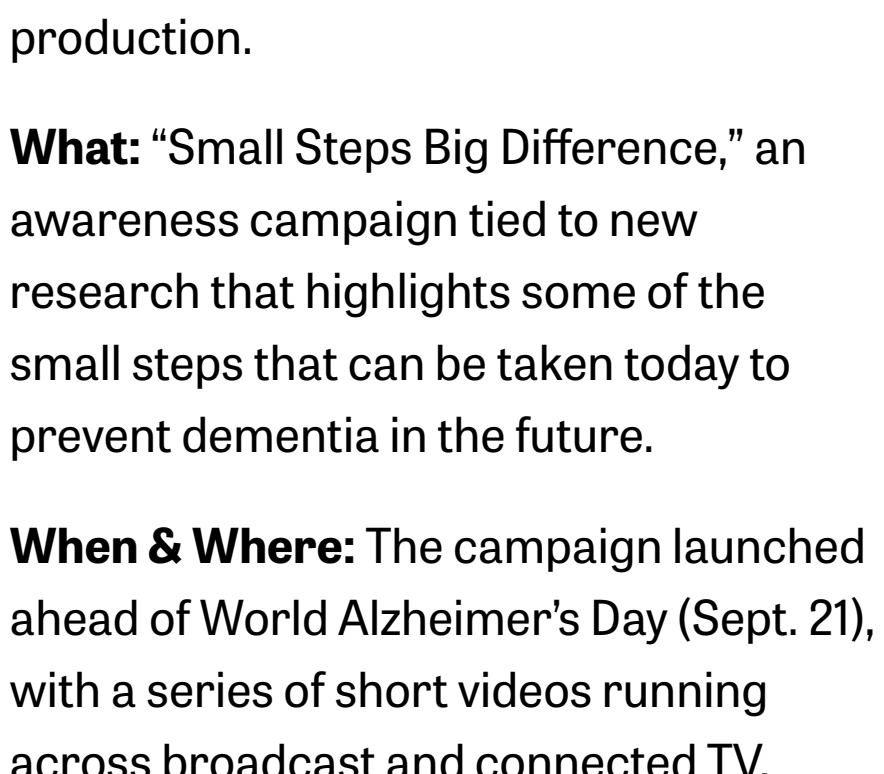
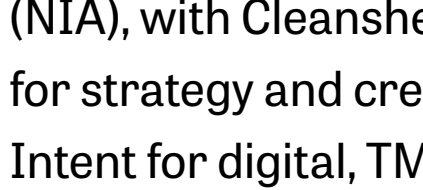


National Institute on Ageing pulls back the curtain on brain health

Campaign from Cleansheet Communications showcases the small things that can make a big difference in preventing or delaying dementia.

by Chris Powell | September 22 2025



Who: The National Institute on Ageing (NIA), with Cleansheet Communications for strategy and creative; TUG for media; Intent for digital, TMO for French adaptation and Bestlight Media for production.

What: “Small Steps Big Difference,” an awareness campaign tied to new research that highlights some of the small steps that can be taken today to prevent dementia in the future.

When & Where: The campaign launched ahead of World Alzheimer’s Day (Sept. 21), with a series of short videos running across broadcast and connected TV, radio, as well as search and paid social. There’s also a dedicated website, [SmallStepsBigDifference.ca](#).

Why: There are more than 772,000 people living with dementia in Canada—a number predicted to rise to 1.5 million by 2050. However, new research shows that nearly half of all cases can be prevented or delayed by taking small steps to address so-called “modifiable risk factors” like alcohol consumption, and lack of exercise.

