

The Future of Brain Research Is Coming Together

We are united behind a brain and mental health research strategy for all Canadians.

This graphic illustrates the collaborative nature of brain research, showing a DNA double helix structure formed by many small human figures. Labels around the helix identify key stakeholders: HEALTH CHARITIES, SCIENTISTS, INDIGENOUS KNOWLEDGES HOLDERS, CLINICIANS, PATIENTS & CAREGIVERS, RESEARCH INSTITUTIONS, RESEARCH FUNDERS, and INDUSTRY.



Institut de recherche sur le cerveau
Brain and Mind Research Institute
Brain-Heart Interconnectome CFREF
Centre for Neural Dynamics



braintumour foundation OF CANADA



CENTRE DE RECHERCHE CERVO BRAIN RESEARCH CENTRE



Powered by Baycrest



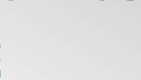
BrainsCAN CFREF Transforming brain research.



centre for neuroscience studies AT QUEEN'S UNIVERSITY



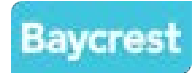
NEUROLOGICAL HEALTH CHARITIES CANADA



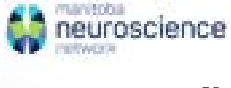
Centre for Addiction and Mental Health



Neuroscience Program



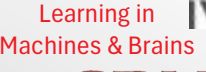
Université de Montréal



INDIGENOUS KNOWLEDGES HOLDERS

SCIENTISTS

HEALTH CHARITIES



CLINICIANS

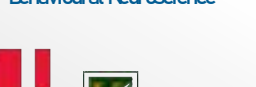
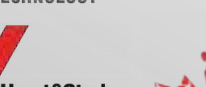
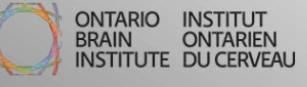
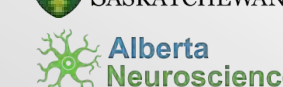
PATIENTS & CAREGIVERS

RESEARCH INSTITUTIONS



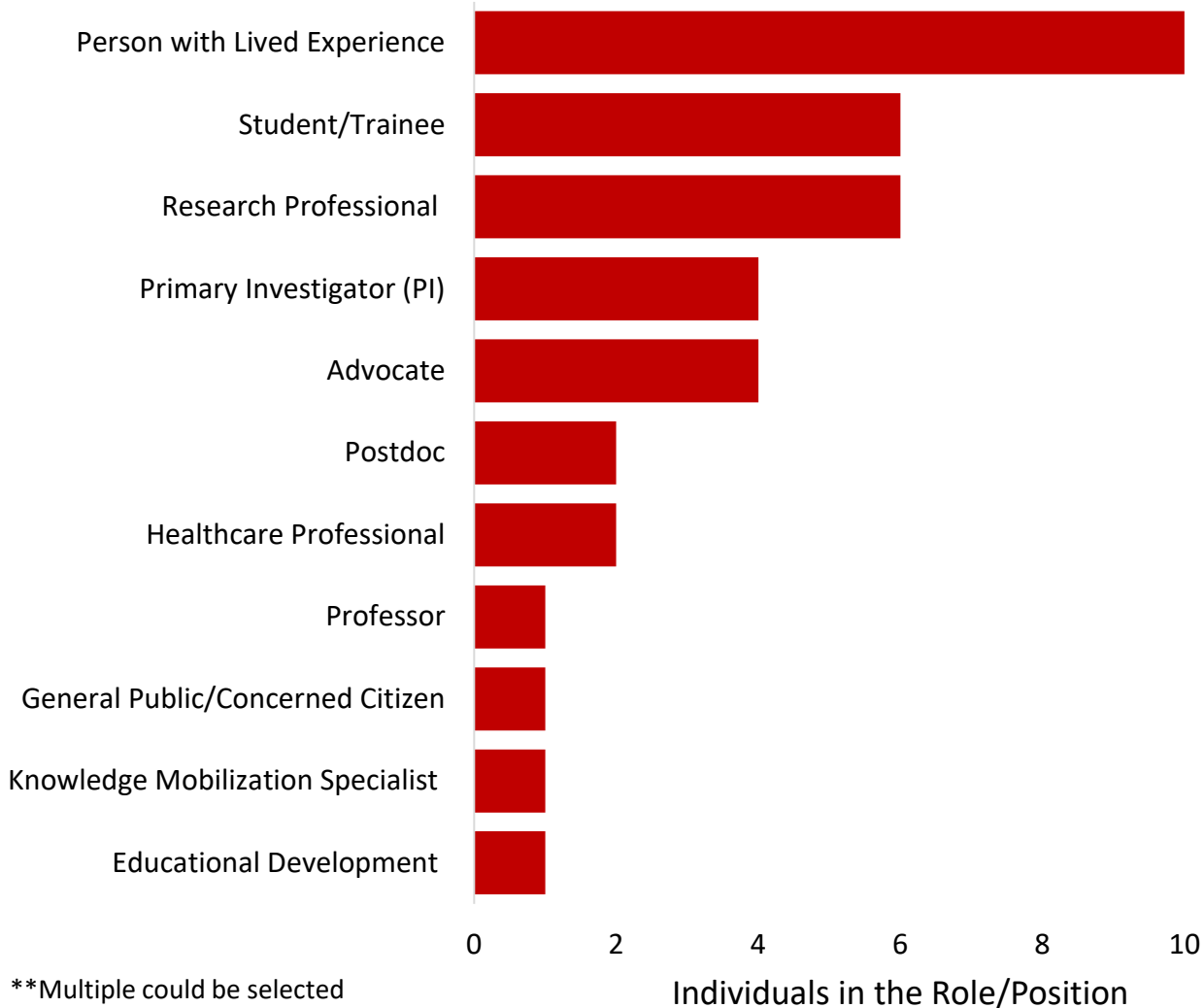
RESEARCH FUNDERS

INDUSTRY

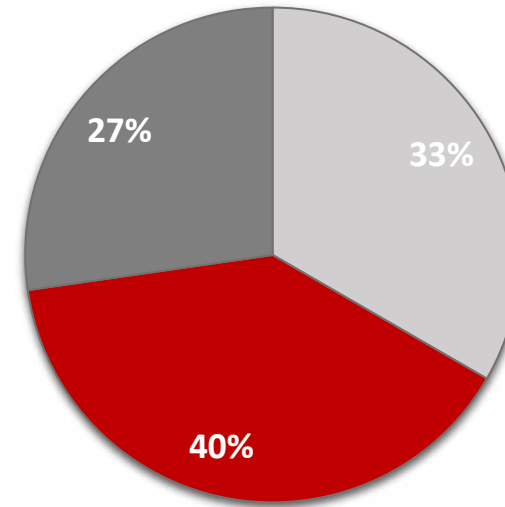


Workshop Registrants

Role/Position



Advocacy Experience



- Yes, I have experience in advocacy and would like to build on it.
- No, I'm new to advocacy and looking to learn
- Some experience, but I'm looking to enhance my skills.

Top Reasons for Attending (Ranked)

1. Learning effective advocacy tools
2. Understanding how to connect brain health to current election issues
3. Gaining strategies to make brain health a priority in the election
4. Exploring how to take action on brain health issues right now

The Future of Brain Research Is Coming Together

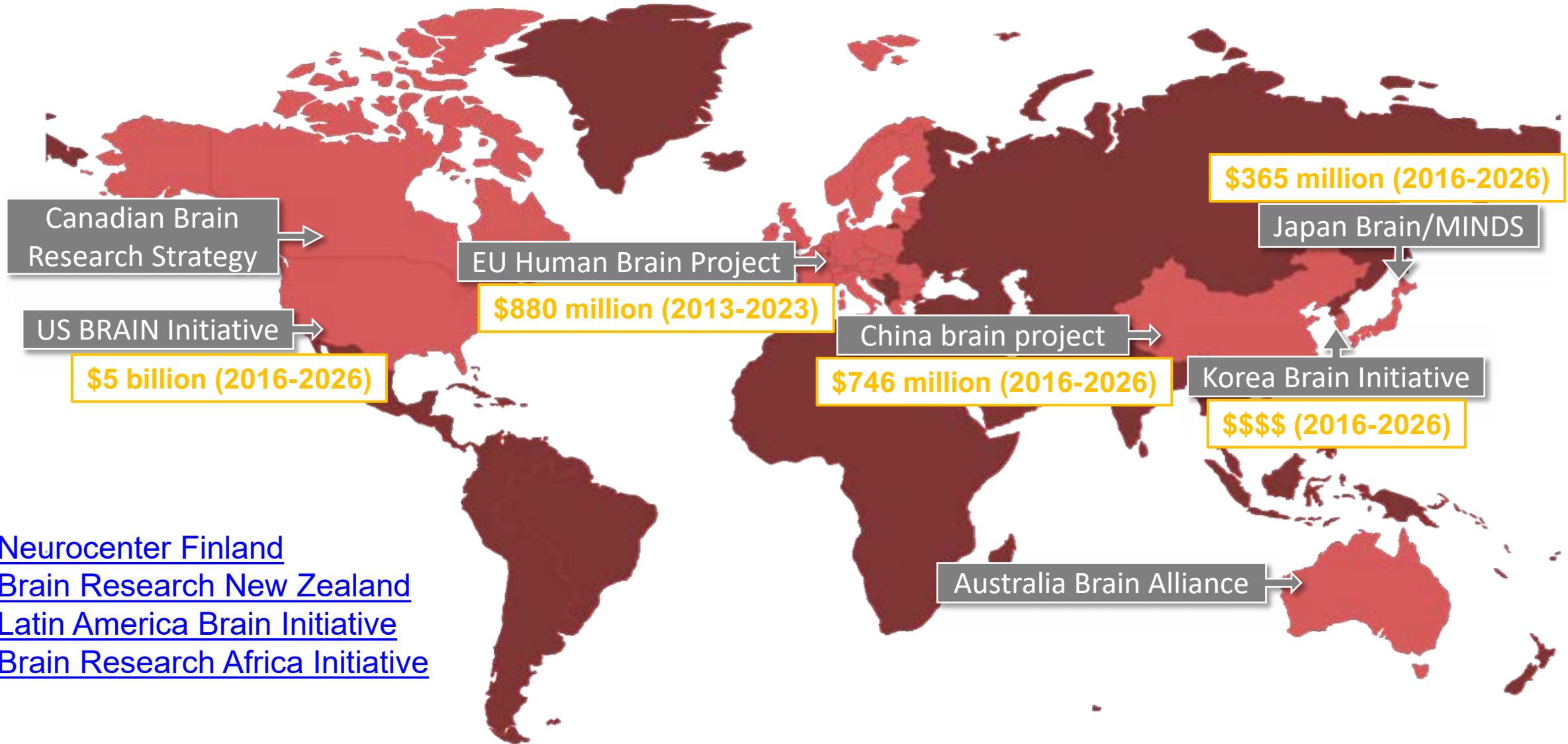
We are united behind a brain and mental health research strategy for all Canadians.

