

Webinar

May 21st, 2025

Eat better, move more, and stimulate your brain: Three effective strategies for improving health



Association nationale
des retraités fédéraux

National Association
of Federal Retirees

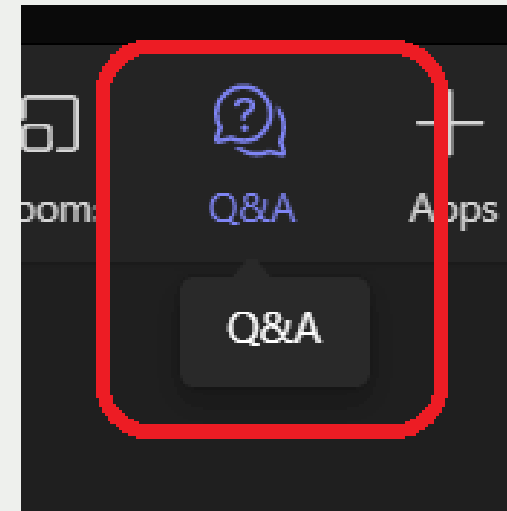
OUTAOUAIS

Luci



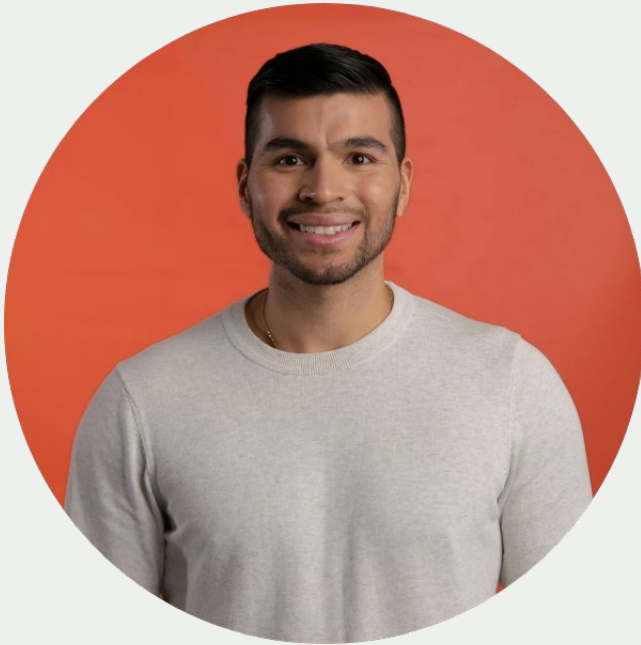
A few technical pointers...

- You can ask your questions in the Q&A section
- Your cameras and microphones are disabled by default





With you today



Stuardo Bonilla Duque
Healthy Lifestyle Advisor (HLA)



Charles-Émile Desgagnés-Cyr
Healthy Lifestyle Advisor (HLA)

The story of Luci

In 2014, André Chagnon lost his wife Lucie to Alzheimer's disease.

Being a visionary, Mr. Chagnon set his sights on developing a technology-driven solution to help prevent cognitive decline in the general population.

Driven by his grandfather's philanthropic legacy, Marc-André Chagnon took over the project to educate, empower, and support people in adopting lifestyle habits that promote cognitive and physical health.

It's free!

Thanks to philanthropic funding from the Chagnon family and grants from the Public Health Agency of Canada, the platform is **offered free of charge.**





On the agenda

1. The importance of a healthy lifestyle for good health
2. Luci: an online platform to help you
3. Question period

In Canada, it was estimated that:

- 7.5 million people had high blood pressure (in 2023)
- 3.7 million were living with diabetes (in 2023)
- The number of people living with a neurocognitive disorder would increase by 187% from 2020 to 2050, reaching 1.7 million people





Prevention: A promising tool

Up to 70% of chronic diseases and 50% of neurocognitive disorder cases are associated with modifiable risk factors related to lifestyle.

The life expectancy in Canada is 81 years, but the healthy life expectancy (i.e., without disability) is just 70 years. Every little bit counts!

