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One brain, one health, one life: The Swiss Brain Health Plan

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“Brain disorders, both neurological and psychiatric, are the first cause of disability and costs in Europe (and Switzerland) and the second cause of mortality. According to the WHO, Brain Health is a state in which every individual can realize their own abilities and optimize their cognitive, emotional, psychological and behavioural functioning to cope with life situations”. The “Swiss Brain Health Plan” (SBHP) was launched in 2022 to (1) raise awareness; (2) strengthen cross-disciplinary and interprofessional training programs for healthcare professionals; (3) foster research on brain health determinants as well as prevention, early detection and interventions for brain disorders; (4) promote a holistic integrated, person-centered public health approach to promote brain health across scientific, health care, commercial, societal, insurance and governmental stakeholders; (5) support, empower, and engage patients, caregivers, and patient organizations, and reduce the stigma and discrimination related to brain disorders.