

Brain Awareness Week

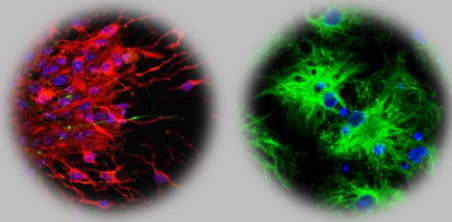
March 14-20, 2010

Activities Report

Center for Neuroscience and Cell Biology, University of Coimbra

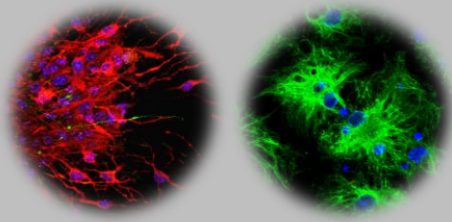
Teresa Girão, Ph.D.
Science Communication Officer
mtgirao@cnc.uc.pt





A Ride into Perception

- As in previous years, the Center for Neuroscience and Cell Biology organized activities during the Brain Awareness Week (BAW). The neuroscientists both traveled to schools in the region (centre Portugal) and received the visit of the public into the laboratories. These activities were planned to guide the visitors through the relations between art and the brain, and how we interact and perceive the environment. What we perceive through our senses is after all determined not just by an upstream transport of information, but by effects of past experiences, including what we refer to as culture and art.
- The BAW activities were promoted in several national web pages, namely: www.cienciaviva.pt (National Council for the Scientific and Technological Culture), www.cnbc.pt (Center for Neuroscience and Cell Biology), www.uc.pt (University of Coimbra). In addition, schools were informed through the delivery of posters and brochures.
- The target audience was composed of kindergarden and school-age children (grades 1-12), and general public.



Neuroscientists go to Schools

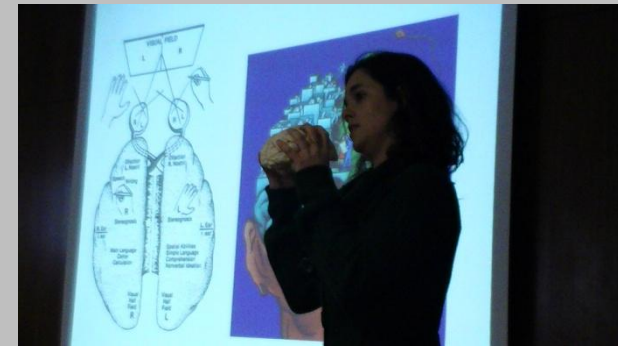
During this event neuroscientists visited schools from the region and gave lectures on brain related subjects to high school students; elementary and middle school students had the opportunity to perform several hands on activities to illustrate how messages from the senses travel swiftly through the brain to create what we perceive.



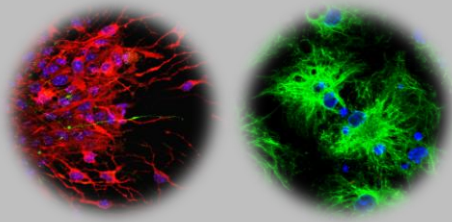
Hands on activities with 1st and 2nd grade children at Bissaya Barreto School, Coimbra (March 17, 2010; Photo S. Amaral)



Lecture to 9th grade students about the effect of drug abuse in the brain at Dr. Fernando Peixinho School, Oíã (March 18, 2010; Photo G. Costa)



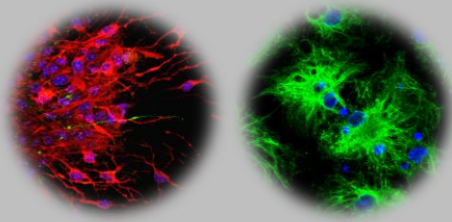
Lecture to 5th, 6th, and 7th grade students about the brain and the visual system at Bissaya Barreto School, Coimbra (March 19, 2010; Photo C. Vale Gomes)



Neuroscientists go to Schools

Partipants

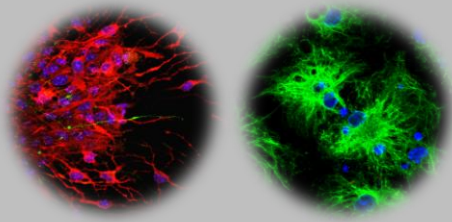
Grades	Schools	No. of students	CNC researchers
Kindergarden	Agrupamento de Escolas de Figueiró dos Vinhos (Figueiró dos Vinhos)	101	Rita Perfeito Sílvia Gomes Tatiana Rosenstock Inês Morte Ana Catarina Fonseca
	2º Jardim de Infância João de Deus (Coimbra)	144	Manuela Grazina Daniela Luís Carolina Ribeiro Patrícia Martins Tânia Sousa Maria João Santos Sofia Cleto
	Jardim de Infância A Casa d'Avó (Coimbra)	18	Ildete Ferreira Sandra Mota Elisabete Ferreiro