Non-modifiable risk factors

- Genetics
- Advanced age
- Gender



Modifiable risk factors

- Alcohol consumption
- Sleep
- Smoking
- Being sedentary
- Obesity
- Hearing loss
- Depression
- And many more...

Protective factors



Physical activity



Healthy eating



Intellectual Stimulation



Education level



Rich social network

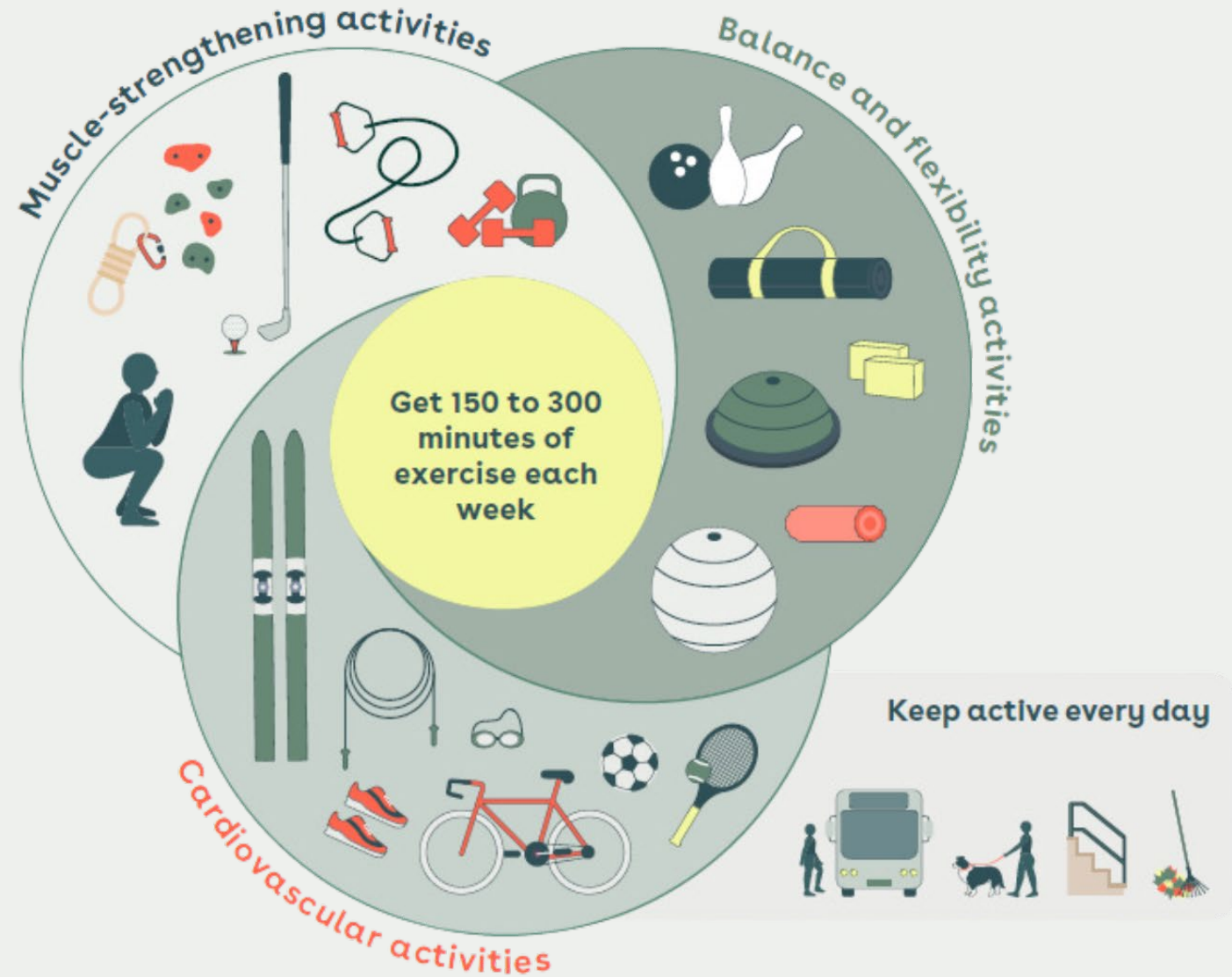
PHYSICAL ACTIVITY

Seize all opportunities to be physically active

Vary your physical activities

Respect your own pace

Do things you enjoy



Every day

Create a walking route inside the house and repeat it a few times a day

