

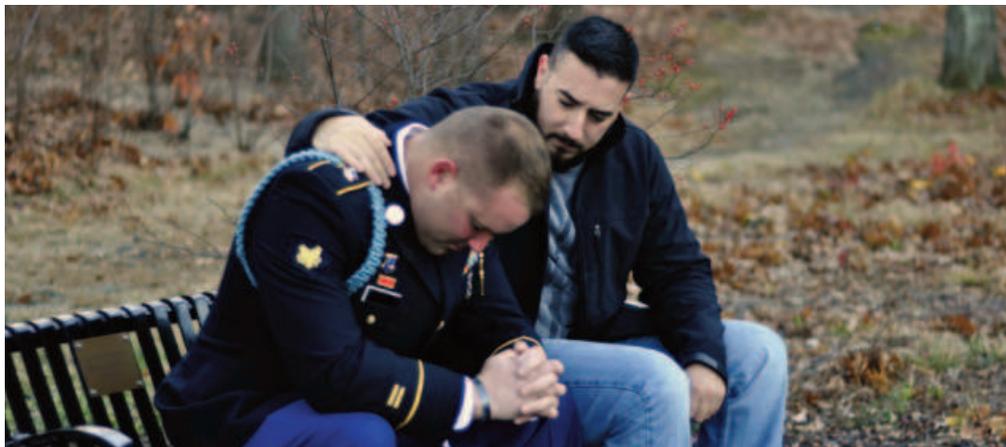
BrainTrain Bugle

Brains Matter!

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The Dollars and Cents of Ignoring Mental Illness



According to Dr. Shekhar Saxena, Director of the Department of Mental Health & Substance Abuse for the World Health Organization, mental health disorders cost over a trillion dollars in lost work productivity each year. A recent WHO study supports that mental illness is as much of a global threat to the world's economy as infectious diseases. As Dr. Saxena states, "The question is not, can we afford to treat mental illness; the question is, can we afford not to do that because we are incurring a lot of loss."

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These issues relate to mental health not only globally but in the US as well. Based on CDC data, we now know that one in nine US children have ADHD, but recent research shows that less than half of those are ever diagnosed or treated. According to statistics published by CHADD (<http://www.chadd.org>), teens with untreated ADHD are three times more likely to be involved with the justice system, incurring costs of \$530 million dollars per year, and adults with ADHD who engage in criminal behavior cost taxpayers between 2.52 billion–\$5.74 billion per year.

Research published in *Pediatrics* (Barberesi, et al., 2013), states that nearly one-third of ADHD children will carry the disorder into adulthood, incurring an increased mortality risk, a higher rate of incarceration, and high likelihood of additional mental health problems.

Veterans' health care is another area in which a lack of investment in mental health has had disastrous results. Veterans with symptoms of mTBI and PTSD often have difficulty getting and holding jobs, resulting in an inability to meet their financial obligations and leading to stress in their personal lives. To escape their depression and PTSD symptoms, many turn to drugs and alcohol. According to the Veterans' Administration, more than 130,000 veterans are homeless, and 45% of those are suffering from mental illness. The annual cost of PTSD and other anxiety disorders is estimated by PTSD United to be over \$42.3 billion. Clearly, our veterans aren't getting the help they need.

What steps can we take to help address the problems that result from ADHD and brain injury? A first step might be screening all children for attention problems by third grade, as was recommended years ago by Dr. Russell Barkley. In addition, resources need to be allocated in a timely manner for identifying and treating our veterans for undetected brain injuries and PTSD.

Given the economic and social impact of these mental health issues, promoting early identification and treatment only makes sense. At BrainTrain, we are committed to helping through our Help-The-Vets program and by providing exceptional products to help make screening and treatment both cost effective and efficacious.

APRIL SAVINGS

Early intervention for ADHD can make a big difference. The **IVA-QS** is a quick, accurate screening tool. With our April special, you get a **FREE** remote testing license with your purchase. Contact us today for two free **IVA-QS** tests.

A powerful intervention for your clients with head injuries & ADHD, the **Captain's Log MindPower Builder**, provides over 2000 exercises designed to improve cognitive functioning. Contact us today and try it **FREE** for a month! With our April special, you get additional **FREE** software valued at up to \$1995.

Empower your clients! Combine neurofeedback with cognitive training. This month, your investment in our **SmartMind 3** neurofeedback system gets you the **Captain's Log MindPower Builder FREE!**

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