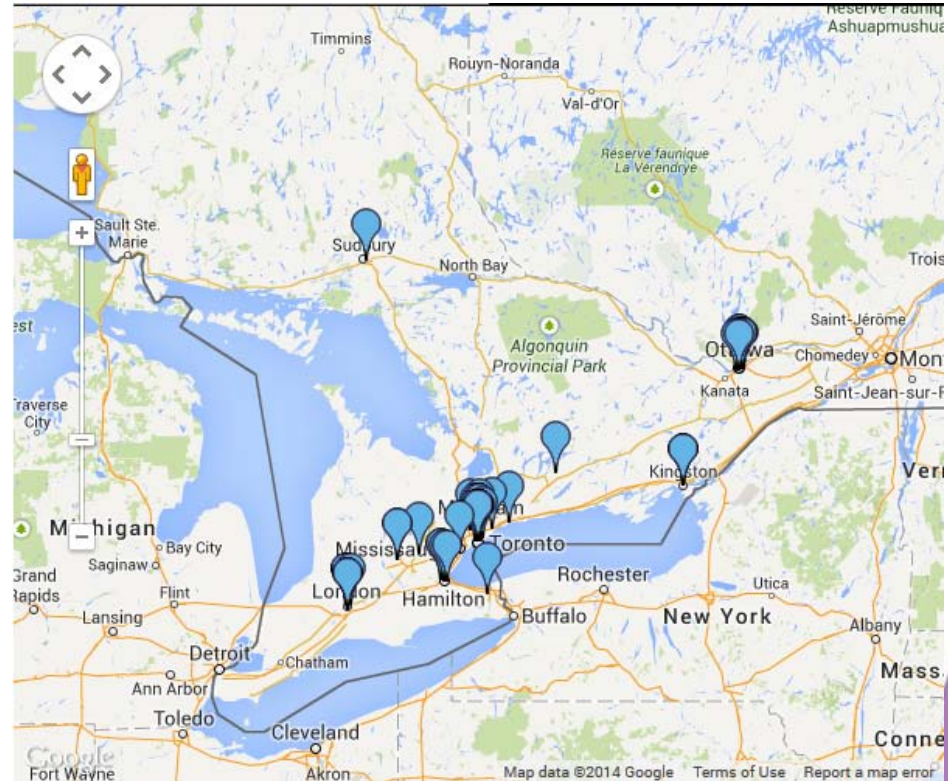
# How to measure the role of a catalyst?

- Control vs. influence
- Asset map as a tool to measure catalyst role



# Neuroscience Cluster

- **What is a cluster?**
  - A geographic concentration of companies, suppliers, and service providers of a related industry all within a 'commutable distance'.
  - Allows companies to maximize their efficiency: greater sharing of local infrastructure; better matching of skills between employees and employers and; the diffusion of knowledge among workers.
  - Clusters reap the rewards of robust economic growth and job creation.