While on the move

Commute by bike

At home

Work out at home with video tutorials

During your leisure time

Do yoga outdoors with friends and family

HEALTHY EATING

Cook more often

Eat a variety of minimally processed foods

Savour your food and cultivate the pleasure of eating

Pay attention to your hunger and fullness cues



At breakfast

Start the day with oatmeal

At lunch

Use canned fish in a sandwich

At dinner

Add legumes to a soup

As a snack

Snack on fruit

INTELLECTUAL STIMULATION

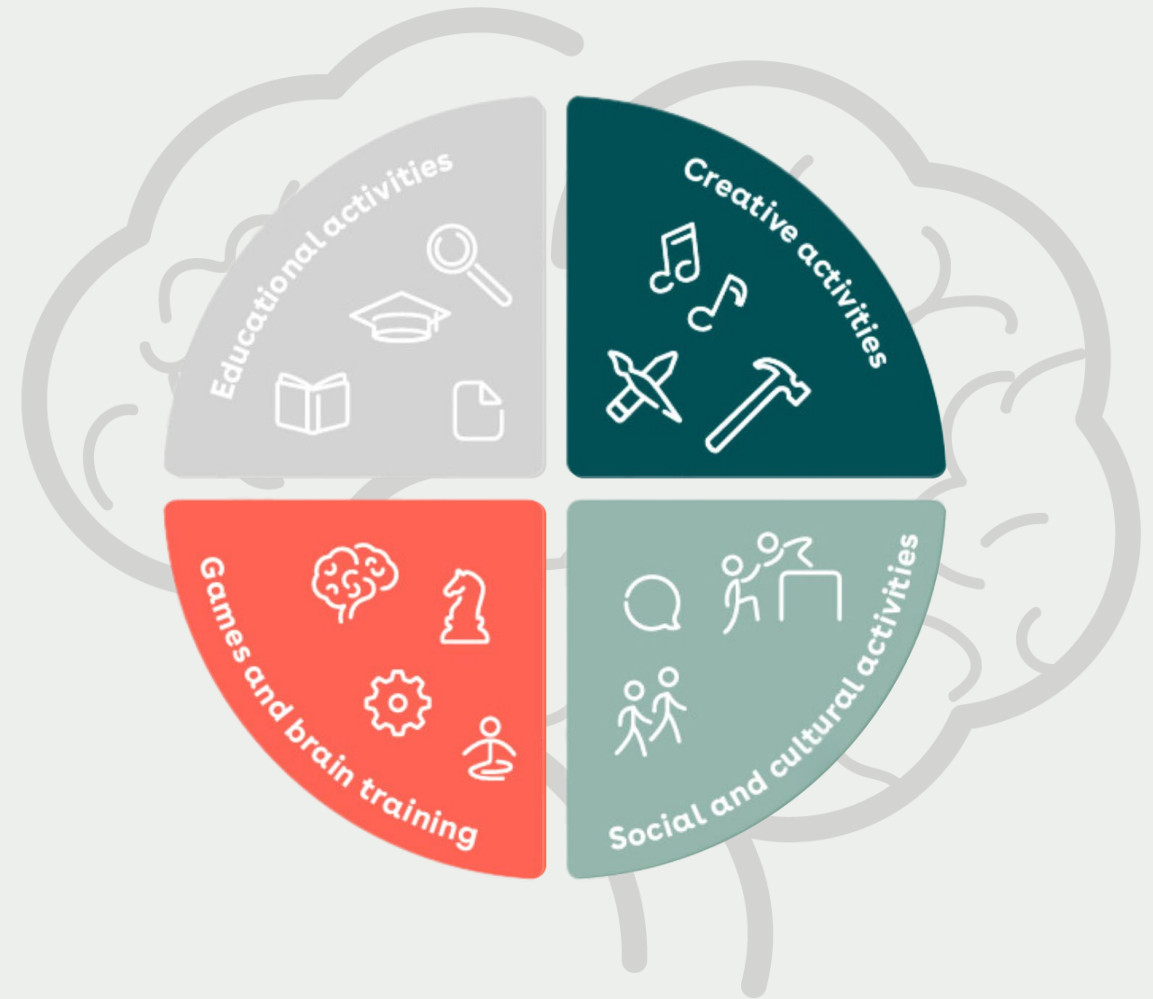
Do activities that require a certain amount of effort

