Welcome to Super Noggin
Super Noggin was developed by LEAF Ltd., a private foundation and 501(c)3 nonprofit organization dedicated to the promotion of cognitive wellness. Recognizing that mental stimulation is crucial to wellbeing, we have designed a turn-key brain fitness program based on evidence-based components. Everything you need to know about brain health is contained in this program. Everything you need to offer the Super Noggin program to your clients is provided.

What is Super Noggin?
Super Noggin is a community-based brain fitness program that explains how to maintain or even improve mental sharpness throughout life. The comprehensive curriculum promotes cognitive challenges, physical exercise, good nutrition, social interaction, stress reduction, personal reflection, and other factors essential to a healthy brain.

The components of Super Noggin are evidence-based and supported by references to published research. Footnotes embedded in the program materials and a list of references at the end of each section supply the scientific basis for everything we do.

With Super Noggin’s unique approach, participants LEARN about lifestyle choices affecting cognitive health, PRACTICE brain-healthy habits, and TRACK their progress as they move through a year’s worth of fun and stimulating planned activities.

Super Noggin Curriculum
The course curriculum reinforces knowledge gained by three approaches:

1. LEARN
   a. Educational and motivational workshops inspire participants with scientific information made easy to understand. Current titles, with more coming:
      • Remembering Names and Faces
      • Memory Techniques
      • Mental Exercises
      • Mindfulness and Memory
      • Why Should I Exercise My Brain?
      • 10 Steps to Brain Fitness
      • Life Review and Memory Enhancement
      • Better Sleep
      • Stress Reduction
      • Laughter and the Mind-Body Connection
b. Workshops are 1 or 1 ½ hours long and include a lecture with optional PowerPoint slides, group activities, individual activities, and a 10-minute break.
c. Super Noggin supplies the text for the class, all activity handouts, and illustrative PowerPoint slides. Use of the PowerPoint slides is optional.

2. PRACTICE:
   a. Regular activity meetings give participants the opportunity to practice what they’ve learned in a relaxed social setting that helps keep them engaged, motivated, and connected.

   The meeting activities may include:
   - **Super Steps**: An easy way to give both body and brain a playful workout accompanied by great melodies
   - **Conductorcise®**: A sound workout for mind, body, and soul combining classical music and aerobic exercise (*DVDs and CDs included*)
   - **Laugh Out Loud®**: Laughing together lifts spirits and provides the benefits of aerobic exercise! (*Manual included*)
   - “This is Your Brain on....” DVD series. Ten 30-minute videos from MindRAMP accompanied by activities to build on what is offered in these highly entertaining and informative talks (*DVDs and Activity Guidebook included*)
   - mentally stimulating group activities

b. Activity Meetings last approximately 1 hour each.
c. Super Noggin supplies the structure for each meeting. Instructors choose from the Super Noggin menu of activity ideas.

3. TRACK:
   a. The **Super Noggin Notebook** is an 8 ½” x 11” spiral bound book that provides daily in-home activities to turn new behaviors into lifelong habits
   b. Each page contains a week’s worth of activities and a personal tracking chart for the 52-week program
   c. Members bring their *Notebook* to the Celebrations to share their progress

**Course Structure**
Super Noggin is designed as a 1-year program that significantly helps embed new lifestyle behaviors. We intentionally created flexibility in how the three program components (LEARN, PRACTICE, TRACK) are delivered, recognizing that each population has its own requirements. Our staff will be happy to work with you to create an individualized program for your facility.

We offer suggestions on how to schedule the classes and meetings (daily, weekly, bi-weekly, monthly, bi-monthly), though you may elect to structure a schedule that works best for your clients.
Super Noggin Training and Support
Certified Super Noggin Instructors (CSNIs) attend a 2-day training to become certified. Trainees receive all program materials and access to exclusive online resources and updates, and individual follow-on support. Training is conducted at your location by one of our expert trainers.

All program materials are included in the training:
- Instructor’s Manual
- 3-ring binder of Program Materials containing the scripts for lectures that form the basis of the curriculum, references for the scientific studies supporting the lecture material, and all handouts for activities during each workshop
- an outline of the Celebration format with suggestions for content
- a copy of the Super Noggin Notebook that each participant will use for the year
- a set of Conductorcise® DVDs and music CDs
- Laugh Out Loud manual
- “This is Your Brain on…” MindRAMP DVD series and activity guidebook
- online access to
  - Course materials
  - PowerPoint presentations
  - Class handouts
  - Activities to use at Celebrations
  - Suggested resources (books, articles, websites) for further individual learning
  - Generic marketing materials that you can customize to promote Super Noggin in your community: press release, sample newsletter article, flyers, and posters
  - Recommended CDs, books, DVDs, and games for sale at the online Super Noggin store

We offer on-going follow-up support to answer your individual questions. We’re just a phone call or email away! We send periodic emails when new information or program updates become available. You’ll also continue to receive our free email newsletter for as long as you wish. All of this support is offered at no extra charge.

Paying for Super Noggin
We understand that this is a time of tight budgets. Creative communities have engaged corporate sponsors, local organizations, and generous individual sponsors to help fund their Super Noggin programs.

You have the option of charging your clients a fee for the program and/or for the Super Noggin Notebook. Our experience is that when participants pay for their Notebook or for the program, they have a greater commitment to the outcome.
Cost of Super Noggin
Prices are based on the number of locations where you will offer the Super Noggin program, with discounts for multiple sites. Each site license authorizes you to host the program at one location for a year. Renewal fees are discounted.

First year site license fees:
First site: $1990  (less than $170 per month, under $40 per week)
Licenses for 2\textsuperscript{nd} through 5\textsuperscript{th} sites: $950 each
Licenses for 6\textsuperscript{th} through 10\textsuperscript{th} sites: $690 each
Licenses for sites 11 and up: $575 each

Business Benefits
The Super Noggin program is an excellent outreach and marketing tool to attract new clients to your community. This program is being offered at senior centers, retirement communities, fitness centers, and other locations with the following results:

- It has attracted new members or clients
- It has special appeal to baby boomers
- Participants are so engaged they keep coming back for more
- It has great word-of-mouth publicity
- Centers have had to add extra sessions
- It provides your members with a comprehensive lifestyle program to keep their minds sharp and their attitudes positive

How to Become a Super Noggin Provider
Contact Dr. Lynn Wallen, Super Noggin Vice President, at Lynn@leafltd.org or 866.937.0999, ext. 5 or Joanna Brandt, Super Noggin Business Development, at Joanna@leafltd.org or 866.937.0999, ext. 6.