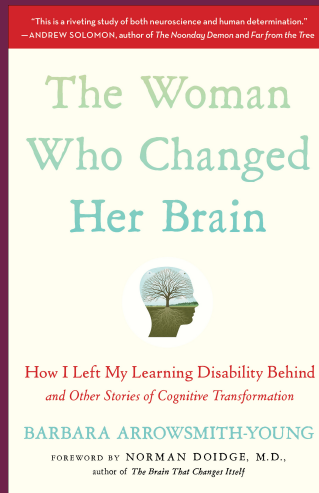




Barbara Arrowsmith-Young

Press Kit
2013

FOR MEDIA REQUESTS, PLEASE CONTACT KSCHOENMAKERS@ARROWSMITHPROGRAM.CA



BARBARA ARROWSMITH-YOUNG BIO

As the creator of one of the first practical treatment applications using the principles of neuroplasticity, Barbara Arrowsmith-Young is recognized as a pioneer. As the founder of the Arrowsmith Program, she began using these principles in 1978 to develop cognitive programs to address learning disorders. She started with her own debilitating set of brain deficits, and in the process, became living proof of human neuroplasticity.

Diagnosed in grade one as having a mental block — which today would have been identified as multiple learning disabilities — she read and wrote everything backwards, had trouble processing concepts in language, continuously got lost, and was physically uncoordinated.

Barbara's drive and determination, and her unwillingness to accept a life of compensation, led her on a journey of discovery and innovation to find solutions

to her severe learning disorders. This became the genesis of the Arrowsmith Program, and is documented in Barbara's International bestseller, *The Woman Who Changed Her Brain*. On her journey, she learnt that not only does our brain shape us, but that we can shape our brains.

As the Director of the Arrowsmith School and the Arrowsmith Program, Barbara continues to develop and refine programs for students with learning disabilities. Her vision is that all students struggling with learning will have the opportunity to benefit from cognitive programs using the principles of neuroplasticity; programs that change the brain's capacity to learn, and open a world of possibilities to these learners.

Barbara Arrowsmith-Young holds a B.A.Sc. in Child Studies from the University of Guelph and a Master's degree in School Psychology from the University of Toronto.

“Barbara Arrowsmith-Young is a pioneer, a bold and ingenious woman, deeply empathic and utterly determined. Rarely is the person who makes a discovery the one with the defect. Barbara is the exception.”

- Norman Doidge, M.D., author of *The Brain That Changes Itself*

For press quality images of Barbara Arrowsmith-Young, please visit www.barbaraarrowsmithyoung.com/images

MEDIA

Step by Painful Step, She Built a Better Brain

- Sarah Barmak, *The Globe and Mail*

The Woman Who Changed Her Brain (and Thousands of Others) - Laurie Nadel, *Huffington Post*

How to Rewire a Brain

- Janet Hawley, *Good Weekend Magazine, Australia*

How Barbara Arrowsmith-Young Rebuilt Her Own Brain

- Jon Henley, *The Guardian*

Interview with Michael Schuder, CNN Radio

Conversation Hour with Richard Fidler, ABC Radio, Australia

Sunday Morning News, Global TV Vancouver

Authored by Barbara

The Woman Who Changed Her Brain

TEDx Toronto 2012 Talk: The Woman Who Changed Her Brain

How I Changed My Brain: Training Your Mind to Overcome Learning Disabilities - *NY Post*

How My Learning Disability Affected My Mental Health - *Huffington Post Canada*

For more media, please visit www.barbaraarrowsmithyoung.com

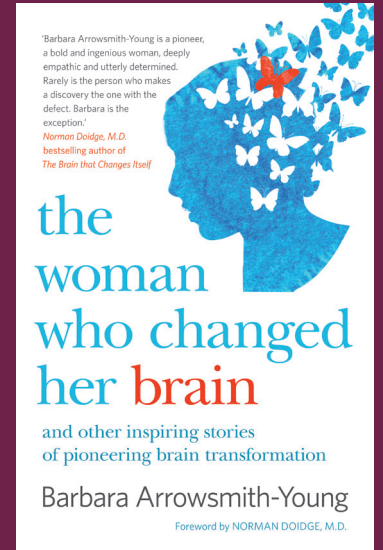
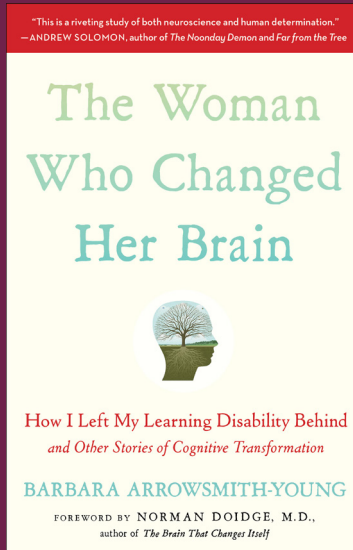
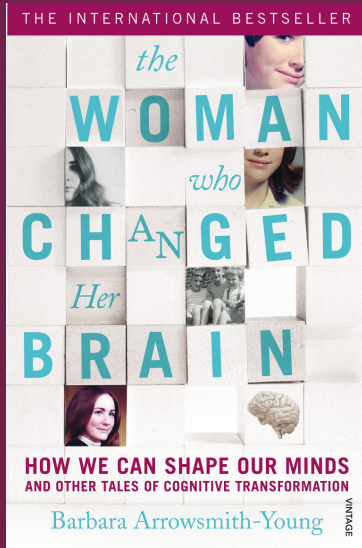
AWARDS