Vary your activities

Repeat each activity several times a week

Find joy in your activities

Join other people as often as possible



When you wake up

Do a short meditation session

At lunchtime

Plan a quick writing session over your lunch break

In the evening

Have a telephone conversation with people in your social circle

Before bedtime

Read a book

The Luci platform

A science-based online program designed to promote cognitive and physical health through sustainable improvements in lifestyle habits.



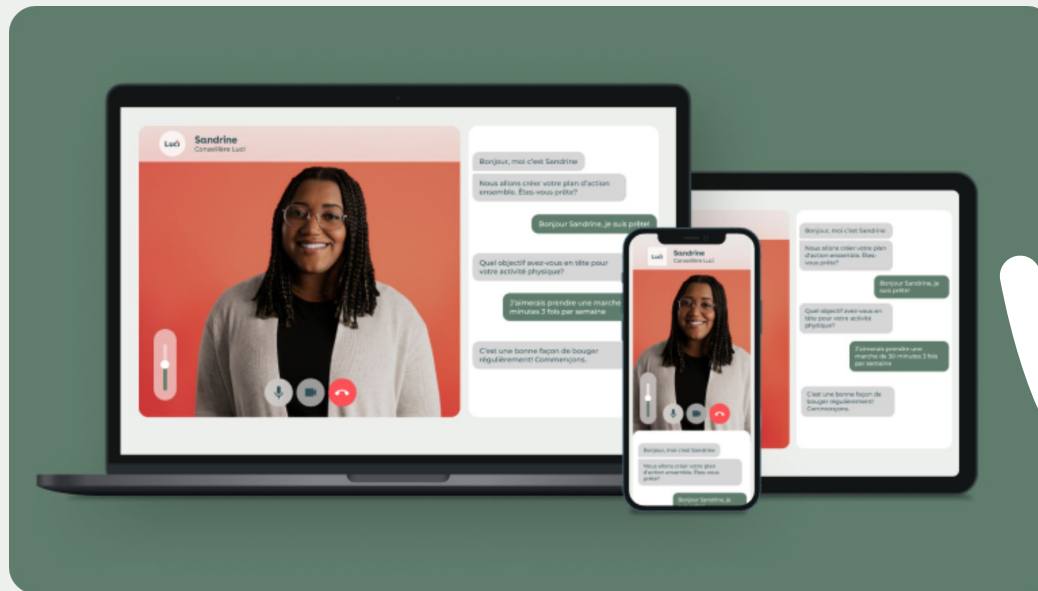
HEALTHY EATING



PHYSICAL ACTIVITY



INTELLECTUAL STIMULATION





Is intended for adults who...

- Would like to eat better, move more, and/or do more brain-stimulating activities
- Have access to a smartphone, tablet, or computer with an internet connection
- Speak French or English fluently

Eat better

Move more

Be stimulated





Mary discovers Luci

Mary has been thinking for some time that she'd like to eat better.

She lacks a bit of motivation but wants to take control of her life. She's not quite sure where to start.

She attended a Luci conference and has decided to give the platform a try.





Change is good

Improve your lifestyle habits in a fun,
sustainable way.