HEALTH CHARITIES
SCIENTISTS
INDIGENOUS KNOWLEDGES HOLDERS
CLINICIANS
PATIENTS & CAREGIVERS
RESEARCH INSTITUTIONS
RESEARCH FUNDERS
INDUSTRY

Logos and Organizations:

- uOttawa: Institut de recherche sur le cerveau, Brain and Mind Research Institute, Brain-Heart Interconnectome CFREF, Centre for Neural Dynamics
- braintumour foundation OF CANADA
- Sentinel North
- CERVO: CENTRE DE RECHERCHE BRAIN RESEARCH CENTRE
- CTRN: CENTRE THÉMATIQUE DE RECHERCHE EN NEUROSCIENCES
- ALS SLA CANADA
- UNIVERSITÉ LAVAL
- CENTRE FOR AGING + BRAIN HEALTH INNOVATION (Powered by Baycrest)
- Alberta family wellness initiative
- SickKids
- Western Institute for Neuroscience
- BrainsCAN CFREF: Transforming brain research.
- centre for neuroscience studies AT QUEEN'S UNIVERSITY
- NHCC: NEUROLOGICAL HEALTH CHARITIES CANADA
- Weston Family Foundation
- Branch Out: Neurological Foundation
- Parkinson Canada
- camh: Centre for Addiction and Mental Health
- Lakehead UNIVERSITY
- MEMORIAL UNIVERSITY
- Neuroscience Program
- Baycrest
- UNIVERSITY OF GUELPH
- McMaster University
- UBC
- NEUROETHICS CANADA: BRAIN HEALTH HUMAN VALUES
- Djavad Mowafaghian CENTRE FOR BRAIN HEALTH
- Michael Smith Health Research BC
- HOTCHKISS BRAIN INSTITUTE
- Société de recherche sur le cancer
- Cancer Research Society
- Alzheimer Society CANADA
- CTRC: Canadian Translational Research Centre
- University of Manitoba
- CAN-ACN: CANADIAN ASSOCIATION FOR NEUROSCIENCE ASSOCIATION CANADIENNE DES NEUROSCIENCES
- UHN Krembil Brain Institute
- University of Saskatchewan Neuroscience Research Cluster
- CCNA: Canadian Consortium on Neurodegeneration in Aging
- CCNV: Consortium canadien en neurodégénérescence associée au vieillissement
- CCOBN: Canadian Centre for Behavioural Neuroscience
- University of Alberta Neuroscience and Mental Health Institute
- Roche
- YORK UNIVERSITY
- VISTA CFREF: Connected Minds CFREF
- KREMBIL FOUNDATION
- University of Toronto: Carleton University, University of Calgary
- Alzheimer Society
- University of Guelph
- McMaster University
- UBC
- neuroscience
- University of Toronto: CIFAR (Learning in Machines & Brains), Mila, CRN (Centre de recherche en neurosciences Centre for Research in Neuroscience), iugm (Institut universitaire de gériatrie de Montréal)
- University of Saskatchewan
- Alberta Neuroscience
- University of Alberta
- Neuroscience and Mental Health Institute
- Roche
- YORK UNIVERSITY
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- KREMBIL FOUNDATION
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National and Pan-National Brain Initiatives



[Neurocenter Finland](#)
[Brain Research New Zealand](#)
[Latin America Brain Initiative](#)
[Brain Research Africa Initiative](#)

Federal Research Funding in Budget 2024



➤ **FEDERAL AGENCIES**

Grants Programs: CIHR, NSERC, SSHRC, CFI, fellowships

➤ **THIRD PARTY RESEARCH FUNDING ORGANIZATIONS**

Grants Programs

➤ **NATIONAL STRATEGIES**

Ecosystem-Building: AI, Quantum, Biomanufacturing

National Research Strategies

➤ ARTIFICIAL INTELLIGENCE

Pan-Canadian AI Strategy (2017, 2021, 2024)

\$567 million over 10 years, + \$2.4 billion

➤ QUANTUM TECHNOLOGIES

National Quantum Strategy (2021)

\$360 million over 7 years

➤ BIOMANUFACTURING

Biomanufacturing and Life Sciences Strategy (2022)

\$2.2 billion over 7 years

➤ BRAIN AND MENTAL HEALTH RESEARCH

Canadian Brain Research Initiative (2025?)

\$150 million over 3 years

Canada's Own Brain Initiative

Long-term, stable flexible (non-grant specific) funding to support:

TALENT DEVELOPMENT

- Training new generations of transdisciplinary scientists and highly qualified personnel (HQP): grad students, postdocs, PIs, **research technicians, research associates and other technical and research personnel**

RESEARCH INFRASTRUCTURE

- New and existing pan-Canadian with stable, predictable funding to ensure effective collaboration and access across research centers and institutes



**Early Career Researchers
Position Paper**
[Menard et al, 2021](#)
[Can J Neurol Sci.](#)



Sarah Laframboise, PhD
Executive Director
Evidence for Democracy

Engaging in Effective Science Advocacy



evidencefordemocracy.ca | info@evidencefordemocracy.ca | @E4Dca



Sarah Laframboise

PhD in Biochemistry, University of
Ottawa

Executive Director,
Evidence for Democracy

Feel free to email me at:
sarah@evidencefordemocracy.ca



Evidence for Democracy (E4D) is Canada's leading non-partisan, not-for-profit organization championing the integration of scientific evidence in government decision-making.





90% of federal scientists did not feel that they could speak freely to the media about their work

Integrating Science into Policy



Scientific Integrity



Transparency of Evidence in Policy and Decision-Making

Outline today: Engaging in Effective Science Advocacy

Why and How?

An Essential Guide to Science Advocacy

Equipping scientists to advocate
effectively across Canada



**We all benefit when
governments make policy
decisions informed by the
best available evidence**





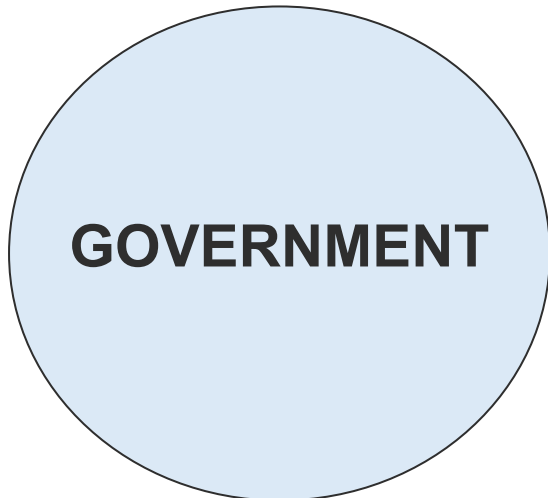
GOVERNMENT



PUBLIC



SCIENTISTS



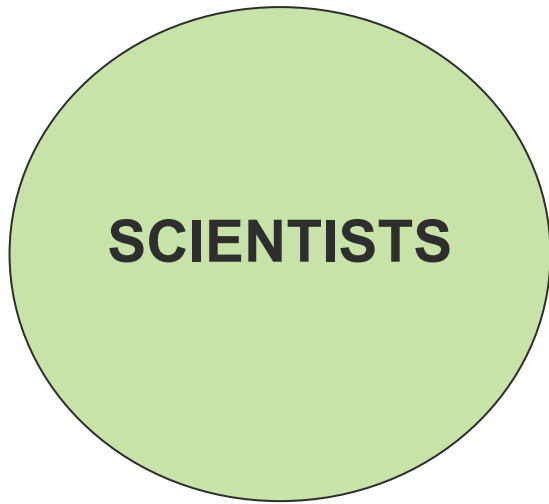
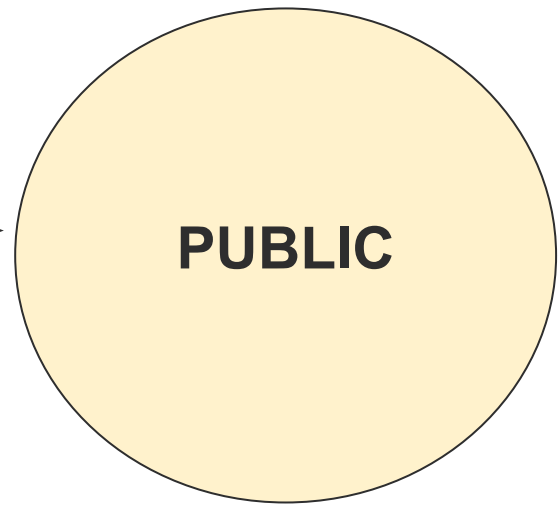
Rights, Services and Security
(Budgets, Policy, Bills, Infrastructure,
Health Care, Increased Quality of Life)

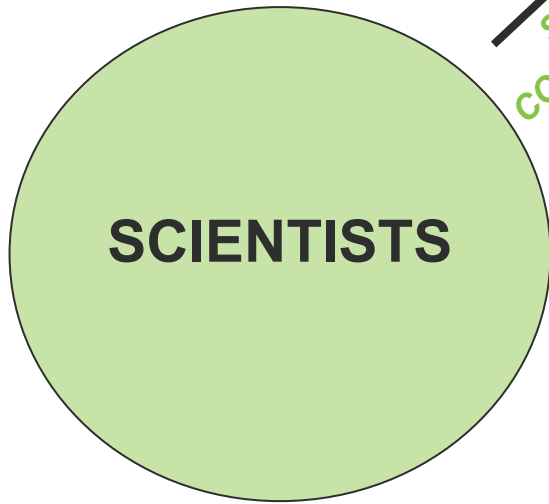
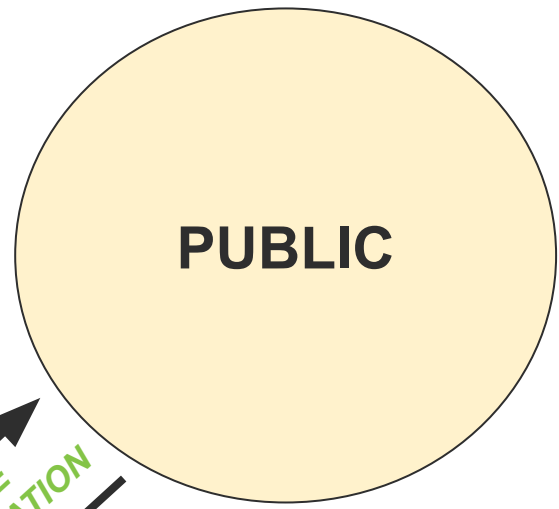
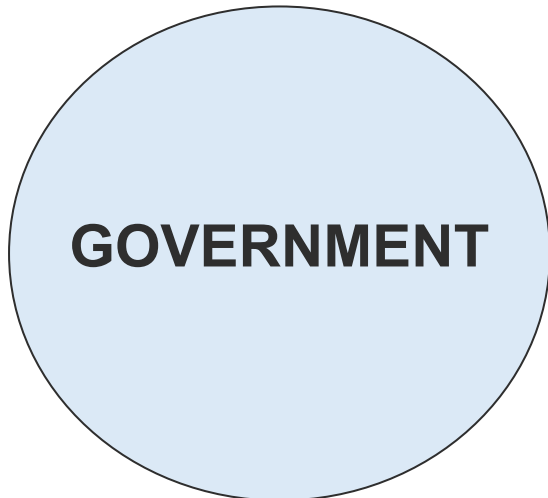


DEMOCRACY

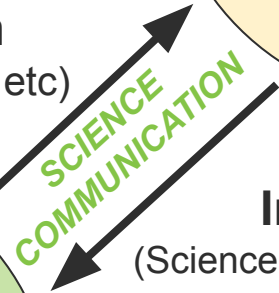


Voting and Engagement
(Taxes, Feedback, Accountability)

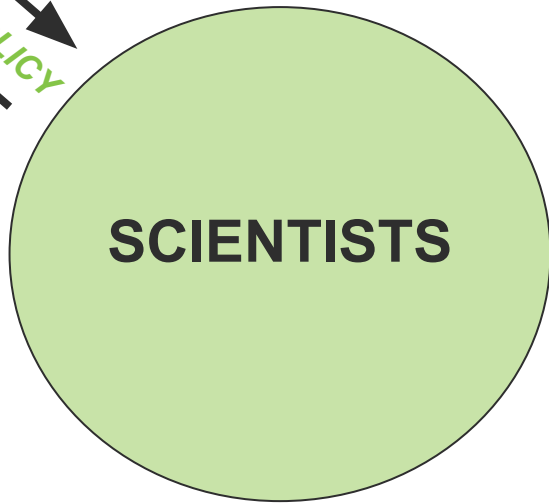
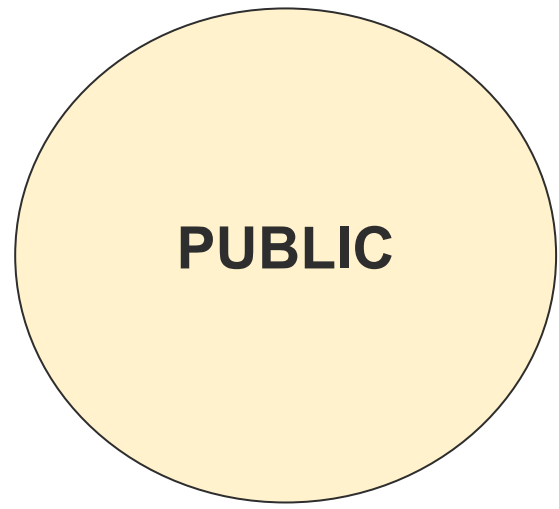
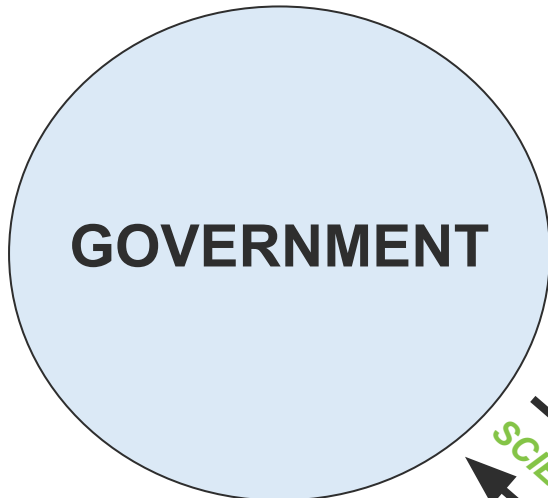




