

Recherches référencées dans la campagne de marketing "Pensez la santé autrement"

Les jeux vidéo, ça fait monter les stats du cœur?

Vorwerg-Gall, Susan, Oskar Stamm, Luis Perotti, and Ursula Müller-Werdan. "Efficacy of a 6-Week VR Exergame for Older Adults with Essential Hypertension: A Randomized Controlled Pilot Trial." *Virtual Reality* 29, no. 1 (2025). Published online November 27, 2024. <https://doi.org/10.1007/s10055-024-01073-1>.

Se serrer la pince, c'est un outil contre le stress?

Wing, Erik A., Ford Burles, Jennifer D. Ryan, and Asaf Gilboa. *The Effect of a Handshake on Psychosocial Stress*. Master's thesis, San José State University, 2019. https://scholarworks.sjsu.edu/etd_theses/5013/.

La pluie, ça peut vous sortir du brouillard?

Proverbio, Alice Mado, Francesco De Benedetto, Maria Vittoria Ferrari, and Giorgia Ferrarini. "Development and Testing of the Night Sky Connectedness Index (NSCI)." *Journal of Environmental Psychology* 93 (2024): 1–11. <https://doi.org/10.1016/j.jenvp.2023.102198>

Le soleil peut-il vous aider à rayonner?

Hall, Kara-Marie, and Farzon A. Nahvi. "8 Proven Health Benefits of Sunlight." *GoodRx*. June 21, 2024. <https://www.goodrx.com/health-topic/environmental/benefits-of-sunlight>.

L'ornithologie, ça donne des ailes au cerveau?

Baycrest Centre for Geriatric Care. "Study Examines Memory in Expert Birdwatchers." *Science Daily*. 23 juin, 2022. <https://www.sciencedaily.com/releases/2022/07/220707100910.htm>.

Le beatbox, c'est b-b-b-bon pour la gorge?

Moors, Thomas, Sanjeev Silva, Donatella Maraschin, David Young, John M. Quinn, John de Carpentier, Johan Allouche, and Evangelos Himonides. "Using Beatboxing for Creative Rehabilitation After Laryngectomy: Experiences From a Public Engagement Project." *Wellcome Open Research* 4 (2020): 3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7001741/>.

Un kiwi, ça fait rêver grand?

Lin, Hsiao-Han, Pei-Shan Tsai, Su-Chen Fang, and Jen-Fang Liu. "Effect of Kiwifruit Consumption on Sleep Quality in Adults with Sleep Problems." *Journal of Sleep Research* 20, no. 1pt2 (2011): 45–52. <https://pubmed.ncbi.nlm.nih.gov/21669584/>.

Une bonne posture, ça peut donner des ailes??

Hackford, Jessie, Anna Mackey, and Elizabeth Broadbent. "The Effects of Walking Posture on Affective and Physiological States During Stress." *Journal of Behavior Therapy and Experimental Psychiatry* 61 (2018): 101–107. <https://pubmed.ncbi.nlm.nih.gov/30261357/>.

Mâcher de la gomme, ça gonfle les capacités?

British Psychological Society. "Chewing Gum Helps You Concentrate for Longer, Study Suggests." *ScienceDaily*. Dernière modification le 8 mars 2013 <https://www.sciencedaily.com/releases/2013/03/130308093933.htm>.

Flatter un animal, c'est bon pour la santé cardiaque?

"The Friend Who Keeps You Young." Johns Hopkins Medicine. Consulté le 8 mai 2025. <https://www.hopkinsmedicine.org/health/wellness-and-prevention/the-friend-who-keeps-you-young>.

Cette banane vous en met plein la vue?

"A Better Understanding of Bananas Could Help Prevent Blindness." ScienceDaily. Consulté le 8 mai 2025. <https://www.sciencedaily.com/releases/2016/04/16042011148.htm>.

Le soleil, c'est bon pour les os?

University of Aberdeen. "How Sunlight Keeps Our Bones Healthy." Consulté le 8 mai 2025. <https://www.abdn.ac.uk/news/3877/#:~:text=Our%20bodies%20require%20calcium%20to,%20rays%20%E2%80%93%20found%20in%20sunlight>.

Le vert, ça fait du bien?

Nurliah, Nurliah, Nikmawati Puluhalawa, and Masni A. Karim. "Effect of Green Color Therapy on Blood Pressure Reduction in Elderly With Hypertension at Dungaliyo Health Center." *Journal of Community Health Provision* 2, no. 1 (Janvier 2022): 42-48.

Marcher à reculons, c'est bon pour la santé?

Viggiano, David, Michele Travaglio, Giovanna Cacciola, and Alfonso Di Costanzo. "Effect of Backward Walking on Attention: Possible Application on ADHD." *Translational Medicine @ UniSa* 11 (19 décembre , 2014): 48-54.

UCLA Health. "Walking Backward May Have Link to Increased Cognition." *UCLA Health News*, Consulté le 8 mai 2025. <https://www.uclahealth.org/news/article/walking-backward-may-have-link-increased-cognition#:~:text=There%20is%20also%20evidence%20that,solving%2C%20logic%20and%20making%20decisions>.

La pluie, ça peut être bon pour les poumons?

Chu, Jennifer. "Can Rain Clean the Atmosphere? Study Explains How Rain Droplets Attract Aerosols Out of the Atmosphere." MIT - Massachusetts Institute of Technology. Consulté le 8 mai 2025. <https://news.mit.edu/2015/rain-drops-attract-aerosols-clean-air-0828>

Chanter, même sous la douche, c'est bon pour les poumons?