[Create my account](#)[▶ Watch the demo](#)

With Luci...



Get an overview of
your lifestyle
habits



Change is good

Improve your lifestyle habits in a fun,
sustainable way.

[Create my account](#)[▶ Watch the demo](#)

With Luci...



Get an overview of
your lifestyle
habits



My library

Browse our collection of practical and educational content about brain health and healthy lifestyle habits. You will discover information, tips, and tools to help you keep more active, eat better, challenge your brain... and much more!



MY ARTICLES

 Recommended Bookmarked Recently read

EXPLORE BY SUBJECT

Keep more active

Eat healthier

Challenge my brain

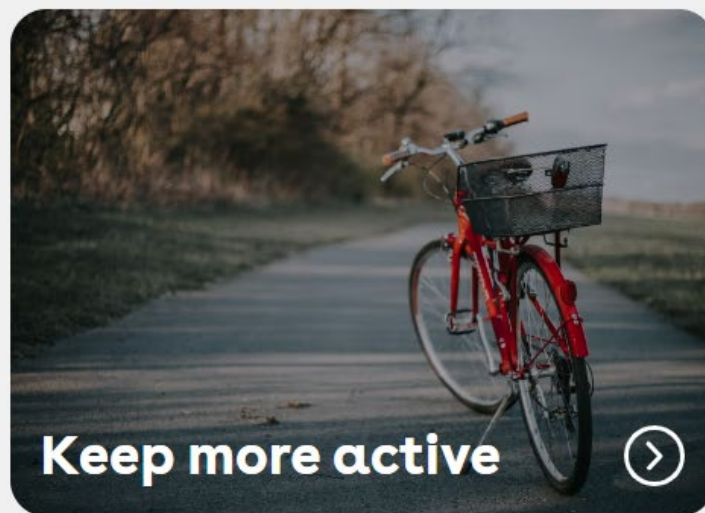
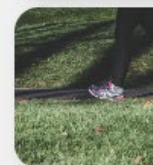
Get information on brain health

Change my lifestyle habits

News



Explore the domains

**Physical Activity: Good for Health****An Active Lifestyle: What Does It Mean?****Physical Activity Trio****The Health Benefits of Healthy Eating**



Create a free account to improve your lifestyle habits

Already have an account? [LOG IN](#)

Your email address

marie.m@gmail.com

Password

At least 12 characters

[SHOW](#)

.....

☒ I accept the [terms of use](#)

☒ I understand the [privacy policy](#)

Create my account

It's free! With no advertising or integrated purchases.

 English

Welcome

Maria

How to get started?



Assess your lifestyle habits

Complete the questionnaire to get a sense of your strengths and areas for improvement



Take action

Create a goal to eat better, move more, or stimulate your brain



Get support

Have confidential meetings with a healthy lifestyle advisor to set you up for success. It's free!



In a typical week...

How often do you eat fruit (fresh, frozen, canned, dried, compote, salad)?

i Examples ▼

☐ Never

☐ Less than once a day

☐ Once a day

☐ Twice a day

☐ 3 or more times a day

Strengths and areas for improvement



Where are you at?

As of November 20th, 2024, you eat 3 servings or more per week of fish and seafood



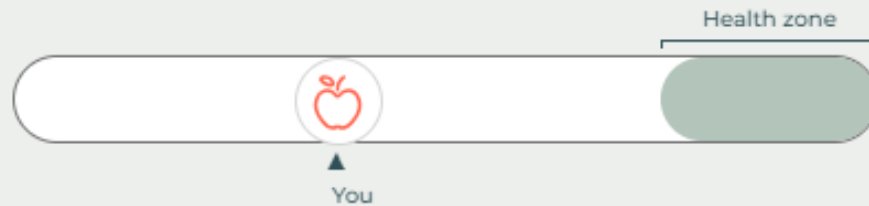
YOUR RECOMMENDATION

Keep going!

You eat 3 servings or more of fish and seafood per week (opt for oily fish).

Where are you at?