Knowledge and Innovation
(Health Care, AI, etc)



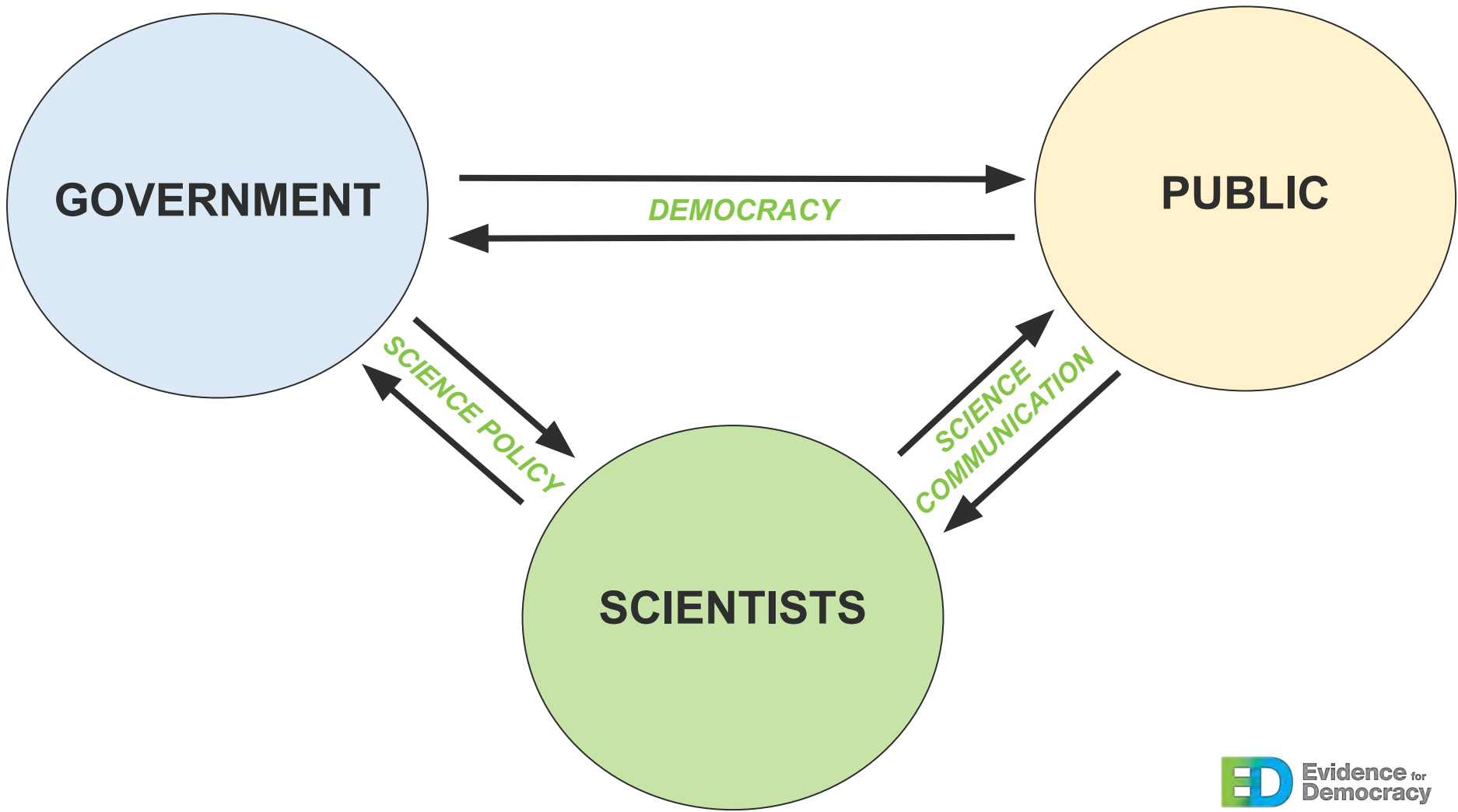
Interest
(Science is a public good)



Regulation
(Funding, Policies and Priorities)

SCIENCE POLICY

Evidence, People, and Knowledge
(Scientific findings, top talent, combatting grand challenges)



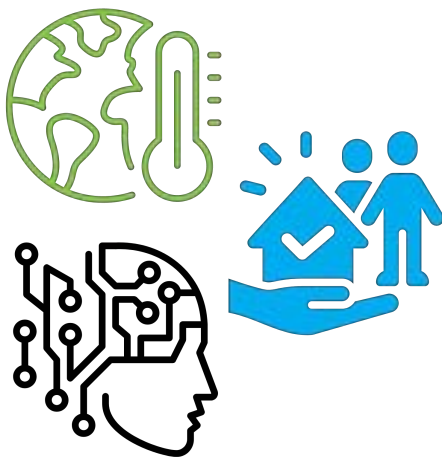
Why should
scientists advocate
for science?



**Increasing public
appetite for
evidence!**



**Science can solve
grand challenges!**



**Helps illustrate
the realities of a
particular
challenge.**

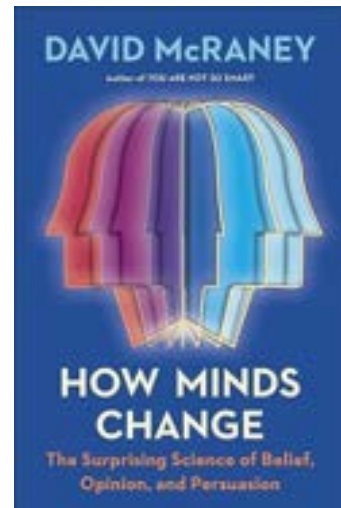


The power of perception - **Dressgate!**

**What colour do you see
this dress?**

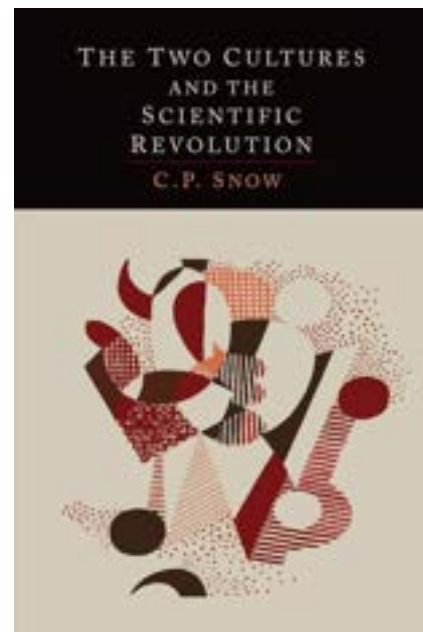


The power of perception - Dressgate!



A difference in ideology and priorities!

Science		Policy
Often very long	Time horizon	Often very short
Seeks precision	Language	Seeks flexibility
Scientific jargon	Lexicon	Policy jargon
Tolerant	Uncertainty	Discomfort
Peers	Audience	Public
Horizontal	Accountability	Vertical
Specialists	Practitioners	Generalists
Usually open	Transparency	Often closed
30 years	Tenure	30 months
In the 'regions'	Location	HQ, 'Ottawa'



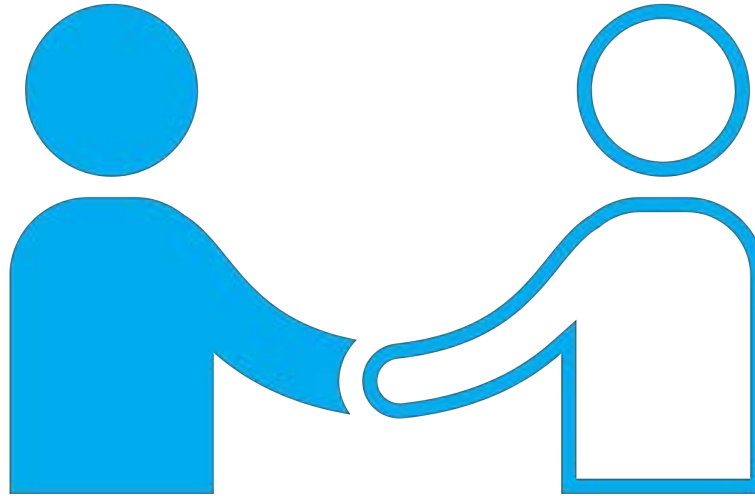
Personal reflections before taking part in advocacy:

- We all have **biases and personal beliefs** that can play a role in shaping how a message is delivered.
- **Context** is important! You can be different roles in different scenarios.
- Some scientific issues are deeply politicized already...

Relationship Building is a 2-way Street!

Need: access to reliable and relevant information.

Challenges: access to experts, bias and information overload.



Need: an audience to convey evidence.

Challenges: access to policymakers, language barriers

Policymakers

Scientists

Science



Policy

Social

Science

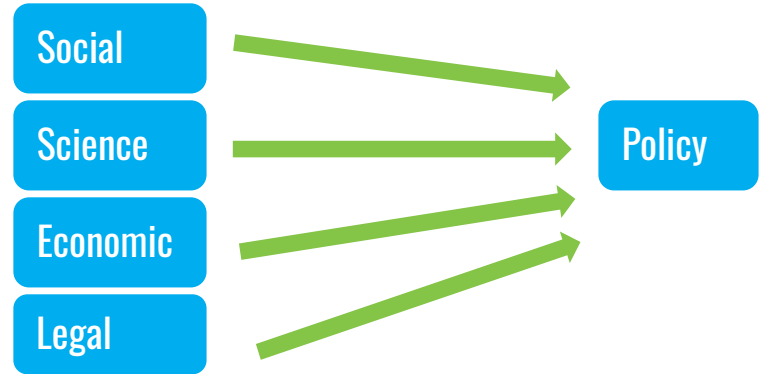
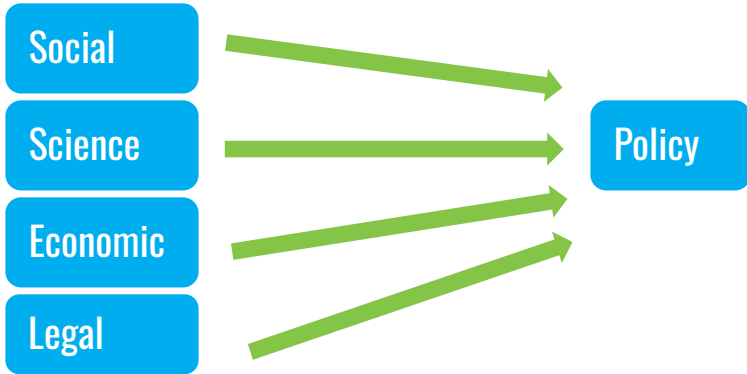
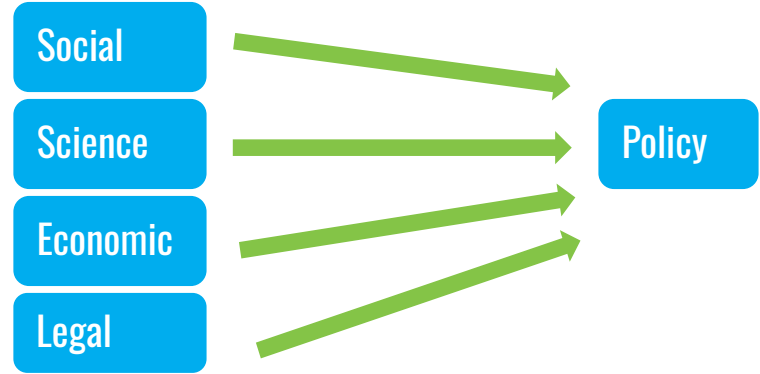
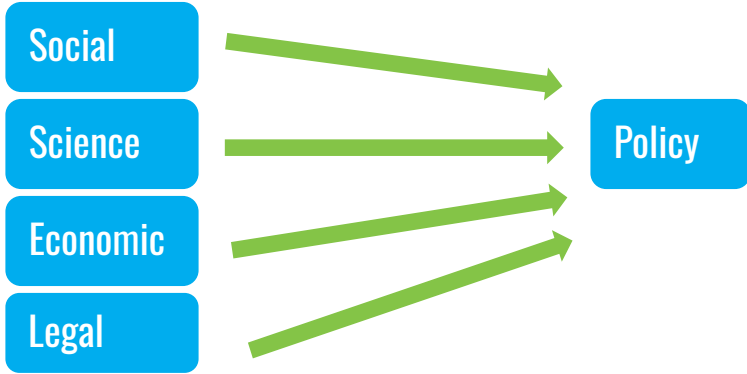
Economic

