Maximise your Memory
Dr Nicole Kochan
How can you maximise your memory?

1. Memory Strategies
2. Mental Activity
3. Enriched Life
Repetition
Repetition/Rehearsal

Hippocampus
-the memory centre
Face–name association

Prefrontal cortex
Associations using words

“If it’s good enough for you, it’s good enough for me”

She’s more than good enough!
She’s…….

Belinda Goodenough
Associations using imagery

PJ Lane
Your brain changes throughout your lifetime

*Neurogenesis* – new brain cell growth

*Neuroplasticity* – ability of the brain to reorganise itself & create new connections in response to experiences & learning, & brain injury

London cab driver study
Memory and Ageing Study research

How often do you engage in mental activities?

- reading
- games
- volunteering
- artistic pastimes
- second language
Engaging in complex mental activity significantly reduces the risk of cognitive decline in old age.

Mental activities started in late life still confer a benefit.

It’s never too late.
What type of mental activities?

Key ingredients:

- reasonably complex
- new
- challenging
- enjoyable

Vary your activities

- Make it social
Enrich your life!

Engage in a variety of activities
Enrich your life!
Mentally stimulating + Social = Even Better Brain

It’s never too early and it’s never too late
Better Brain Better Life

Questions?