As of November 20th, 2024, you eat 7 to 14 servings per week of fruits



YOUR RECOMMENDATION

**→
Increase**

to 3 servings or more per day (opt for berries)



Welcome

Maria

How to get started?



Assess your lifestyle habits

Complete the questionnaire to get a sense of your strengths and areas for improvement



Take action

Create a goal to eat better, move more, or stimulate your brain



Get support

Have confidential meetings with a healthy lifestyle advisor to set you up for success. It's free!

My Goals



Eat better



Move more



**Stimulate your
brain**

How do you want to create a goal?



On your own

Explore ideas for eating better



With support

Get inspiration from a healthy lifestyle advisor. It's free!

Take action > Healthy eating >

Fruits

In the next few days, you will...

Filter by

All

Affordable

Easy

Efficient

Fast

Inspiring

Add frozen fruit to snacks and desserts

In yogurt, cereal, oatmeal, muffins, homemade breads or crumbles



Add fruit to cereal

Fresh, frozen, or dried fruit; berries; slices of banana, apple, pear, or peach



Add fruit to cooked meals

Dried cranberries or raisins, berries, citrus fruits, apples, peaches



Add fruit to plain yogurt

Fresh, frozen, or dried fruit; unsweetened compote; berries; slices of banana, apple, pear, or peach



Buy budget-friendly fruit

Bananas; apples; "imperfect" fruit; seasonal, dried, frozen, unsweetened canned or stewed fruit




Choose unsweetened applesauce, compote, or canned fruit

Unsweetened applesauce or mixed fruit compote; canned pineapple, peaches, pears, or mandarins packed in water



Lorem ipsum

Drink a smoothie at breakfast, as a snack, or for dessert

A top-down view of a kitchen counter. In the center is a large, light-colored ceramic bowl with a scalloped edge, filled with fresh arugula, several slices of yellow lemon, and shavings of white parmesan cheese. Two wooden salad servers are tucked into the bowl. To the left of the bowl is a glass bottle of olive oil with a silver dispenser. In the foreground, to the right, is a smaller white bowl containing a portion of the same salad, with a gold-colored fork resting in it. A small wooden bowl containing a brown powder is also visible near the text box.

Mary lacks the motivation to make changes to her diet. She decides to book an appointment with a Luci advisor to help incorporate these habits into her daily routine.

**Welcome****Maria**

How to get started?



Assess your lifestyle habits

Complete the questionnaire to get a sense of your strengths and areas for improvement



Take action

Create a goal to eat better, move more, or stimulate your brain



Get support

Have confidential meetings with a healthy lifestyle advisor to set you up for success. It's free!



Luci is here to help

Changing lifestyle habits is not always easy.

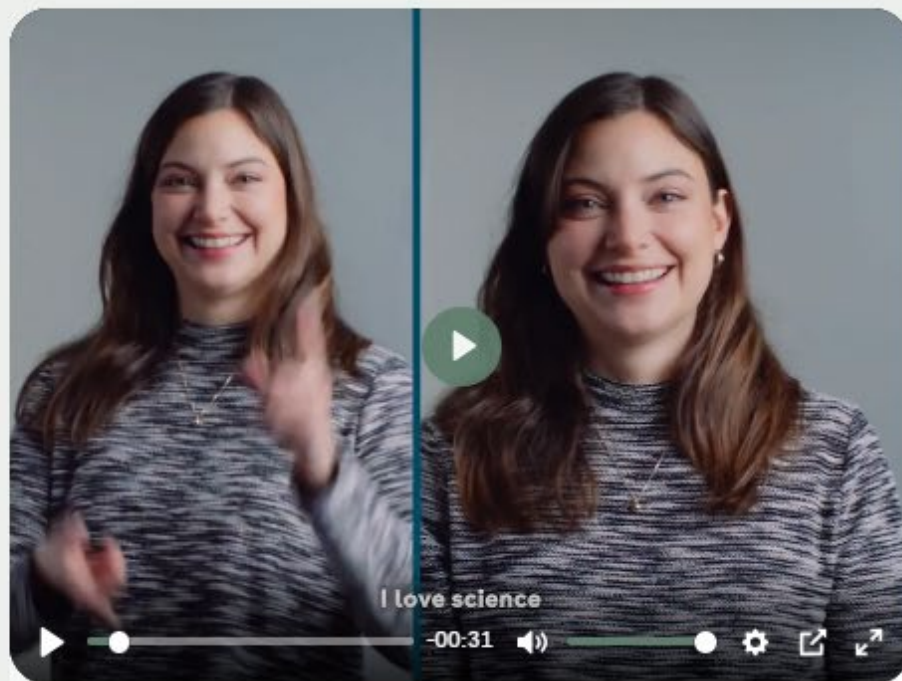
Attend free virtual meetings with your Luci advisor who will help you find the motivation and strategies for living a healthier lifestyle.