Legal

(and more)



Policy



Getting started in
advocacy is all about
being open to
opportunities to engage
with the **public** and
policy-making process.

Meet with Elected Representatives

from local councillors to Members of Parliament, your representative wants to hear from you!

* Submit a Pre-Budget Consultation

Weigh in and ensure that science and research have a meaningful place in the next budget.

Connect with key people in government

- Government Scientists
- Science Advisors
- Senators

HOW TO ADVOCATE FOR SCIENCE & INFORM POLICY

Testify in front of a Committee

Is a committee studying issues relevant to your expertise?
Submit a written brief to provide opinions and recommendations.

Participate in a Campaign

- ✓ Join a rally
- ✓ Sign a petition
- ✓ Host an event
- ✓ Start your own campaign!

Engage with Media or Write an Op-Ed

Provide media commentary, issue a press release, or write an opinion piece to raise awareness and share calls to action

The Core of a Strong Advocacy Message

✓ The What

- State the issue and why it matters now
- Clearly articulate your ask or recommendation

✓ The So What

- Provide relevant context and background
- Focus on what the decision-maker cares about (values, priorities, history)

✓ The Now What

- Reinforce your ask and rationale
- Offer next steps and explain why they matter



Tips for Oral and Written Briefings

- **Oral briefing:** a short story (2–5 mins)
 - Be conversational, relevant, and ready for surprises
- **Written briefing:** 1–2 pages
 - Clear, concise, compelling, with your contact info and optional appendix
- Always use plain language and avoid jargon



Know Your Audience

- **Do your homework:** what do they care about?
- Identify key stakeholders, allies, and opponents
- Frame your message to align with their goals, values, and concerns



Make it Stick

- **Start with your key message:** *what's the bottom line?*
- Use **storytelling** to weave together facts, values, and emotions
- Communicate with **respect and transparency**
- Acknowledge **uncertainty** and differing views — it builds trust
- **Be creative!**



Amanda Veri, PhD (she/her) @AmandaOveri · Jul 17, 2018
Last night I emailed my local MPP @Sflecce to invite him to my PhD research lab in @MaRSDD to learn about science going on in Ontario and to encourage the hiring of a new Ontario Chief Scientist. Also, because science is cool, I used millions of fungal cells to write his name!



How one tweet (and millions of fungal cells) led to a productive and fun meeting with my Member of Provincial Parliament.

Wednesday, September 12, 2018 - 10:55

This is a guest blog post from Amanda Veri, a PhD candidate at the University of Toronto. After some training and a few conversations with E4D staff, Amanda had a successful meeting with Stephen Lecce (King-Vaughan). Read on to find out why she chose to meet with him and what she thinks you can do as a researcher.

How do we ensure that science becomes an election issue?



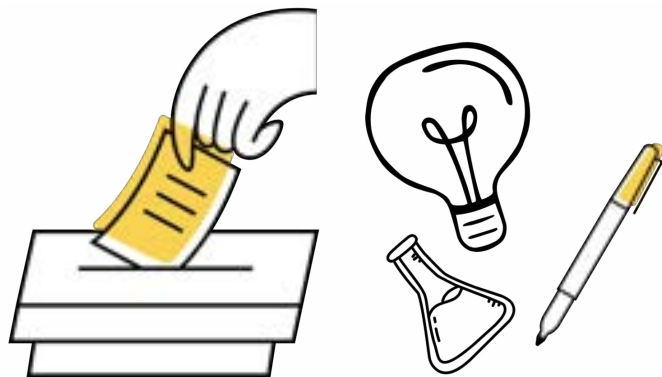
Vote Science

Let's make science a priority this federal election!

The 45th federal election is here, and now is the time to ensure **science and evidence-informed decision-making** are front and center. **Vote Science** gives you the tools to take action – engage with candidates, ask where they stand on science, and push for leadership that values research and innovation.

Explore our **Vote Science resources** to learn how to effectively engage with candidates, understand party positions, and make informed choices at the ballot box. Together, we can put science on the ballot!

In the meantime, start preparing by exploring our **Vote Science resources**. Learn how to engage effectively with your local candidates and representatives to ensure science has a strong voice in Ottawa.



I #VoteScience because...

VoteScience.ca

#VoteScience




Send a Letter to your Candidates



**Let's put
science on
the ballot!**

JOIN ME in sending a letter to your local candidates in the **2025 Federal election!**



**VOTE
SCIENCE**

Science Pledge

SCIENCE PLEDGE

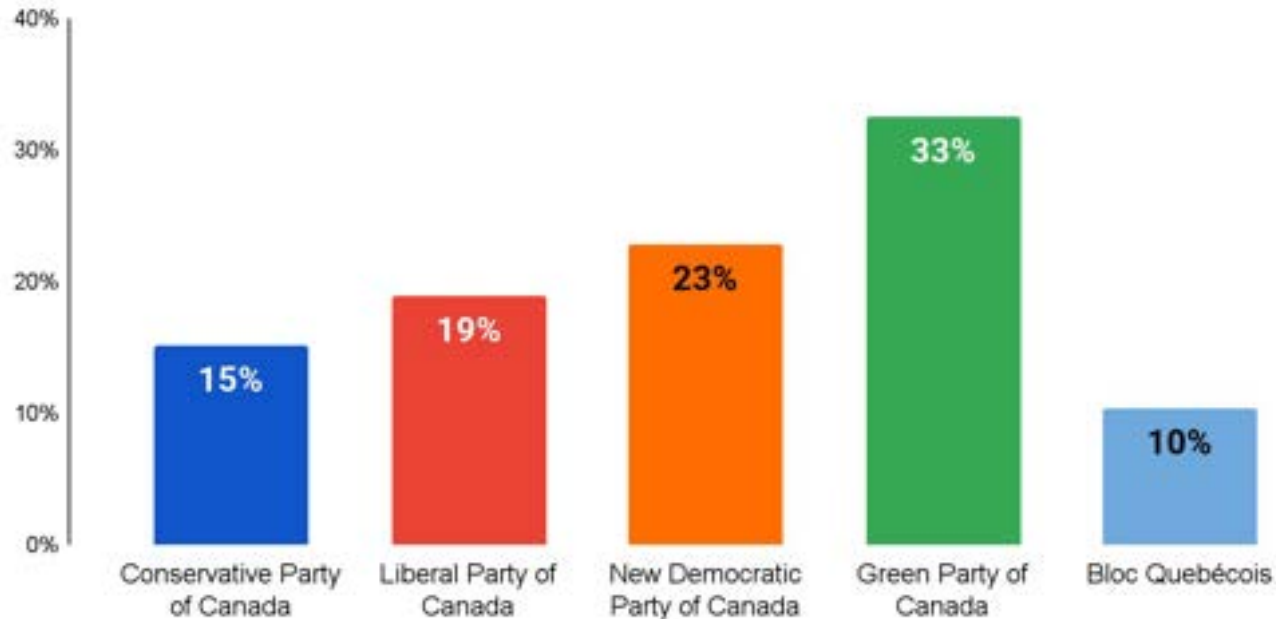


Tracking Science Champions: Who's Committed to Evidence-Informed Leadership?



Analyzing candidates for STEMM backgrounds

Percentage of 2025 Federal Election Candidates with Science Backgrounds



Additional Resources



E45 Party Platform Analysis

Federal Election on April 28th, 2025

				
No Platform Released	No Platform Released	No Platform Released	2025 Platform	2025 Platform