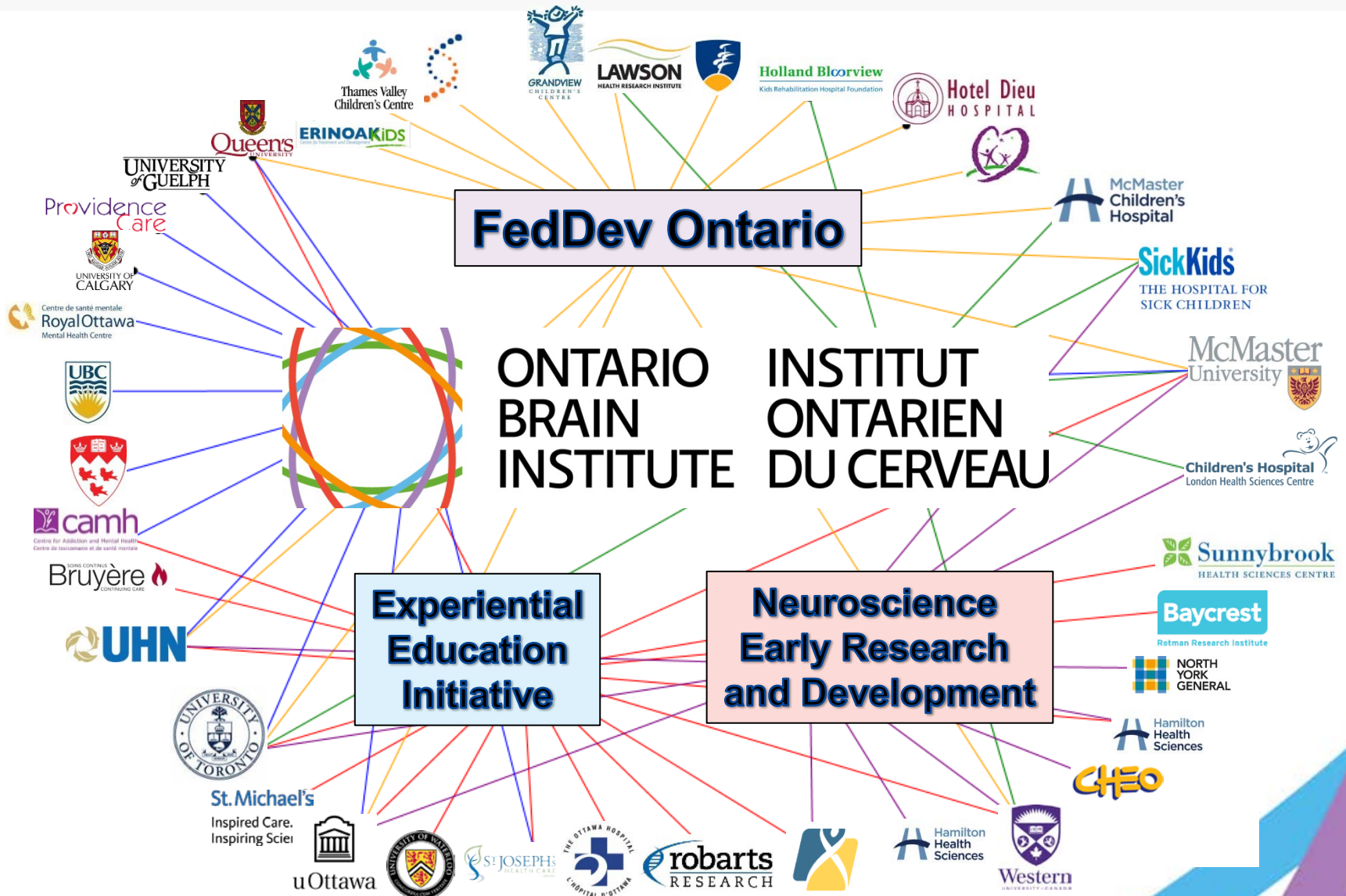




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# Neuroscience Cluster





# Neuroscience Asset Map

Through this, OBI hopes to facilitate interactions among these groups to catalyze opportunities for collaboration. Launched in September 2013, the Neuroscience Asset Map has captured over 800 neuroscience researchers, 130 brain-related companies, and 100 institutions involved in neuroscience in Ontario to date. OBI plans to continually evolve this tool and would like to engage the KTECoP for discussion and feedback on possible directions.





# Neuroscience Asset Map



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Neuroscience Asset Map



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## Mobilizing Ontario's Excellence in Brain Research

[Add a Researcher/Org](#)

[See Interactive Map](#)



**Cluster Map**



**Square Map**



**Circular Map**

The Neuroscience Asset Map - a dynamic tool that allows users ranging from patients, researchers, companies, and not-for-profit organizations to discover and connect with neuroscience resources across Ontario.

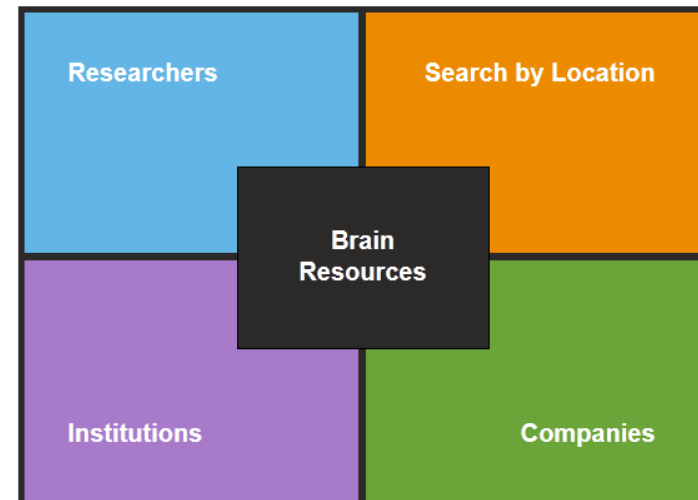




# Neuroscience Asset Map

## Key Features:

- Access to information on neuroscience-related companies, researchers and institutions
- View and update your profile as a way to connect with your community
- Request to update your information at any time as your company/research focus expands and grows
- Receive information through OBI on relevant events and newsletters to stay engaged with your community





## Discussion

- What functionalities of the Asset Map would be helpful from the KT/Outreach perspective? What areas would require improvement?
- How can the Asset Map be further utilized to encourage collaboration between groups around the province?
- Those involved with similar concepts such as the Asset Map, what was your experience like? What lessons were learned?