Running a Brain Awareness Week event in 2022

A FENS Communication Committee webinar
Welcome

Before we begin, some Zoom housekeeping:

• For **questions**, please wait until the interactive Q&A session with the panellists

• Please mention your **name + country** when you ask the question
Schedule for this webinar

Introduction
Richard Roche (IE) - FENS Communication Committee member and former BAW awardee – Chair

Why participate in the Brain Awareness Week?
Francesca Cirulli (IT), FENS Treasurer-Elect and member of the FENS BAW selection committee

Case studies:
Karolina Kosno-Basińska (PL), BAW 2021 grant awardee – “Scientific Conference for Children: Do you know your brain?”
Andrii Cherninskyi (UA), BAW 2021 grant awardee – “BAW@BIPH: Brain Days at Bogomoletz Institute”

Interactive - Questions and Answers!
Richard Roche

Richard Roche is Associate Professor at the Department of Psychology, Maynooth University (Ireland). Richard is strongly committed to science outreach and public engagement, and has organised and been involved with several outreach events. Most recently, he co-organised a series of public engagement events during 2019's Brain Awareness Week (BAW) and the BNA-Neuroscience Ireland Festival of Neuroscience. Richard is currently a member of the FENS Communication Committee.
What is Brain Awareness Week?

Join at slido.com #755 343
Global campaign to foster public enthusiasm and support for brain science

Partners host activities in their communities that show the impact brain science has on everyday lives

Founded by the Dana Alliance for Brain Initiatives (DABI), the European Dana Alliance for the Brain (EDAB) and coordinated by the Dana Foundation

Since 2005, Dana has been giving grants to FENS to support the outreach efforts of European BAW partners

These grants help fund more than 30 projects in over 20 countries each year

The next Brain Awareness Week will take place on March 14th – 20th 2022

Countries that have received FENS/Dana BAW grants since 2005
Brain Awareness Week successful applications by country (2016-2020)
Why participate in the Brain Awareness Week?

Francesca Cirulli

Senior researcher and group leader in the Center for Behavioral Sciences and Mental Health, Istituto Superiore di Sanità. Francesca is involved in research in the field of Behavioral Neuroscience, with a special interest in the Neurobiology of Stress. Main current project is EMBED ‘Impact of Early life MetaBolic and psychosocial strEss on susceptibility to mental Disorders; from converging epigenetic signatures to novel targets for therapeutic intervention’. Francesca is FENS Treasurer-Elect and member of the FENS BAW selection committee.
The Dana Foundation offers financial support of up to EUR 1,000 to those who organise a brain awareness event during the Brain Awareness Week period in March. The Dana Foundation has asked FENS to administer this support reserved for European organisations contributing to the Brain Awareness Week (BAW). In 2021, the directors of The Dana Foundation once more approved a grant to FENS.
Selection procedure
FENS distributed the Dana grants in a competitive procedure. A call for applications was launched and the best projects were selected by a committee composed of:

- Malgosia Kossut (EDAB Executive Committee Member)
- Roland Pochet (Belgian Brain Council Secretary General)
- Eva Sykova (DABI and EDAB Executive Committees member)
- Carlos Ribeiro (FENS Secretary General-elect)
- Francesca Cirulli (FENS Treasurer-elect)
- Nicolas Petersen (FENS Communications Committee member)

Selected projects
66 applications from 26 different European countries were submitted, of which 33 projects in 20 different European countries were selected for support by the Dana–FENS grants.
# DANA foundation-FENS funded European Brain Awareness Projects