2012 University of Guelph Alumna of Honour Award
Awarded to Barbara Arrowsmith-Young

2010 SharpBrains Brain Fitness Innovation Awards
Arrowsmith School named Most Innovative Special Education School

2002 Giraffe Award - Presented to Barbara Arrowsmith-Young

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THE WOMAN WHO CHANGED HER BRAIN

In *The Woman Who Changed Her Brain*, Barbara Arrowsmith-Young tells the compelling story of how she tapped into neuroscience research and used neuroplasticity to transform her brain and life, then went on to create the Arrowsmith Program.

Readers will learn of Barbara's own story, as well as those of many others who have profoundly changed their lives through strengthening their learning capacities. As Barbara noted upon release of her book:

"In my book *The Woman Who Changed Her Brain*, I combine my own personal journey with case histories from three decades as a researcher

and educator, unraveling the mystery of how our brain mediates our functioning in the world. This book details the brain's incredible ability to change and overcome learning problems, and deepens our understanding of the workings of the brain and its profound impact on how we participate in the world.

My work has been and continues to be a labour of love, and I am honoured to share with you through this book my journey and life's work. I sincerely hope you enjoy this book and that it will inspire you to change the way you think about the mind."

- Barbara Arrowsmith-Young

"Hers was a struggle between despair and determination. Determination won."

- CNN Radio News

For more on *The Woman Who Changed Her Brain*, please visit
<http://www.barbaraarrowsmithyoung.com/book>

PRaise for the Book

"Arrowsmith-Young's poignant and uplifting book about her transformation from a child born with severe learning disabilities to a dynamic pioneer in cognitive education offers hope to anyone who has ever struggled with a learning disorder, brain trauma, ADD, or stroke. By her own fierce determination and passionate desire to learn, this remarkable woman changed her own brain and has since helped countless others to change theirs. This is an important book."

- Mira Bartók, *New York Times*
 bestselling author
 of *The Memory Palace*

"Arrowsmith-Young explains some of the most complex neurological concepts in a personal and breathtakingly simple way." - *The Globe and Mail*

"This is a riveting study of both neuroscience and human determination"

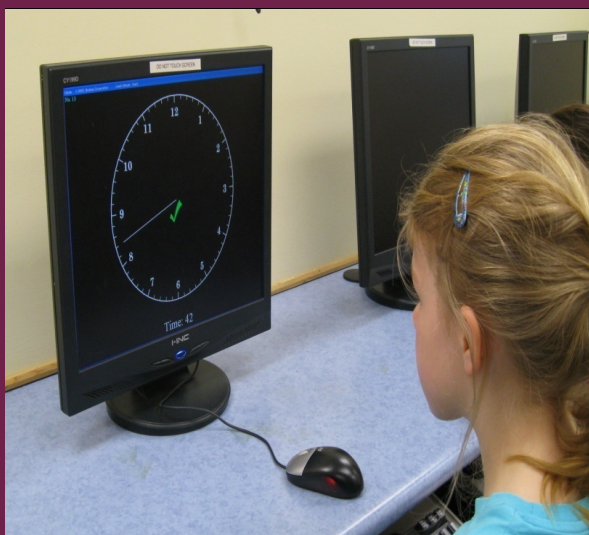
- Andrew Solomon, author of
The Noonday Demon and
Far From the Tree

"If you have a son, daughter, a parent, a spouse, or a brain, this is a must-read book. It will open your mind to new possibilities on how to deal with 'traffic jams in the brain'."

- Alvaro Fernandez,
 CEO & Co-Founder,
 SharpBrains

"The Woman Who Changed Her Brain grabbed me by the lapels and shook me" - *Actionable Books*

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ABOUT THE ARROWSMITH PROGRAM

The Arrowsmith Program is founded on neuroscience research and over 30 years of experience demonstrating that it is possible for students to strengthen the weak cognitive capacities underlying their learning dysfunctions, through a program of specific cognitive exercises.