2025 Federal Election

Policies for Strong Science and a Thriving Democracy



SCAN
HERE

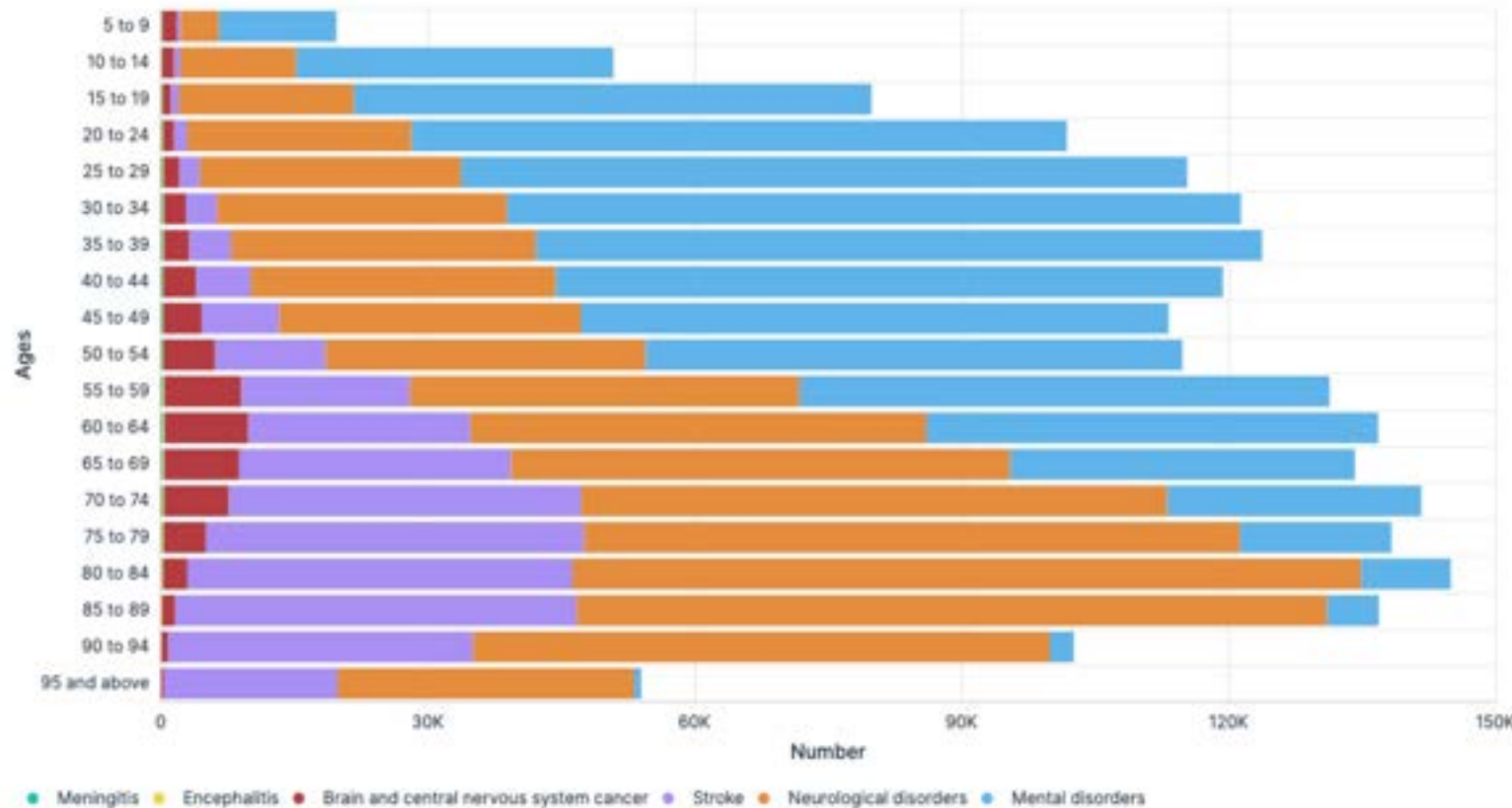


Making Brain Research Relevant: Real-World Framing Strategies

Brain Conditions Impact on Canadians

Brain conditions DALYs Number in 2021

Both Sexes, Canada



1/5



Canadians live with a brain condition

350,000

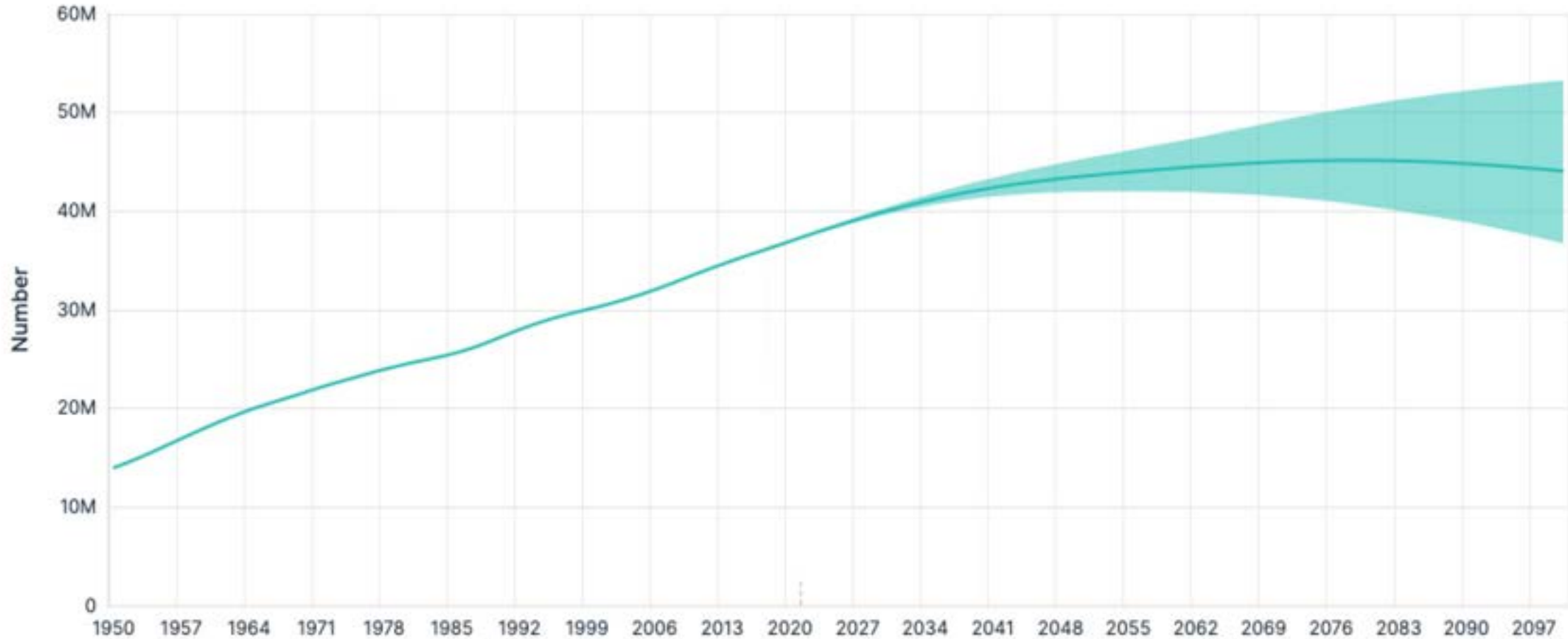
unpaid care partners

More than 600,000 people are currently living with dementia in Canada, with 350,000 unpaid care partners

Aging Population

Population trends

Canada, All Ages, Both Sexes



Brain Health Costs

Demographic and population health context for Canada.

37.3M

population in 2021

\$220.8B

total spending on health
in 2021

10.6M

total years of healthy life
lost (DALYs) in 2021

2.7M

years of healthy life lost
(DALYs) **due to brain
conditions** in 2021

43.5M

population in 2050

\$307.2B

total spending on health
in 2050

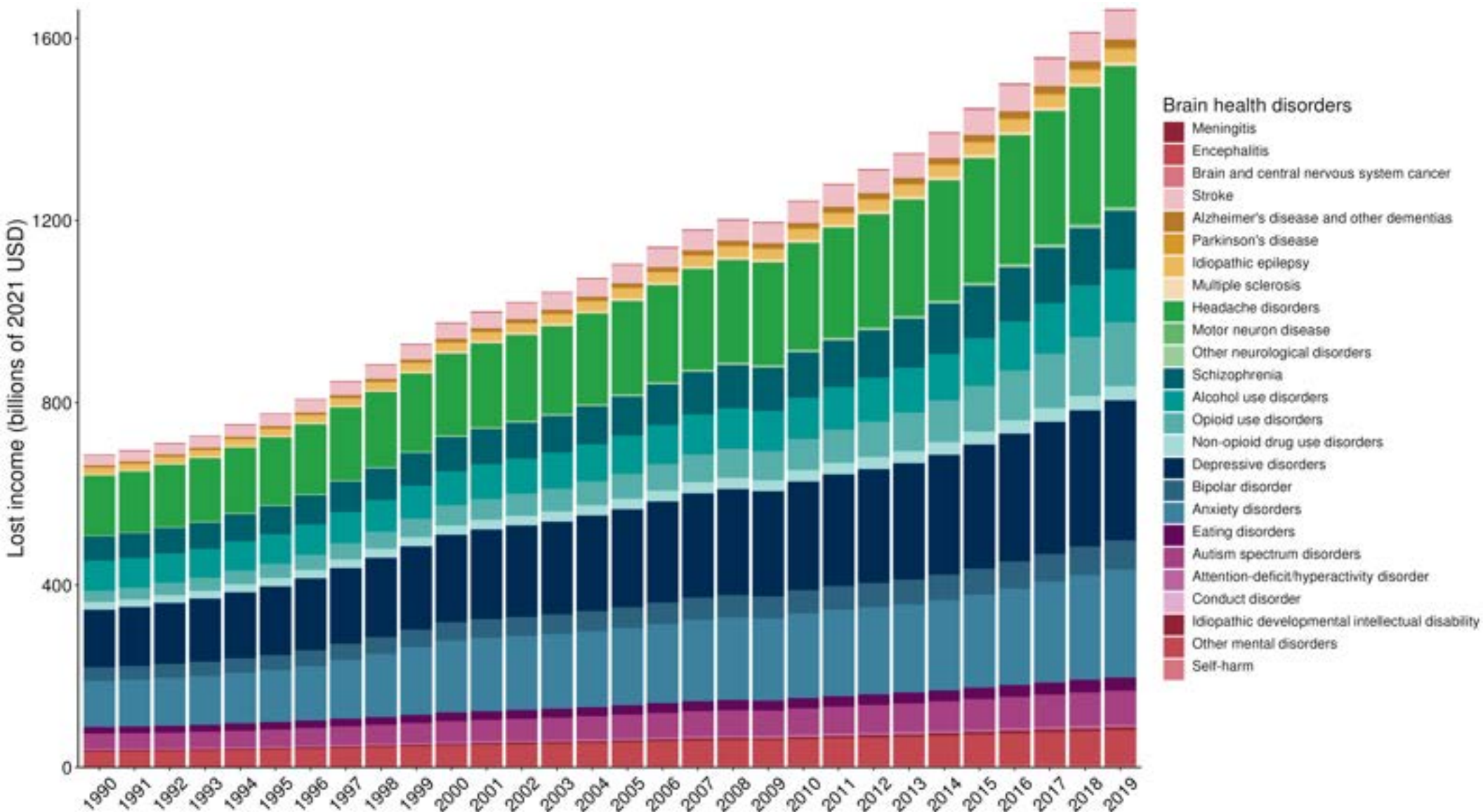
12.9M

total years of healthy life
lost (DALYs) in 2050

4M

years of healthy life lost
(DALYs) **due to brain
conditions** in 2050

Global Lost Income from Brain Conditions



Brain Skills: Driving Future Economies

Top 10 skills of 2023

1.  Analytical thinking
2.  Creative thinking
3.  Resilience, flexibility and agility
4.  Motivation and self-awareness
5.  Curiosity and lifelong learning

Top 10 skills on the rise

1.  Creative thinking
2.  Analytical thinking
3.  Technological literacy
4.  Curiosity and lifelong learning
5.  Resilience, flexibility and agility

Type of skill

-  Cognitive skills  Self-efficacy  Management skills  Technology skills

Brain Capital: A Canadian Concept

WILSON + WILKERSON 2011

BRAIN HEALTH
+
BRAIN SKILLS =
BRAIN CAPITAL

FINAL REPORT

Global Business and Economic
Roundtable on Addiction and
Mental Health 2011

GREY PAPER

NEW Workplace of the 21st
Century – toward a productivity
revolution through mental
health & innovation

“Most new jobs today demand cerebral not manual skills defining what we call a brain-based economy where brain-based mental disorders are the leading causes of workplace disability.”

- Hon. Michael H. Wilson, 2011
Minister of Finance

[Read the Global Business and Economic Roundtable on Addiction and Mental Health, Final Report](#)

Brain Economy Concept

Scaling Research for Impact @ CSPC Conference
20 November 2024

Brain Science is the Foundation of the Brain Economy

Presented by **Harris Eyre MD PhD**

Lead & Senior Fellow, Neuro-Policy, Rice University's Baker Institute
Executive Director, Brain Capital Alliance and Brain Economy Hub
Adjunct, UCSF



Brain
Capital
Alliance



Brain Health & Research



**World Health
Organization**

Optimizing brain health across the life course:

WHO position paper



The complexity surrounding brain and neuroscience research requires coordination and close collaboration between all stakeholders as well as strong partnerships between the public and private sectors.

Dedicated research funding for brain health must be a priority at intergovernmental, national and regional levels and should be both driven and supported by governments.

– World Health Organization



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Valerie Bradford

Liberal

Vice-Chairs



Corey Tochor

Conservative



Maxime Blanchette-Joncas

Bloc Québécois



Richard Cannings

NDP



Shaun Chen

Liberal



Lena Metlege Diab

Liberal



Hon. Helena Jaczek

Liberal



Mike Kelloway

Liberal



Ben Lobb

Conservative



Lloyd Longfield

Liberal



Hon. Michelle Rempel Garner

Conservative



Gerald Soroka

Conservative



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CANADA

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Standing Committee on Science and Research

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44th Parliament, 1st Session (November 22, 2021 - Present)

INTERNATIONAL MOONSHOT PROGRAMS

Last meeting: Thursday, February 16, 2023

Stated Objectives:

1. To study international “moonshot programs” that aim to resolve difficult environmental and social problems, set ambitious research and development programs, and attract researchers from around the world
2. To make recommendations regarding what such a program could look like here in Canada



SRSR COMMITTEE MEETING

Notices of Meeting include information about the subject matter to be examined by the committee and date, time and place of the meeting, as well as a list of any witnesses scheduled to appear. The **Evidence** is the edited and revised transcript of what is said before a committee. The **Minutes of Proceedings** are the official record of the business conducted by the committee at a sitting.

For an advanced search, use [Publication Search tool](#).