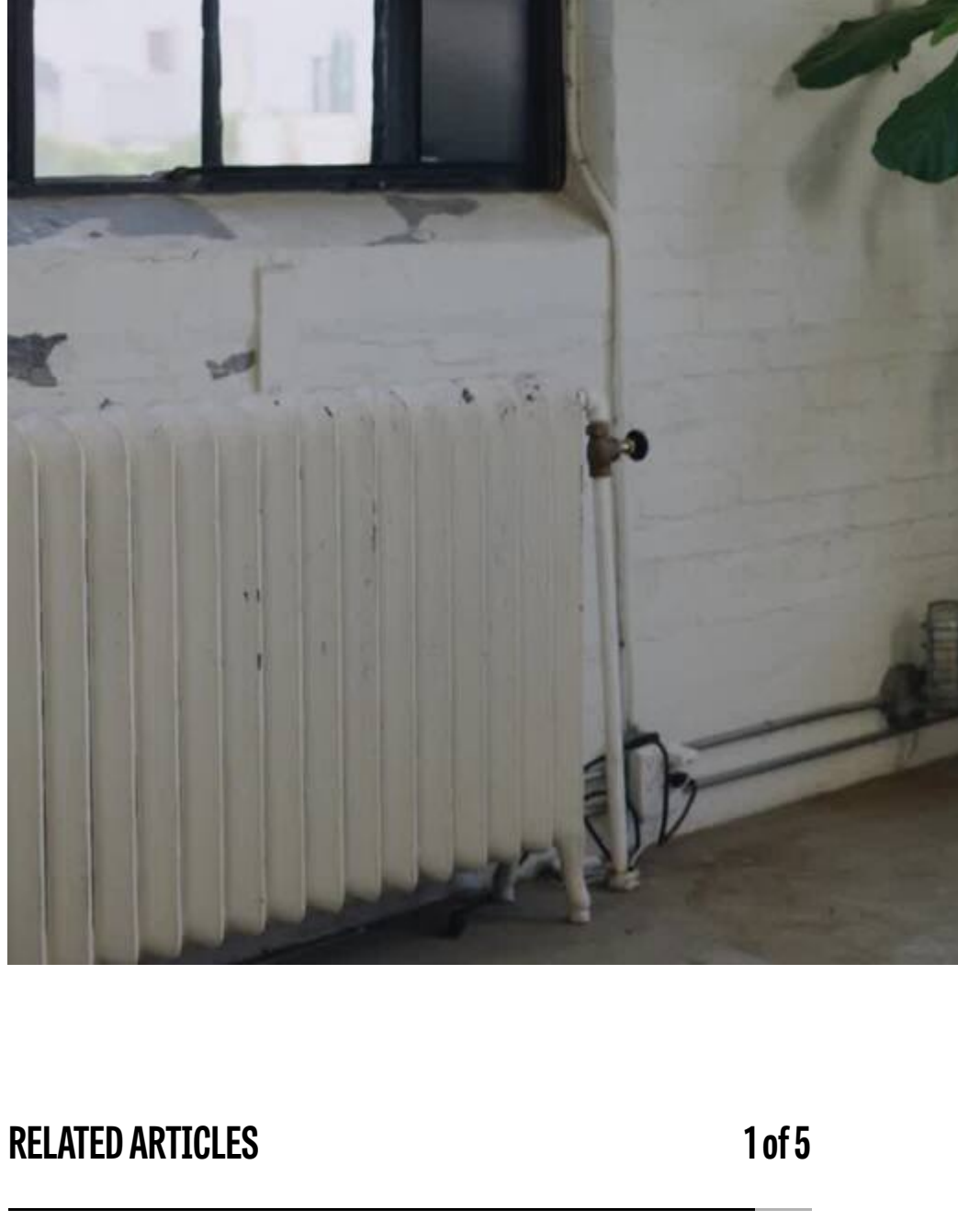
How: The campaign highlights some of the steps that can be taken to mitigate the onset of dementia, and includes a 30-second hero video featuring a geriatrician acknowledging that a diagnosis of dementia can be “quite devastating,” but that there are simple steps that can be taken to delay or even prevent its arrival.

There is also a longform (two minutes) video featuring interviews with people who have family members living with dementia outlining some of the devastating ways it pops up in everyday life (having to have someone install batteries in a TV remote, not recognizing family members) and outlining the 14 steps that can be taken to prevent it.

Those are accompanied by a series of 15-second shorts showing a red curtain and the words “Announcing a breakthrough in preventing dementia,” accompanied by a flourish of trumpets. While the tone might suggest a revelatory breakthrough, the curtain instead opens on simple, everyday actions such as exercise, wearing a helmet, or eating healthy.

All of the creative links to the [SmallStepsBigDifference.ca](#) website, which includes resources including a downloadable chart of the 14 ways to prevent dementia.

And we quote: “With this campaign, we want Canadians to know that dementia is not inevitable, and that each of us has the power to take steps today that will change how dementia affects us all in the future.” — Dr. Samir K. Sinha, geriatrician and director of health policy research, National Institute on Ageing



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