



United Way
Alberta Capital Region



Engage Your Team with the Brain Architecture Game

The Brain Architecture Game is an engaging tabletop game simulation exploring the critical role that early childhood experiences play in healthy brain development.

During this hands-on activity in which participants "build a brain" using pipe cleaners and straws, players gain an appreciation of how positive and negative life experiences can shape a child's ability to thrive in the future.

Through the Brain Architecture Game, you'll

connect to the focus areas of United Way's work in community:

- Investing in early childhood development helps enhance future learning.
- Early brain development sets the stage for long-term mental wellness.
- Positive supports during childhood lead to better educational outcomes and a greater possibility of financial security.



Interactive Learning

Gain insights into how early experiences impact brain development and future well-being.



Understand Impact

Learn how social supports can mitigate the effects of toxic stress to help children grow into successful adults.



Team Building

Collaborate with colleagues to navigate challenges and celebrate successes in building resilient "brains."

HOW THE BRAIN GAME WORKS

This co-operative team game is a 75- to 90-minute experience optimized for groups of four to six people per table. It can be played with as few as eight, or as many as 300 participants.



Begin by rolling the dice to determine your “child’s” genetic starting point and the number of social supports they have access to.



Each team’s goal is to build the tallest “brain” possible, which represents functionality and resilience.



Draw life experience cards which impact the building of your brain. Positive experiences give you more pipe cleaners and straws to build with, while negative experiences introduce challenges and strain on your brain.



At the end of the game, teams will discuss the life experiences that strengthened or weakened, the architecture of their developing brains.

Sign Up Today

Reach out to your United Way workplace campaign representative or email engagementfacilitation@myunitedway.ca to learn how you can engage your team in this impactful activity.

Together, we can build stronger, healthier futures — one brain at a time.



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