Check to see if support from an advisor is for you.

[Make an appointment >](#)

Have any questions?

Check out the FAQ or contact us



Meet your advisor

Laetitia Poirier

Laetitia is a healthy lifestyle advisor; she holds a university degree in science. She is trained to offer you personalized support on your journey to make changes to your lifestyle habits.

< Previous

Next >

Schedule my appointment



Choose the date and time of your appointment

<

>

S M T W T F S

DEC

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Available hours

8:30 AM

8:45 AM

9:00 AM

9:15 AM

9:30 AM

9:45 AM

10:00 AM

10:15 AM

10:30 AM

10:45 AM

11:00 AM

11:15 AM

2:15 PM

2:30 PM

2:45 PM

The times above are in the following time zone



America/Toronto



Local time 9:03 AM

< Previous


Next >

Welcome


Maria



My advisor

Laetitia 

Hello! If you have questions between the different meetings with your healthy lifestyle advisor, you can ask them here. Your message will be forwarded to your advisor and an answer will be sent to you as soon as possible.


 Chat

My next meeting

November

27

Wednesday

 2:45 PM

Type

Video Call

Duration

60 minutes



Please wait, Laetitia Poirier will be there shortly.



Where to start?



1 My motivations

2 My current situation

3 My goal

4 My obstacles

5 Have fun!



Setting a SMART goal



Specific
Measurable
Achievable
Relevant
Time-based

In practice...

I want to eat healthier...

could become...

Every day, for the next month...

I will eat three fruits.

If I'm pressed for time, I'll cut the fruit in advance so it's ready to eat (pineapple, watermelon, etc.)



- Specific ✓
- Measurable ✓
- Achievable ✓
- Relevant ✓
- Time-based ✓
- Obstacles ✓
- Solutions ✓

[Back](#)

Eat fruit 3 times a day

IN PROGRESS

Since: January 19, 2023

3 time(s)
per dayBreakfast
Snack

3 serving(s)



easy

January 30, 2023

ACHIEVEMENT: N/A

EFFORT: N/A

HISTORY

TASKS

- ✓ Go to the grocery store and buy enough.

CONFIDENCE

10 / 10

NOTE

The choice will depend on what is available at the grocery store.

OBSTACLES

If the fruits require preparation

SOLUTIONS

Purchase pre-cut/prepared fruits (like pineapple), or set aside time to prepare the fruit yourself.



REWARD

The satisfaction of accomplishment

RECOMMENDED ARTICLES




Fruit: The Ultimate Snack, the Perfect Dessert!





Tips to Help You Eat Fruit Every Day





Follow-up and adjustments to the action plan

 Eat fruit 3 times a day

 3 time(s)
per day

 Breakfast
Snack

 3 serving(s)

 easy

To what extent do you feel you have achieved this goal?

☐ Not achieved ☐ Partially achieved ☐ Achieved

Achieving your goal was...