Students with learning disabilities have traditionally been treated with programs designed to compensate for their difficulties. For example, students who have difficulty with handwriting would be taught to use a keyboard or accommodated with more time to write exams.

The goal of the Arrowsmith Program, by contrast, is to help students strengthen the weak cognitive capacities underlying their learning dysfunctions. The Arrowsmith premise is that the fundamental 'capacity of

the learner to learn' can be enhanced, leading to improved functioning academically, socially and vocationally.

The Arrowsmith Program methodology is offered in schools, and has proven successful for elementary, secondary, post-secondary, and adult students. Teachers are trained by Arrowsmith Program Coordinators who then monitor and provide support for every Arrowsmith student. All over the world these students have transformed their abilities, following what is typically a three or four-year program, and have returned to a full academic environment with little or no traditional learning resource support.

Our goal is for students to become effective, confident and self-directed learners for life, and to enable them to achieve their goals of academic and career success.

WHAT PEOPLE ARE SAYING

"I now have an effective ability to learn: efficiently, completely, and discriminatingly. This includes the nuances of social interaction and discourse as well as book learning.

I have the capacity to choose, to set my own standards, and to have confidence in myself that what I absorb is reliable, and will not disappear into a mist somehow. In other words, I have control-over my life, over what is done to me, and over where I will be in the future. Many people take this as a given in their lives; I never had that pleasure. Until Arrowsmith."

-Arrowsmith Program Alumna

"I saw people getting better with the Arrowsmith exercises. I saw children, young people who had always desperately wanted to learn, suddenly able to become avid readers and enjoy the learning that they always sensed they longed for.

As I envisage the future of neuroplastic education, I think that Arrowsmith-Young's notion of a school that has multiple brain exercises at its core for much of the day is the most promising model to get children back on track as quickly as possible."

-Dr. Norman Doidge

For more information and examples of student outcomes, please visit www.arrowsmithschool.org

 **Arrowsmith
PROGRAM**
Strengthening Learning Capacities®

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FACT SHEET

FAQ's

What is your ultimate goal through your work with the Arrowsmith Program?

I would like to see cognitive programs be a part of every child's educational program in school so that school is a place that children come, not just to learn content, but to work their brains, to improve their capacity to learn, and to carry this with them throughout life.

What was your intention in writing *The Woman Who Changed Her Brain*?

The goal of this book was to bring understanding to the nature of a very broad range of learning problems: to show how deficits in these areas play out in peoples' lives across their lifespan, and how they affect a learner in academic, social and professional spheres of their lives. This book was not intended, nor could it be, a how-to book. The complexity of each area of cognitive functioning demands complex treatment programs that are beyond the scope of this book.

My intention was also to call attention to the social cost of learning disabilities and the tragic impact that unmitigated learning disabilities have on the lives of those who live with them. I discuss this more in-depth in Chapter 21: The Social Impact of Learning Disabilities, and I also wrote about this for Canadian Mental Health Week in Huffington Post Canada.

How does the Arrowsmith Program differ from conventional approaches to working with learning disabilities?

The Arrowsmith Program is not teaching content, but changing the brain of the learner so that it can register, absorb, retain, process and use the content in the acquisition of academic, social and vocational skills.

Is the Arrowsmith Program supported by research?

The concept of neuroplasticity is widely accepted. There is so much research demonstrating that the brain can change throughout our lifetime that the concept of the 'changeable brain' is irrefutable.

For the Arrowsmith Program specifically, a number of outcome studies using different research designs, different measures, both educational and cognitive, and studying students in different schools implementing the Arrowsmith Program, have demonstrated measurable gains. These can all be found on the Arrowsmith Program website at www.arrowsmithschool.org/research.

Are the gains made in the Arrowsmith Program permanent?

We have tracked the progress of people who completed their program of cognitive exercises 30 years ago, and the gains they achieved from the cognitive stimulation of the exercises remain. Once the cognitive capacities are in place, the individual begins to use these gains on a daily basis, providing ongoing exercise. In other words, once the brain is changed, it remains changed - as long as the gains continue to be used in the course of everyday functioning.

NUMBERS

10-20%

Percentage of general population estimated to be living with learning disabilities.

Over 4,000

Number of students who have achieved success with the Arrowsmith Program.

35 Years

Length of time the Arrowsmith Program has been in operation.

40

Number of active Arrowsmith Schools and Sites throughout Canada, the US and Australia.

15

More locations in Canada, the US, Australia and New Zealand currently on their way to becoming active Arrowsmith Program Sites in 2013/2014.



www.arrowsmithschool.org



[@arrowsmithweb](https://twitter.com/arrowsmithweb)



Facebook.com/arrowsmithprogram

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