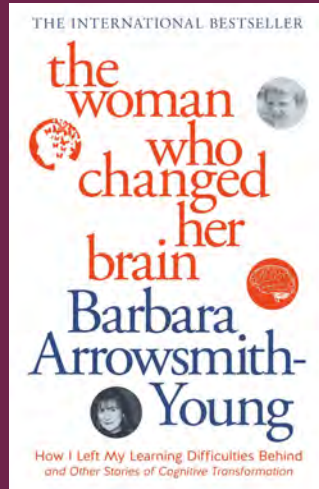


A decorative background featuring a large, light purple silhouette of a human head in profile, facing left. The silhouette is filled with a pattern of butterflies in various shades of purple and blue. A single yellow flower is visible within the head's outline.

Barbara Arrowsmith-Young

Media Kit

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BARBARA ARROWSMITH-YOUNG BIO

Barbara Arrowsmith-Young is the founder of the Arrowsmith Program, an assessment process and a suite of cognitive exercises designed to stimulate and strengthen weak areas of cognitive functioning that underlie a range of learning difficulties, which has been delivered for 40+ years throughout the world.

Her work, begun in 1978, has been recognized as one of the first examples of the practical application of neuroplasticity which, simply put, is the ability of the brain to change and rewire itself over one's lifetime. As the Director of Arrowsmith School and Arrowsmith Program, she continues to develop and refine programs for students with learning difficulties.

Her vision is that all students struggling with learning will have the opportunity to benefit from cognitive programs utilizing the principles of neuroplasticity, programs that change the brain's capacity to learn and open to these learners a world of possibilities.

The genesis of the Arrowsmith Program's cognitive exercises lies in Barbara Arrowsmith-Young's journey of discovery and innovation to overcome her severe learning disabilities. Her inspirational book 'The Woman who Changed Her Brain' has become an international bestseller.

"It is impossible to spend time with Barbara and not realize that she is a force to be reckoned with; she is passionate not only about sharing her knowledge of the brain and how we develop it, but in using her knowledge to change the neural pathways of those diagnosed with special educational needs through targeted brain training." – Dr. Jo Boaler, author of *Limitless Mind – Learn, Lead and Live Without Barriers*

"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-downloads/

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 Schulder - *CNN Radio*

Conversation Hour with Richard Fidler - *ABC Radio, Australia*

New Hope: Arrowsmith School - *60 Minutes Australia Melbourne*

Afternoons with Clare Bowditch - *ABC Radio, Australia*

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

2019 University of Toronto OISE Leaders & Legends Innovation Award in Education

2012 University of Guelph Alumna of Honour Award

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

2002 Giraffe Award

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THE WOMAN WHO CHANGED HER BRAIN

PRAISE FOR THE BOOK

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,

The Woman Who Changed Her Brain has been translated into Spanish, Polish, Chinese, and Korean.

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

– *CNN Radio News*

For more on *The Woman Who Changed Her Brain*, please visit <https://barbaraarrowsmithyoung.com/woman-who-changed-her-brain/>

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

"Arrowsmith-Young's poignant and uplifting book about her transformation from a child born with severe learning difficulties 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 40 years of experience demonstrating that it is possible for students to strengthen the weak cognitive capacities underlying their learning difficulties, through a program of specific cognitive exercises.

Students with learning difficulties 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 difficulties. 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. All over the world these students have transformed their lives.

The program of cognitive exercises is implemented in schools in Canada, the United States, Australia, New Zealand, Asia, Europe, and the Cayman Islands. Ongoing research is demonstrating that the program not only changes the brain, cognitive functioning, and academic achievement but also leads to social-emotional well-being. For more information, please visit the Arrowsmith Program website.

The aim 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

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FACT SHEET

FAQs

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 a complex range of programs that are beyond the scope of this book.

My intention was also to call attention to the social cost of specific learning difficulties and the tragic impact that unmitigated specific learning difficulties 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 specific learning difficulties?

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.

Brain imaging studies are currently being conducted at two universities to measure the cognitive benefit of the Arrowsmith Program for students with specific learning difficulties. Research on the Arrowsmith Program has been conducted by different researchers, using different research designs and different measures - academic, cognitive, social emotional and imaging - and studying students in different schools implementing the Arrowsmith Program. Ongoing research is demonstrating that the program not only changes the brain, cognitive functioning, and academic achievement but also leads to social-emotional well-being. A global research collaboration has formed to further research investigations into the outcomes of students in the Arrowsmith Program. Arrowsmith's vision is to create a research institute to further these investigations in the fields of learning disabilities, cognitive enhancement, education and acquired brain injury. For more information on the research, please visit the Research webpage: <https://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 over 35 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.



www.arrowsmithschool.org



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



Facebook.com/arrowsmithprogram

NUMBERS

10-20%

Percentage of general population estimated to be living with specific learning difficulties.

Over 10,000

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

Over 40 Years

Length of time the Arrowsmith Program has been in operation.

Over 90

Number of active Arrowsmith Program Sites worldwide, including Canada, the United States, Australia, Thailand, New Zealand, Malaysia, South Korea, Spain, the Cayman Islands, and Switzerland.

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