If you

Canadian Association for Neuroscience

[Brief \(PDF\)](#)

Published on: Monday, February 20, 2023 at 8:55 a.m. (EST)

Heart and Stroke Foundation of Canada

[Brief \(PDF\)](#)

Published on: Friday, February 3, 2023 at 9:11 a.m. (EST)

Multiple Sclerosis Society of Canada

[Brief \(PDF\)](#)

Published on: Monday, January 9, 2023 at 10:53 a.m. (EST)

Dystonia Medical Research Foundation Canada

[Brief \(PDF\)](#)

Published on: Monday, January 9, 2023 at 8:06 a.m. (EST)

Canadian Brain Research Strategy

Appeared: Tuesday, January 31, 2023

[Brief \(PDF\)](#)

Published on: Wednesday, February 15, 2023 at 9:59 a.m. (EST)

Canadian Concussion Network

[Brief \(PDF\)](#)

Published on: Wednesday, February 1, 2023 at 11:22 a.m. (EST)

Hydrocephalus Canada

[Brief \(PDF\)](#)

Published on: Monday, January 9, 2023 at 10:47 a.m. (EST)

Brain Canada Foundation

[Brief \(PDF\)](#)

Published on: Friday, December 16, 2022 at 11:24 a.m. (EST)

Centre for Aging + Brain Health Innovation

[Brief \(PDF\)](#)

Published on: Thursday, February 9, 2023 at 2:37 p.m. (EST)

Azrieli Foundation

[Brief \(PDF\)](#)

Published on: Monday, January 23, 2023 at 11:50 a.m. (EST)

Institute for Advancements in Mental Health

[Brief \(PDF\)](#)

Published on: Monday, January 9, 2023 at 10:35 a.m. (EST)

Neurological Health Charities Canada

[Brief \(PDF\)](#)

Published on: Thursday, December 15, 2022 at 7:59 a.m. (EST)

Ontario Brain Institute

[Brief \(PDF\)](#)

Published on: Tuesday, February 7, 2023 at 10:54 a.m. (EST)

Huntington Society of Canada

[Brief \(PDF\)](#)

Published on: Monday, January 9, 2023 at 11:01 a.m. (EST)

Cancer Research Society

[Brief \(PDF\)](#)

Published on: Monday, January 9, 2023 at 8:17 a.m. (EST)

Brain Injury Canada

[Brief \(PDF\)](#)

Published on: Wednesday, December 14, 2022 at 11:11 a.m. (EST)

International Moonshot Programs

Witnesses

Canadian Brain Research Strategy

• Jennie Z. Young, Executive Director

Université de Sherbrooke

• Alexandre Blais, Scientific Director and Professor, Institut quantique (by videoconference)

[Download opening remarks and full policy brief](#)
[See the SRSR Committee recording and transcript](#)



LIST OF RECOMMENDATIONS

As a result of their deliberations committees may make recommendations which they include in their reports for the consideration of the House of Commons or the Government. Recommendations related to this study are listed below.

Recommendation 1

That the Government of Canada support research along the full breadth of the innovation continuum, including people and skills, fundamental research, applied research and development, partnerships, commercialization and start-ups, and scale up and globalization..... 9

Recommendation 2

That the Government of Canada review, with the potential to increase, its investments in fundamental research through the budgets of the three granting councils, namely the Social Sciences and Humanities Research Council, the Natural Sciences and Engineering Research Council of Canada, and the Canadian Institutes of Health Research..... 10

Recommendation 3

That the Government of Canada review and strengthen mechanisms for supporting the commercialization of promising research..... 12

Recommendation 4

That the Government of Canada develop a long-term research funding program to provide stability and flexibility for ambitious research projects..... 16

Recommendation 5

That the Government of Canada review and revise research funding requirements to ensure projects can effectively leverage capital investment and industry partnerships..... 16

Recommendation 6

That the Government of Canada review and revise associated policy as needed to support and enhance specific moonshot goals..... 19

Recommendation 7

That the Government of Canada review and revise policy on open science, intellectual property and immigration to further support research and development..... 19

Recommendation 8

That the Government of Canada review and revise funding programs to ensure research infrastructure development and maintenance is supported..... 20

Recommendation 9

That the Government of Canada increase the number of scholarships and fellowships to graduate students and postdoctoral researchers and increase their value by 25% and index it to the consumer price index..... 23

Recommendation 10

That the Government of Canada, in cooperation with the provinces and territories, consider ways to encourage post-secondary institutions to create more tenured positions..... 23

Recommendation 11

That the Government of Canada, in cooperation with the provinces and territories, review and revise systems for foreign credential recognition and Canada wide occupational certification to encourage the retention of skilled professionals..... 23

Recommendation 12

That the Government of Canada, in collaboration with the provinces and territories, develop mechanisms for greater collaboration between provincial, territorial and national research programs and goals..... 25

Recommendation 13

That the Government of Canada review research funding programs to encourage and enhance collaboration between academic institutions, industry partners and international allies..... 25

Recommendation 14

That the Government of Canada, in consultation with the provinces, territories, Indigenous governing bodies, academics, international partners and citizens, determine relevant and focused goals for a moonshot program that takes advantage of Canada's existing strengths..... 34

Recommendation 15

That in determining relevant and focused goals for a moonshot program, the Government of Canada ensure cross-cutting social, environmental and economic good for all Canadians..... 34



Canadian “Moonshots”

➤ ARTIFICIAL INTELLIGENCE

Pan-Canadian AI Strategy (2017, 2021, 2024)

\$567 million over 10 years, + \$2.4 billion

➤ QUANTUM TECHNOLOGIES

National Quantum Strategy (2021)

\$360 million over 7 years

➤ BIOMANUFACTURING

Biomanufacturing and Life Sciences Strategy (2022)

\$2.2 billion over 7 years

➤ BRAIN AND MENTAL HEALTH RESEARCH

Canadian Brain Research Initiative (2025?)

\$150 million over 3 years

Federal Funding Policy Issues

Policy Issue

Relevance for Our
National Strategy



Pre-budget Consultations for Budget 2025

The Parliamentary committee on Finance (FINA) and Department of Finance Canada each hold annual consultations to gather input on priorities for the federal budget.

[The CBRS and its broad network of stakeholders recommends](#) an initial allocation of \$150 million over 3 years in Federal Budget 2025 to launch a Canadian Brain Research Initiative.

Unified approach needed due to the breadth of brain conditions across the lifespan, complexity of the brain.

Our ask in one word: Investing in Talent

Long-term, stable, flexible (non-project-specific) funding to enhance collaboration and access to shared resources across research centres:

- **National Transdisciplinary Training Platform:** Support and train new generations of highly qualified personnel (HQP).
- **Shared Research Infrastructure:** Ensure adequate staffing and full operational capacity.

Federal Funding Policy Issues

Policy Issue

Relevance for Our
National Strategy



ISED: Capstone Consultations

[Government consultation](#) to "modernize" the Tri-Council funding system, to better enable collaborative, international and interdisciplinary research.

SRSR Study: Capstone Organization

A [study](#) of the mission, mandate, role, structure and financing of the new capstone research funding organization

Brain research as an example of "multi-disciplinary" research supported under Capstone. Mission-driven focus on brain is needed.

- Brain and mental health research projects often don't fit in single granting council - e.g., neuro-AI researchers, computational neuroscientists are told by CIHR to apply at NSERC, but then NSERC tells them to go to CIHR.
- CFREFs (i.e., the kind of long-term, stable, flexible funding that we seek) are projected to fall under Capstone mandate

Federal Funding Policy Issues

Policy Issue

Relevance for Our
National Strategy



SRSR Study: Federal Funding Inequities

A [study](#) on the imbalance of federal research funding among Canada's universities

We have a strategy to elevate brain and mental health research across the country

The Leadership behind CBRS includes not just the U15 but many others <https://canadianbrain.ca/leadership/>

A core guiding principle from leadership in developing a national strategy is to enhance research capabilities across all centres.

CBRS Policy Briefs

Read our 2-page overview: [What is the CBRS?](#)

Immersing and Utilizing Indigenous Knowledges in Policy to Bridge Brain Science with the Future

Canadian Brain Research Strategy. (2024). *Written Submission to the Standing Committee for Science and Research: Study on Integration of Indigenous Traditional Knowledge and Science in Government Policy Development* - Feb 20, 2024

Brain Research: The cornerstone for Canada's future social-economic wealth

Canadian Brain Research Strategy. (2024). *Written submission to the Department of Finance Canada: Pre-Budget Consultations in Advance of the 2024 Budget* - Feb 9, 2024

Brain Research: The cornerstone for Canada's future social-economic wealth


Canadian Brain Research Strategy. (2023). *Written submission to the House of Commons Standing Committee on Finance: Pre-Budget Consultations in Advance of the 2024 Budget* - Aug 4, 2023

A National Brain Research Initiative for the Health, Social, and Economic Advancement of Canada

Written Submission to the Department of Finance Canada
Pre-Budget Consultations in Advance of the 2024 Budget

Brain Research: The cornerstone for Canada's future social-economic wealth

By: Canadian Brain Research
<https://canadianbrain.ca/>



Written Submission to the Standing Committee
for Science and Research
Integration of Indigenous Traditional Knowledge and
Science in Government Policy Development

**Immersing and Utilizing Indigenous Knowledges in
Policy to Bridge Brain Science with the Future**

Submitted by:
Andrew Mantowabi (Mamaateshini), B.A., B.B.A.
Indigenous Initiatives Lead
Canadian Brain Research Strategy
andrew.mantowabi@canadianbrain.ca



A Canadian BRAIN Initiative?



Yves De Koninck
PhD, FCAHS, FRSC,
Professor & Chair



Deanna Groetzinger
MA
Manager



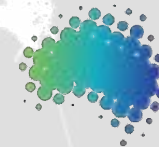
Jan G. Bjaalie
MD, PhD
Professor & Chair



Jason B. Mattingley
PhD, FASSA
Professor & Co-Chair



Shernaz Bamji
PhD
Professor & President



MODERATOR

Brain Research: The cornerstone for Canada's future social-economic wealth



Rose Goldstein, MD, CM,
 FRCPC
 Past Chair, Research Canada



Julian Karaguesian,
 Director for Research,
 Economic Policy



Cedric Bisson, MD, JD
 Partner



Michael D. Hill, MD,
 FRCPC, CM
 President, Professor



Allison Sekuler, PhD
 President & Chief
 Scientist



James Reynolds, PhD
 Chief Scientific Officer
 Professor



Javeria Hashmi, PhD
 Associate Professor



MODERATOR



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 ON PUBLIC POLICY



**DALHOUSIE
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Scaling Research for Impact: From Local Insights to Global Solutions

Panel organized by: Canadian Brain Research Strategy



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Executive Director
Canadian Brain
Research Strategy



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Senate of Canada



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Mental Health Specialist, Brain Health Unit,
Department of Mental Health, Brain Health
and Substance Use, World Health
Organization



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Executive Director
European Brain Council



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Executive Director
Neurotech Network



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Lead & Senior Fellow, Neuro-Policy, Rice University's
Baker Institute, Executive Director, Brain Capital Alliance
and Brain Economy Hub Adjunct, University of
California, San Francisco



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President
Deep Tech Canada



(G<9F FLDAGn. @
Director, Integrated Discovery
Ontario Brain Institute



*9M9 " ACKF
Director of Operations and
Strategic Affairs, Neurological
Health Charities of Canada



DKF #NFK
President and CEO
Research Canada



(9FA=5 9JC=FLF
Executive Director
Deep Tech Canada

[Read the event recap](#)

European Brain Council (EBC)



BRAIN AWARENESS WEEK EVENT
BRUSSELS, BELGIUM
16 MARCH 2023



Dr. Tarun Dua

Unit Head, Brain Health Unit, World Health Organization

Dr. Elena Becker-Barroso

Editor-in-Chief, The Lancet Neurology

Prof. Tracy Bale

President, International Brain Research Organization

Prof. Irene Tracey

President, Federation of European Neuroscience Societies (FENS) and Vice-Chancellor, University of Oxford

Dr. Harris Eyre

Brain Capital Alliance, OECD Neuroscience-inspired Policy Institute

Dr. Joachim Scholpp

Global Head Translational Medicine CNS & Emerging Areas, Boehringer Ingelheim

Pawel Swieboda

CEO, EBRAINS

Dr. Jennie Z. Young

Executive Director, Canadian Brain Research Strategy

Dr. George Barreto

Neuroscientist, Department of Biological Sciences, University of Limerick and IBRO Latin America Regional Committee (LARC) Committee Member

Prof. Mu-ming Poo

Founding Director, Institute of Neuroscience of the Chinese Academy of Sciences

Dr. Mahmoud Bukar Maina

Independent Research Fellow, Serpell Sussex Neuroscience (UK), Team Leader, Biomedical Science Research and Training Centre, Yobe State University (Nigeria) and Outreach Coordinator, TRenD in Africa Outreach Programme

Prof. Michael Berk

Director of IMPACT Faculty of Health, School of Medicine, Deakin University, Australia

And others...