☐ Easy ☐ Medium ☐ Difficult

☐ I did not work on this goal

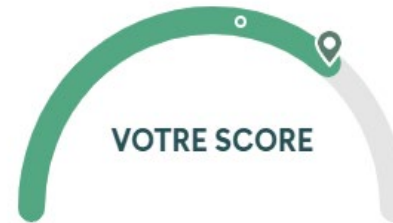
Final meeting to discuss progress

Intellectual stimulation



Votre score en stimulation
intellectuelle a augmenté

Healthy eating



Votre score en alimentation a
augmenté

Physical activity



Votre score en activité physique
a augmenté



Be the hero of your journey!

Luci is a platform that makes it fun to build a healthy, brain-protective lifestyle.



Review my current habits



Set my personalized goals



Get support from an advisor



Learn about brain health and healthy lifestyle habits



Ready to play?

Scan the QR code to access the Luci app



lucianne.ca



Speak with a member of our team.

It's free!

Ask a question

Ask a question

How would you like to contact the Luci team?



Ask my question by
phone or video call



Send my question by
email



Ask my question via
chat

Next >



Luci

EFFICACY STUDY

Purpose

Evaluate the efficacy of Luci, a personalized digital program for adopting brain-healthy lifestyle habits.



Volunteer now

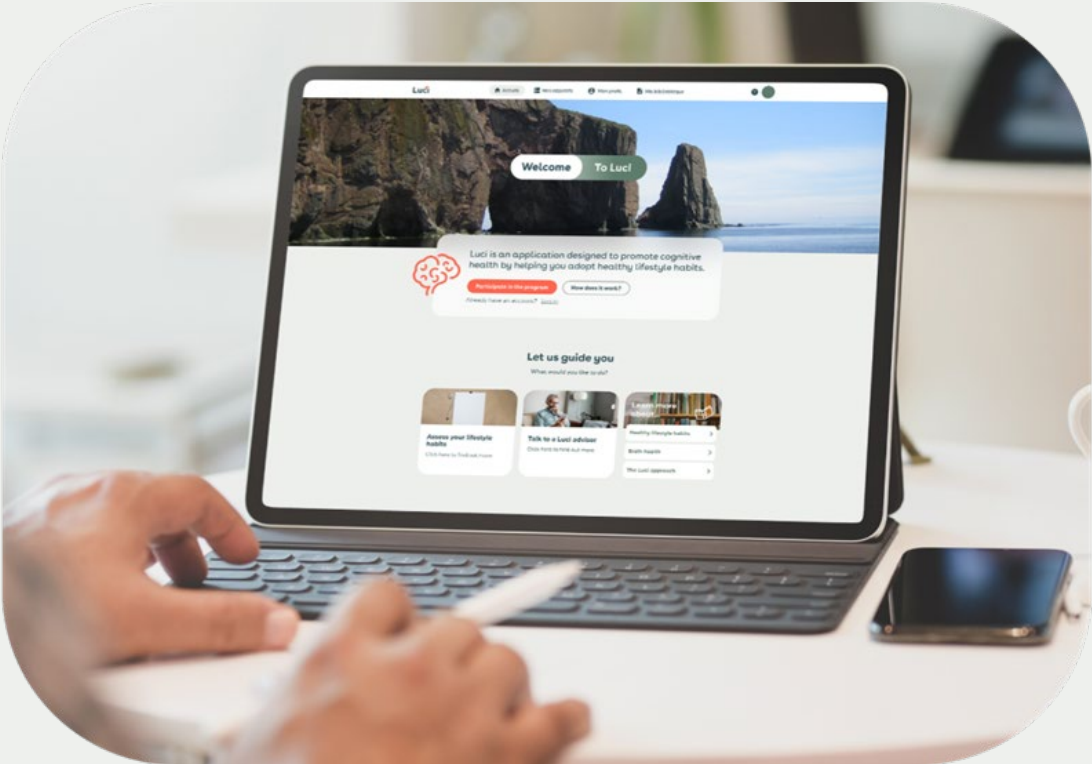
Certain eligibility criteria apply.



Ready to play?

Scan the QR code to access
the Luci app

luciapp.ca





Questions

THANK YOU!