## 2021 Report

<table>
<thead>
<tr>
<th>Year</th>
<th>Projects</th>
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<tbody>
<tr>
<td>2019</td>
<td>Austria/Salzburg, Belgium/Buggenhout, Croatia/Osijek, Zadar, France/Paris, Grenoble, Gonesse, Nantes, Germany/Berlin, Bonn, Heidelberg, Greece/Heraklion, Hungary/Budapest, Szeged, Debrecen, Ireland/Maynooth, Italy/Messina, Torino, Poland/Warszaw, Stare Miasto, Krakow, Portugal/Coimbra, Lisbon, Romania/Braila, Russia/St.-Petersburg, Serbia/Beigrad, Slovakia/Bratislava, Slovenia/Ljubljana, Spain/Murcia, Valencia, Barcelona, Toledo, Switzerland/Basel, Turkey/Gebze, United Kingdom/Leicester, London</td>
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<td>2020</td>
<td>Armenia/Yerevan, Bosnia and Herzegovina/Tuzla, Croatia/Rijeka, Zadar, Split, Finland/Helsinki, France/Marseille, Nice, Paris, Nouilly, Germany/Berlin, Greece/Heraklion, Hungary/Budapest, Debrecen, Ireland/Limerick, Italy/Padua, Netherlands/Rotterdam, Poland/Warszaw, Krakow, Portugal/Aveiro, Coimbra, Romania/Braila, Russia/St.-Petersburg, Serbia/Beigrad, Slovenia/Ljubljana, Spain/Ciudad Real, Toledo, Barcelona, Burjasot, Switzerland/Basel, Turkey/Izmir, United Kingdom/Saxmundham, London</td>
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<tr>
<td>2021</td>
<td>Belgium/Brussels, Heverlee, Liège, Bosnia and Herzegovina/Tuzla, Croatia/Rijeka, Split, Czech Republic/Prague, Finland/Helsinki, France/Toulouse, Germany/Berlin, Greece/Athens, Hungary/Szeged, Pécs, Ireland/Greystones, Italy/Rome, Torino, Poland/Gdansk, Opoczno, Portugal/Coimbra, Romania/Bucharest, Russia/St.-Petersburg, Serbia/Beigrad, Spain/Murcia, Toledo, Switzerland/Vaumarcus, Ukraine/Kyiv, United Kingdom/Edinburgh, Cambridge</td>
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2021 Awarded Projects – Geographical Distribution
• Format: Congress format too standard - Online + onsite movies + conferences

• Target: kindergarten school - video and PPT or Educational activity for undergraduate students

• Location: Train station/open laboratory/ diffuse location
• Broad audience: use local Society for Neurosciences to expand the target

• Lectures with additional promotional videos to raise awareness on specific brain disorder

• Previous experience in science dissemination

• Target young children and teenagers

• Cartoons to be distributed through Instagram, YouTube
• Out of focus – **it has to raise brain awareness**

• **No backup plan** (if it can’t have to be done in presence how will it take place?)

• Lectures/ **format too standard**

• **Lacking detail** on how live events will be organised (distancing, number of people expected)

• Targeting 20 people (**too limited audience**)
Case Study #1

Karolina Kosno-Basińska: BAW 2021 grant awardee – “Scientific Conference for Children: Do you know your brain?”

Karolina Kosno-Basińska is a licensed architect, a head teacher and also a co-owner of the Association of Private Schools in Opoczno, Poland. As a graduate student, she participated in international exchange programs in Italy and the USA. After completing her doctoral studies with honours at the Faculty of Architecture at Wroclaw University of Technology, she graduated from a course Women’s Entrepreneurship Academy at Warsaw School of Economics. As an architect, Karolina has a wide experience in large-scale projects gained during her practices in Poland, Italy, Russia, Ukraine and Great Britain.
1st SCIENTIFIC CONFERENCE FOR CHILDREN
„Do you know your brain?”

I KONFERENCJA NAUKOWA DLA DZIECI
„Czy znasz swój mózg?”

Sesja wykładowa | Sesja posterowa | Pokaz modeli 3d
Zespół Szkół Prywatnych w Opocznie, 15-19 marca 2021

Karolina Kosno-Basińska, PL
4 TARGET GROUPS:

KINDERGARTEN

1st-3rd GRADES

4th-8th GRADES

HIGH SCHOOL

Number of participants:

Direct  Indirect  Organizer

160  120  80  40

Number of participants:

Direct  Indirect  Organizer

400  300  200  100  0

Number of participants:

Direct  Indirect  Organizer

400  300  200  100  0

Number of participants:

Direct  Indirect  Organizer

60  40  20  0
3 MAIN SESSIONS:

POSTER SESSION

Number of active and passive participants:
34% Active, 66% Passive

LECTURE SESSION

Number of active and passive participants:
9% Active, 91% Passive

3D MODEL GALLERY TOUR

Number of active and passive participants:
12% Active, 88% Passive

Q2
EFFECTS IN NUMBERS

Groups of participants:

- Kindergarten
- 1-3 Grades
- 4-8 Grades
- High school
- Family members
- Teachers

Participants:

- Direct
- Indirect
- Organizers

Events:

- Memory workshop 5.45%
- Poster session 10.91%
- Opening lecture 3.64%
- Lecture session 14.55%
- Introduction lesson 32.73%
- 3D model gallery tour 32.73%
Neurodegenerative diseases
Choroby neurodegeneracyjne

- Biophysicist
- Bioinformatician
- Works on neurodegenerative diseases

- Pharmacist
- Biochemist & Cell biologist
- Science communicator
- Works on cancer

dr Anthony Vega
Martyna Kosno
2 SCIENTIFIC COMPETITION

FENS | Federation of European Neuroscience Societies

European Dana Alliance for the Brain

Dana Foundation
LECTURE SESSION

Sekretne życie neuronu
THE SECRET LIFE OF NEURON
PROFESSIONAL JURY
WINNING BRAIN MODEL
POSTER SESSION
CHILDREN'S PRESENTATION
Konferencja naukowa dla Dzieci z Zespołu Szkół Prywatnych

Participant's opinion:

It was a great experience to present my work in front of colleagues. The project raised self-esteem and taught me how to cope in stressful situations. I would like to encourage everyone to participate in such initiatives.

Adrianna - 8th grade lecturer
Thank you for your attention.

1st SCIENTIFIC CONFERENCE FOR CHILDREN
„Do you know your brain?”

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Sesja wykładowa | Sesja posterowa | Pokaz modeli 3d
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Karolina Kosno-Basińska, PL
Andrii Cherninskyi (UA)
BAW 2021 grant awardee – “BAW@BIPH: Brain Days at Bogomoletz Institute”

Andrii Cherninskyi works at Bogomoletz Institute of Physiology in Kyiv, Ukraine. He is an expert in human and animal EEG, recorded brain activity of healthy humans, patients, genetically modified mice, and even octopuses. Also, he pays a lot of time teaching students and promoting science. As the Ukrainian Society for Neuroscience officer, Dr Cherninskyi was involved in the Brain Awareness Week activity for many years. In 2012 he started the Ukrainian Brain Bee, which became an essential part of BAW@Ukraine.
BRAIN AWARENESS WEEK
UKRAINE'2021
NOOSPHERE EDITION
15-21 березня, онлайн
History
Successful case: medical students
Before corona: lectures + demonstrations
BAW 2021 lectures

7 days = 7 lectures

**Catch your rhythm!** chronobiology, brain, and circadian rhythms

**Cognitive reserve** - how to keep your brain healthy

**Brain and microbiome** - how gut microbes shape the brain functions

**Neurobiology of motivations** - brain, hunger, sex, and aggression

**Cannabinoids in medicine** - cannabinoids as drugs to treat brain disorders

**The riddles of consciousness** - brain substrate of consciousness, and identity disorders

**Where the happiness lives**
Online vs offline

Pros

- wider audience
- flexibility for lecturers
- comfortable moderation

Cons

- lack of in-person communication and networking
- easy decision not to go
NeuroMovie Club

Short introductory lecture on the related topic in neuroscience

Watching movie

Cookie & Coffee discussion

❗license

Alzheimer’s disease  Schizophrenia
BAW@Ukraine 2021: focus on education
Some useful tips: platform

✅ up to 500 participants
✅ recording of the meeting
✅ youtube translation
✅ interactive tools

❗ free license is limited in time (40 min)
❗ and in the number of participants (100)

✅ up to 100 participants
✅ unlimited duration in free version
✅ some free licenses for education or non-profits available

❗ need paid license for live streaming, interactive tools and other extensions

☑ free
☑ lot of features
☑ donations
Some useful tips

Advertising:
- social media
- posters, flyers
- direct contacts to TA

Group chat:
- Q&A, discussion
- sharing materials
- involvement
- keeping audience

Registration:
- know more about the audience
- and their expectations
- preliminary questions

Mailing:
- be ready for technical issues
Brain Awareness Week 2021

• Mark your calendars: **March 14<sup>th</sup> – 20<sup>st</sup> 2022**

• Check FENS website and our social media accounts for updates
Questions and Answers

Go to the interactive breakout rooms!
Finally

Thank You:

to our speakers: Andrii, Francesca, Karolina & Richard

to our organisers Andreea and Victoria

Please follow us on social media and register for the FENS News Alert to stay updated