Lewis, Adam, Keir Elmslie, James Philip, Adam Lound, Phoene Cave, Juliet Russell, and Nicholas S. Hopkinson. "The Physiology of Singing and Implications for 'Singing for Lung Health' as a Therapy for Individuals with Chronic Obstructive Pulmonary Disease." *BMJ Open Respiratory Research* 8, no. 1 (Novembre 2021).

Regarder les nuages, ça peut remonter le moral?

Ellard, Colin, Ph.D. "Look Up: The Surprising Joy of Raising Your Gaze." *Psychology Today*, 29 juillet, 2016.

Une petite sieste, ça peut améliorer la mémoire?

Dutheil, Frédéric, Benjamin Danini, Reza Bagheri, Maria Livia Fantini, Bruno Pereira, Farès Moustafa, Marion Trousselard, and Valentin Navel. "Effects of a Short Daytime Nap on the Cognitive Performance: A Systematic Review and Meta-Analysis." *National Library of Medicine*.

Li, Junxin, Pamela Z. Cacchione, Nancy Hodgson, Barbara Riegel, Brendan T. Keenan, Mathew T. Scharf, Kathy C. Richards, and Nalaka S. Gooneratne. "Afternoon Napping and Cognition in Chinese Older Adults: Findings from the China Health and Retirement Longitudinal Study Baseline Assessment." *Journal of the American Geriatrics Society* 65, no. 2 (20 décembre, 2016): 373-380.

Regarder des vidéos de nature, ça améliore la santé mentale?

Jo, Hyunju, Chorong Song, and Yoshifumi Miyazaki. "Physiological Benefits of Viewing Nature: A Systematic Review of Indoor Experiments." *International Journal of Environmental Research and Public Health* 16, no. 23 (27 novembre, 2019): 4739

Faire le robot, c'est brillant?

Manuvie

Verghese, Joe, Richard B. Lipton, Mindy J. Katz, Charles B. Hall, Carol A. Derby, Gail Kuslansky, Anne F. Ambrose, Martin Sliwinski, and Herman Buschke. "Leisure Activities and the Risk of Dementia in the Elderly." *The New England Journal of Medicine* 348, no. 25 (June 19, 2003): 2508-2516.

Blumen, Helena M., Emmeline Ayers, Cuiling Wang, Anne F. Ambrose, Oshadi Jayakody, and Joe Verghese. "Randomized Controlled Trial of Social Ballroom Dancing and Treadmill Walking: Preliminary Findings on Executive Function and Neuroplasticity From Dementia-at-Risk Older Adults." *National Library of Medicine*, August 5, 2023. Published in final edited form as: *Journal of Aging and Physical Activity* 31, no. 4 (December 14, 2022): 589–599.

Se mettre sur pause, ça active le cerveau?

Lewis, Jack. "Why Watching Paint Dry Can Be Good for Your Wellbeing." Creative Moment. Consulté le 8 mai 2025. <https://www.creativemoment.co/why-watching-paint-dry-can-be-good-for-your-wellbeing-and-how-a-new-mindfulness-video-can-help#:~:text=Neuroscientist%20Dr%20Jack%20Lewis%20said,and%20DIY%20allows%20exactly%20that.>

Embrasser, ça compte comme de l'exercice?

Alpert, Joseph S. "Philematology: The Science of Kissing. A Message for the Marital Month of June." *American Heart Association Journals* 127, no. 23 (Juin 2013): 466.

Une bonne toune, ça aide à se sentir mieux?

University of Utah Health. "Study Assesses Pain Relieving Benefits from Music." University of Utah Health, 6 janvier, 2012. Consulté le 8 mai 2025 <https://healthcare.utah.edu/press-releases/2012/01/study-assesses-pain-relieving-benefits-music#:~:text=Music%20helps%20reduce%20pain%20by,responses%2C%20and%20engaging%20cognitive%20attention.>

Écouter des sons, ça peut rendre plus brillant?

Eid, Charlotte M., Colin Hamilton, and Joanna M. H. Greer. "Untangling the Tingle: Investigating the Association Between the Autonomous Sensory Meridian Response (ASMR), Neuroticism, and Trait & State Anxiety." *National Library of Medicine* 17, no. 2 (2 février, 2022).

Lee, Seonjin, Jooyeon Kim, and Sungho Tak. "Effects of Autonomous Sensory Meridian Response on the Functional Connectivity as Measured by Functional Magnetic Resonance Imaging." *Frontiers in Behavioral Neuroscience* 14 (26 août, 2020): Emotion Regulation and Processing.

Gribouiller, ça garde les idées claires?

Pillay, Srini, M.D. "The 'Thinking' Benefits of Doodling." *Harvard Health*, 15 décembre, 2016. <https://www.health.harvard.edu/blog/the-thinking-benefits-of-doodling-2016121510844/>.

Est-ce que l'habit peut faire le bien-être?

Amekplenu, Nancy Aku. "Investigating the Psychological Effects of Clothing Choices on Wearer's Mood, Confidence, and Behaviour." *Global Scientific Journal*, Volume 12, Issue 4 (Avril 2024): 1309-1337.

Enfiler un costume, c'est du mieux-être?

Beltran, Daniella Marie, Jamira Jeleen Buton, Mary Joy Lacson, Mary Clarence Mendoza, and Elisha Peralta. "Cosplay and Mental Health: Exploring How Cosplaying Promotes Positive Mental Health." ResearchGate, Février 2025.