[Read the event recap](#)

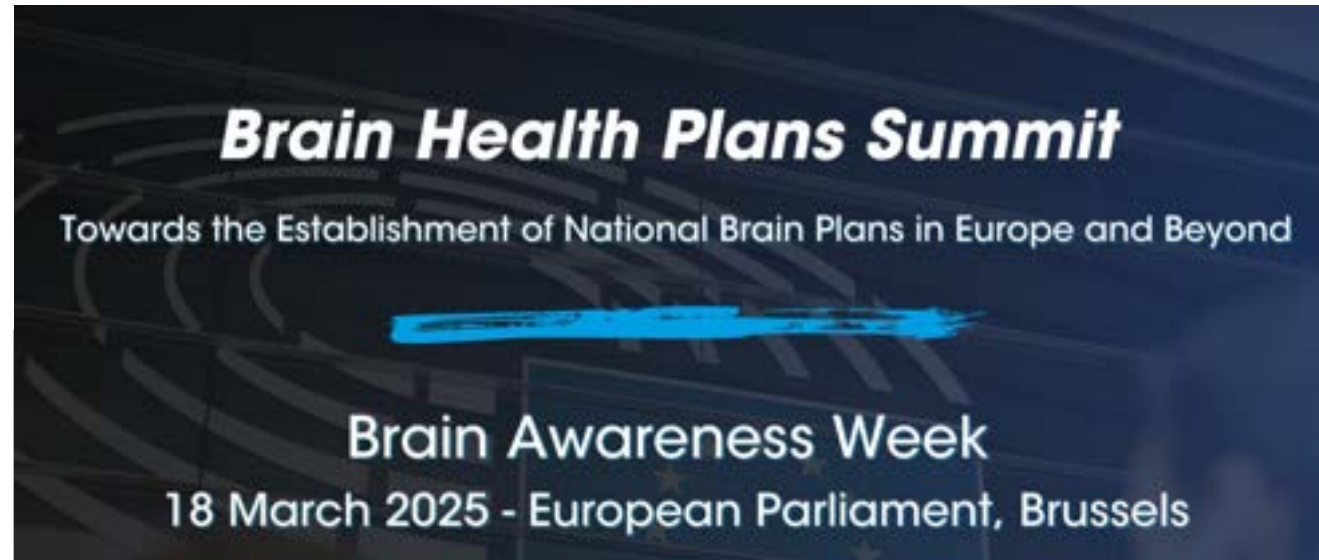
European Brain Council (EBC)



Hosted by MEP Aurelijus Veryga (ECR, LT), Deputy Coordinator of the European Parliament's Public Health Committee

European Brain Council
World Health Organisation
National brain health and research organizations from:

- Canada
- Denmark
- Finland
- Norway
- Poland
- Singapore
- Spain
- Switzerland
- Brain Research Africa Initiative



[Read the event recap](#)

Science Summit 78th UN General Assembly



Call to Action: Putting Brain Health on the Global Agenda

We call on the United Nations and Member States to:

- Recognize brain health as an urgent priority in making global action plans.
- Foster the establishment of national brain strategies at Member State level.
- Encourage inclusive, equitable and supportive frameworks for research collaboration at the international level, including aspects on access to data and funding, infrastructure, and capacity building.
- Place health and science at the forefront of the Summit of the Future in 2024 and post-Sustainable Development Goals strategies



BRAIN HEALTH & RESEARCH DAY @ UNGA78

[Read the event recap](#)

Brain Health as a G7-Level Issue



 **“**
The G7 has an unprecedented opportunity—and responsibility—to **put brain health and brain skills at the heart of global economic policy**
”

Investing in brain health can boost global productivity by trillions.
Read our call to action: canadianbrain.ca/G7_Brain_Economy

Canada 2025 G7 Brain Economy Summit: Call to Action



Globe & Mail Feature

SPONSOR CONTENT

PRODUCED BY RANDALL ANTHONY COMMUNICATIONS. THE GLOBE'S EDITORIAL DEPARTMENT WAS NOT INVOLVED.

Brain Awareness Week

KEY VOICES IN BRAIN HEALTH AND RESEARCH OFFER STRATEGY TO CEMENT CANADIAN LEADERSHIP

Canadian researchers are world leaders in many areas of neuroscience and mental health at a time when the explosion in knowledge about the brain is setting the stage for dramatic breakthroughs.

At the same time, Canadian excellence alone is not enough to ensure the nation remains on the leading edge of brain research. Years of chronic underfunding of R&D and the absence of a co-ordinating targeted national strategy mean that Canada's ability to keep up with brain-related advances is at risk.

A broad coalition of Canadian organizations involved in all aspects of brain health and research is proposing a solution to this challenge, the Canadian Brain Research Strategy (CBRS) – an innovative approach to brain research investments designed to build on Canadian strengths and help Canada remain competitive globally.

"Data on the brain is accumulating at an unprecedented rate, and with new tools like AI, the world is on the verge of a new era in brain science," says Dr. Jennie Z. Young, executive director of CBRS. "For Canada to seize this opportunity, we need a holistic approach to brain health and research, one that covers the entire lifespan and recognizes the interconnectedness of brain disorders."

Canada has national strategies

“

Yes, we absolutely need more research grants. At the same time, we also need more investments not tied to a certain centre, project or research topic – investments in co-ordination, research support personnel and other forms of infrastructure that enable more collaboration and sharing of skills and knowledge.

Dr. Jennie Z. Young

Executive Director, Canadian Brain Research Strategy



New levels of collaboration and co-ordination will optimize investments and build a stronger brain research ecosystem. GETTY IMAGES

overarching national strategy.”

The coalition members who came together to develop the strategy include university research centres across the country, research funding agencies, charitable health organizations, patient advocacy organizations,

to operate at their full potential with a healthy brain. We need to recognize that our brains are like a natural resource that needs to be supported and developed to build a more productive and healthier society.”

ordination, research support personnel and other forms of infrastructure that enable more collaboration and sharing of skills and knowledge.”

Young says Canada is uniquely positioned to thrive with this type of approach. “Canadian brain

**Invest in the brain and
mental well-being
of all Canadians**



**Join our united front for brain and
mental health research across Canada**

Learn more at canadianbrain.ca

Published On: November 2024



BRAIN HEALTH EDITORIAL SERIES

SÉRIE ÉDITORIALE SUR LA SANTÉ DU CERVEAU



Brain Health Editorial Series



EDITORIAL 1: Canada Must Act Now to Address the Brain Health Emergency

Laura Dickson, Neurological Health Charities of Canada

James Reynolds, Kids Brain Health Network, Queen's University

Allison B. Sekuler, Centre for Brain Health + Innovation, Baycrest

Lindsay Borthwick, CBRS

EDITORIAL 2: Canada's Moment: Building a National Brain Research Initiative

Jennie Z. Young, CBRS

Brie Linkenhoker, Worldview Studio

Lindsay Borthwick CBRS

Brain Health Editorial Series



EDITORIAL 3: Braiding Indigenous Knowledges: Enhancing Brain Health Research through Holistic Perspectives

Mamaateshiins (Andrew Manitowabi), CBRS

Jennie Z. Young, CBRS

EDITORIAL 4: Why Brain and Mental Health Research Can Be Canada's Next Innovation Engine

Michael D. Hill, Canadian Neurological Sciences Federation, University of Calgary

Cédric Bisson, Teralys Capital

Lindsay Borthwick, CBRS

Brain Health Editorial Series



EDITORIAL 5: Canada Must Rethink How It Trains and Retains Brain Researchers

Javeria Hashmi, Dalhousie University

Caroline Ménard, Université Laval, CBRS Early-Mid Career Researchers Cluster

Lindsay Borthwick, CBRS

EDITORIAL 6: Network Effect: Elevating Brain Research Through Greater Collaboration with People with Lived Experience

Dave Gallson, Mood Disorders Society of Canada

Saskia Kwan, Amplify Engagement

Jennie Z. Young, CBRS

Brain Health Editorial Series



EDITORIAL 7: Brain Science is the Foundation of the Brain Economy Transformation

Harris Eyre, Baker Institute for Public Policy, Rice University

Agustin Ibanez, Trinity College Dublin, Universidad Adolfo Ibanez

Frédéric Destrebecq, European Brain Council

Michael Platt, Wharton Neuroscience Initiative, University of Pennsylvania

Julian Karaguesian, McGill University

A Brain Initiative in Budget 2025

The Canadian Brain Research Strategy and its broad network of stakeholders recommends the following:

Recommendation 1: That the Government of Canada make research on the brain and mental health a national priority with stable, targeted funding for the creation of a Canadian Brain Research Initiative by investing \$150 million over 3 years, and a dedicated, sustained commitment to fund this priority to improve health outcomes and quality of life for people in Canada.

PRE-BUDGET CONSULTATIONS IN ADVANCE OF THE 2025 BUDGET

Report of the Standing Committee on Finance

Recommendation 131

Make research on the brain and mental health a national priority with stable, targeted funding for the creation of a Canadian brain research initiative, and a dedicated, sustained commitment to fund this priority to improve health outcomes and quality of life for people in Canada.

The Importance of Personal Stories



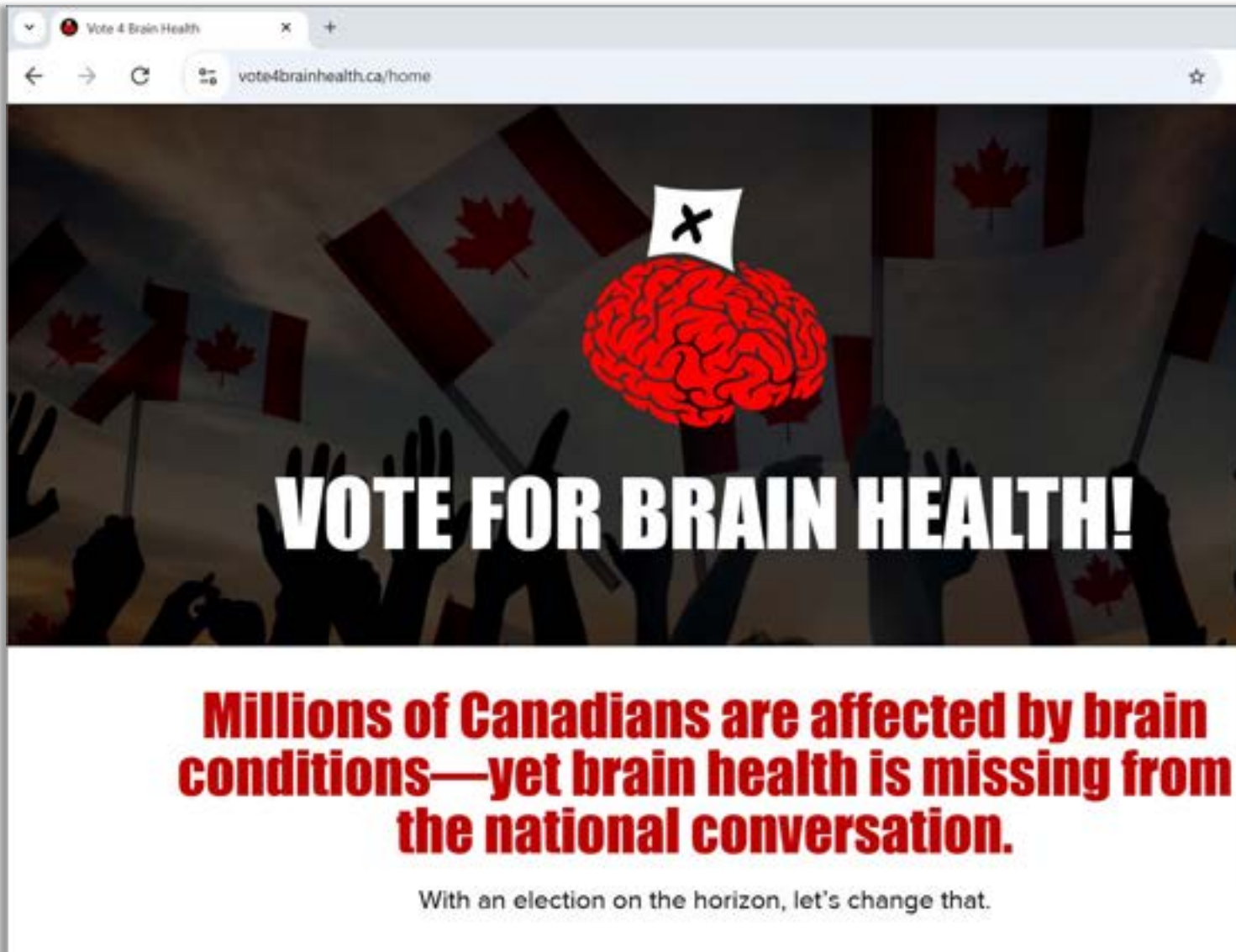
Guy Rouleau's testimony to the SRSR Committee's Moonshot Study on the importance of investing in people and infrastructure was quoted in full in the report:

A woman, a world authority at Yale University, was offered a position as the director of an institute in Germany with a budget of \$100 million. When we invited her to come here, she said that here was where she wanted to be. I asked her why and she said that it would cost her \$100 million to build what we already have at the Montreal Neurological Institute and Hospital. She also told me that the members of our community were very collaborative. She is therefore coming because she was attracted by our infrastructure and the people who would be her colleagues. Last week I also met a man of considerable renown from New York. He too wanted to come here. When I asked him why, he said that it was a place where people can work together, rather than the competitive environment typical of the United States. He added that we could provide him with all the equipment and colleagues needed to do exploratory work of the best kind in science.⁵⁸

Take Action: Guided Session

<https://www.vote4brainhealth.ca/>

Vote for Brain Health Campaign

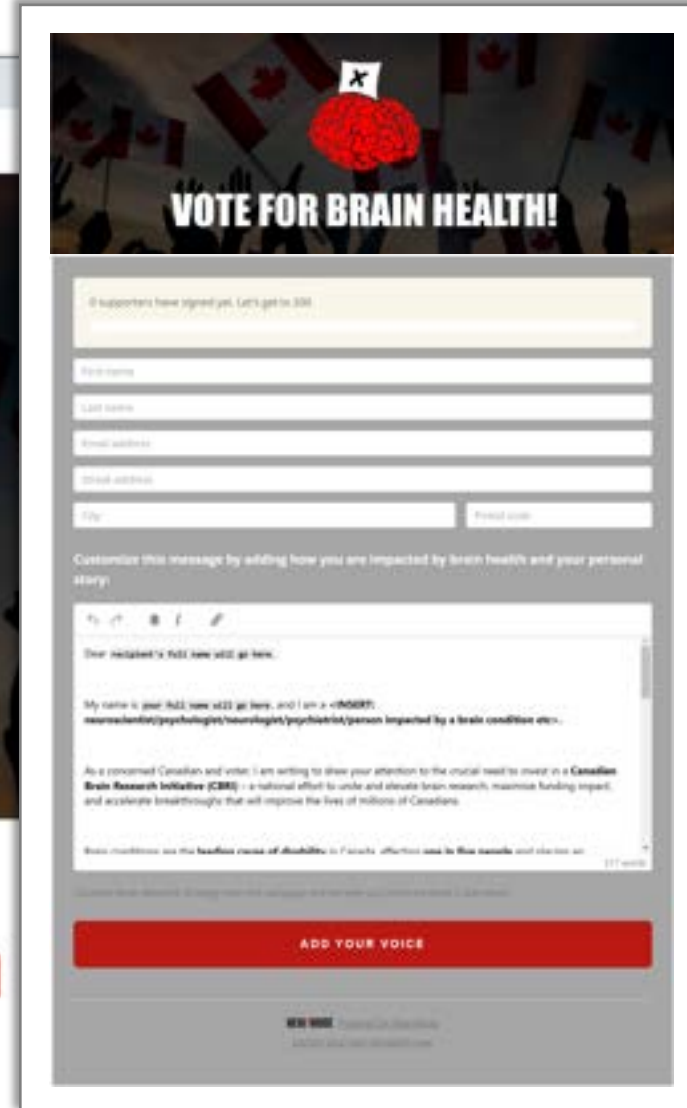


Vote 4 Brain Health
vote4brainhealth.ca/home

VOTE FOR BRAIN HEALTH!

Millions of Canadians are affected by brain conditions—yet brain health is missing from the national conversation.

With an election on the horizon, let's change that.



VOTE FOR BRAIN HEALTH!

0 supporters have signed yet. Let's get to 500

First name
Last name
Email address
Street address
City Postal code

Customize this message by adding how you are impacted by brain health and your personal story:

Dear **HEALTHY** **ALL** **NEW** **AGE** **GR** **MS**,

My name is **pat** **ALL** **NEW** **AGE** **GR** **MS**, and I am a **WOMAN**, **neuroscientist/psychologist/neurologist/psychiatrist/person impacted by a brain condition etc.**

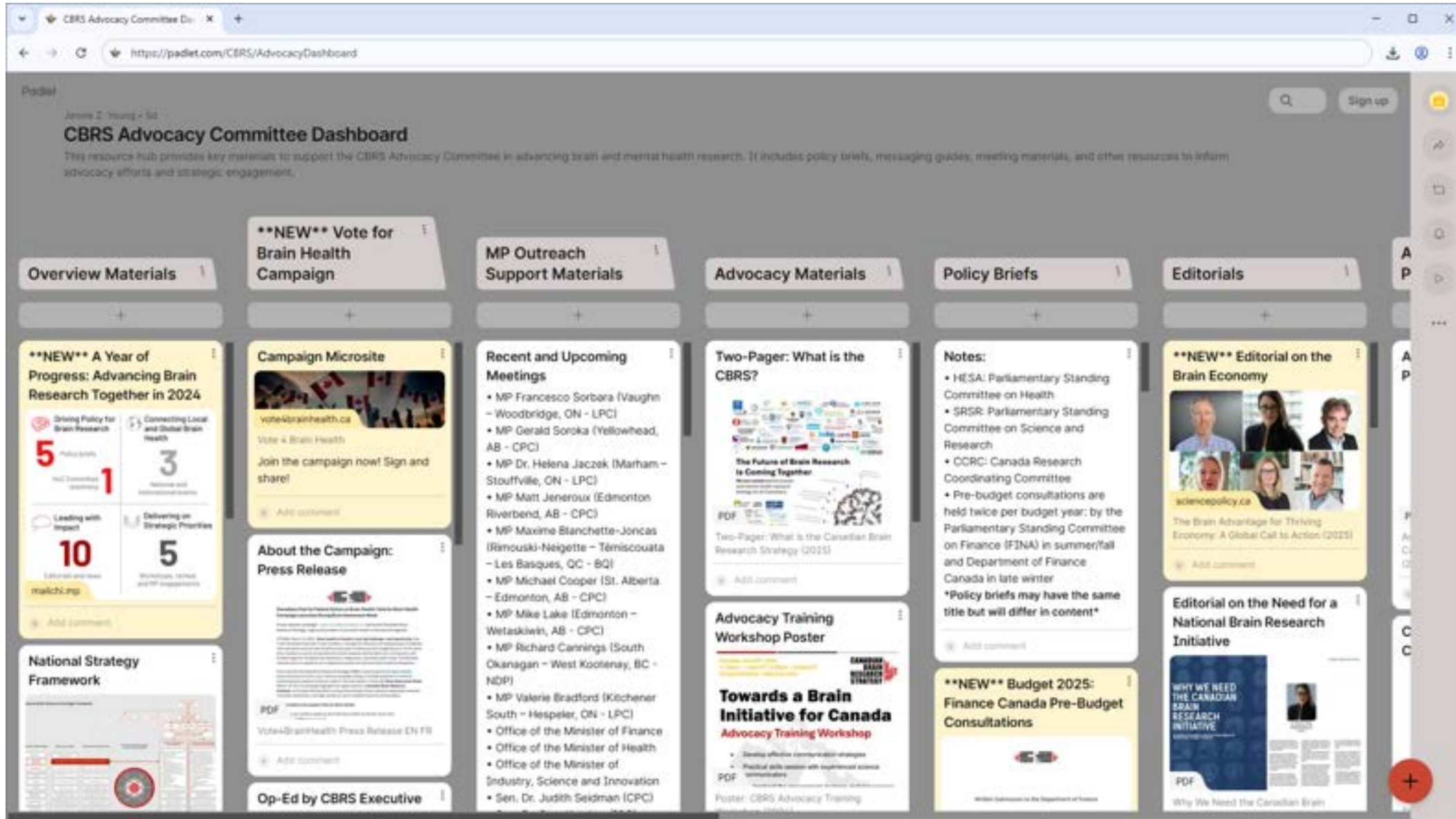
As a concerned Canadian and voter, I am writing to draw your attention to the crucial need to invest in a **Canadian Brain Research Initiative (CBRI)** - a national effort to unlock and elevate brain research, maximize funding impact, and accelerate breakthrough that will improve the lives of millions of Canadians.

Brain conditions are the leading cause of disability in Canada. Effective care is the lifeline and choice for...

ADD YOUR VOICE

NEW 500 **500** **500**

Additional Resources



The screenshot shows a Padlet dashboard for the CBRS Advocacy Committee. The dashboard is organized into columns and rows of cards. The top navigation bar includes a search icon and a 'Sign up' button. The main content area is divided into several sections:

- Overview Materials:** A card titled '**NEW** A Year of Progress: Advancing Brain Research Together in 2024' featuring four key metrics: 5 Policy Briefs, 10 Leading with Impact, 3 National and International Events, and 5 Delivering on Strategic Priorities.
- **NEW** Vote for Brain Health Campaign:** A card for the 'Vote 4 Brain Health' campaign, including a microsite link (vote4brainhealth.ca) and a press release titled 'About the Campaign: Press Release'.
- MP Outreach Support Materials:** A card titled 'Recent and Upcoming Meetings' listing various MPs and their constituencies, such as MP Francesco Sorbara (Woodbridge, ON - LPC) and MP Michael Cooper (St. Alberta - Edmonton, AB - CPC).
- Advocacy Materials:** A card titled 'Two-Pager: What is the CBRS?' and another titled 'Advocacy Training Workshop Poster' with the subtitle 'Towards a Brain Initiative for Canada'.
- Policy Briefs:** A card titled 'Notes:' listing key events like HESA's Parliamentary Standing Committee on Health and the CCRC's Canada Research Coordinating Committee.
- Editorials:** A card titled '**NEW** Editorial on the Brain Economy' and another titled 'Editorial on the Need for a National Brain Research Initiative'.
- National Strategy Framework:** A card at the bottom left showing a diagram of the national strategy framework.
- Op-Ed by CBRS Executive:** A card at the bottom center.

The dashboard also features a sidebar on the right with navigation icons and a red '+' button at the bottom right corner.

CBRS Team



Jennie Z. Young, PhD
Executive Director



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*Science Policy and
Communications Intern*



Lindsay Borthwick, MSc
*Strategic Communications
Lead*



**Andrew Manitowabi
(Mamaateshiins), BA, BBA**
Indigenous Initiatives Lead