Neuroscientists go to Schools

Partipants

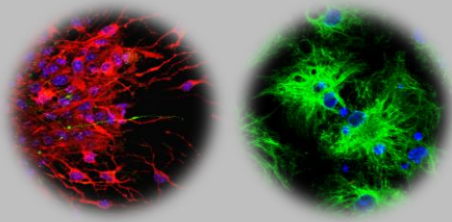
Grades	Schools	No. of students	CNC researchers
1st – 4th	Colégio Bissaya Barreto (Bencanta, Coimbra)	162	Ana Luísa Cardoso Sara Trabulo Sónia Duarte Sara Amaral Marta Passadouro Lígia Ferreira Isabel Ferreira Diana Silva Raquel Esteves Mário Laço
	2º Jardim de Infância João de Deus (Coimbra)	288	Manuela Grazina Daniela Luís Carolina Ribeiro Patrícia Martins Tânia Sousa Maria João Santos Cândida Mendes João Pratas Sara Rito Bianca de Jesus Marta Ribeiro Joana Rebouta Luísa Cortes Ângela Inácio Ana Rufino Susana Rosa



Neuroscientists go to Schools

Partipants

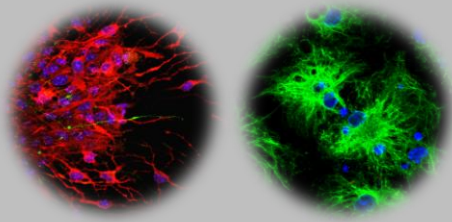
Grades	Schools	No. of students	CNC researchers
1st – 4th	Escola Básica da Solum (Coimbra)	95	Ana Luísa Carvalho Sandra Santos Joana Ferreira Joana Fernandes Ana Sofia Lourenço Carlos Matos Joana Vindeirinho Susana Louros Luís Ribeiro
	1º Jardim de Infância João de Deus (Coimbra)	100	Cláudia Pereira



Neuroscientists go to Schools

Partipants

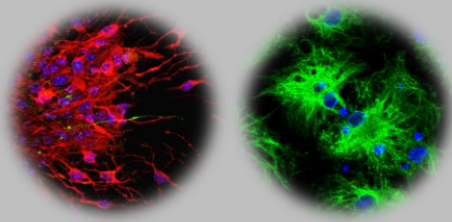
Grades	Schools	No. of students	CNC researchers
5th – 6th	Colégio Bissaya Barreto (Bencanta, Coimbra)	30	Catarina Gomes Patrícia Simões
	Agrupamento de Escolas Dra. Maria Alice Gouveia (Coimbra)	25	Raquel Ferreira Francisca Eiriz
7th – 9th	Colégio de Quiaios (Figueira da Foz)	80	Ana Duarte
	Escola Básica de Taveiro (Taveiro, Coimbra)	43	Elisabete Ferreiro
	EB2,3 Dr. Fernando Peixinho (Oiã)	40	Gabriel Costa
	Colégio Bissaya Barreto (Bencanta, Coimbra)	18	Catarina Gomes Patrícia Simões



Neuroscientists go to Schools

Partipants

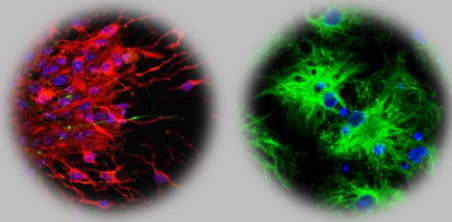
Grades	Schools	No. of students	CNC researchers
10th – 12th	Escola Secundária de Cantanhede (Cantanhede)	70	Cláudia Pereira
	Escola Secundária de S. João do Estoril (S. João do Estoril)	50	Inês Araújo Inês Morte Bruno Carreira Armanda Santos



Open Laboratories

During this event students and the general public visited the laboratories of the Center for Neuroscience and Cell Biology. They too had the opportunity to listen to talks about the investigator's topics of research.

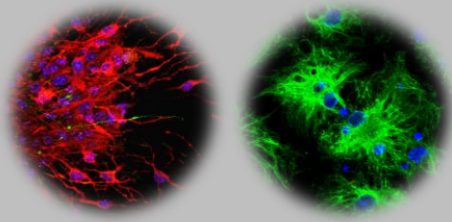
Laboratórios Abertos



Open Laboratories

Partipants

Grades	Schools	No. of students	CNC researchers
10th – 12th	Escola de Formação Profissional Nova Etapa (Coimbra)	115	Ana Ledo João Malva Rosa Resende Sandra Cardoso Rui Brito Isabel Nunes Luísa Cortes Henrique Silva
	Escola Secundária Amato Lusitano (Castelo Branco)		
	Escola Secundária da Moita (Moita)		
	Colégio de São Teotónio (Coimbra)		



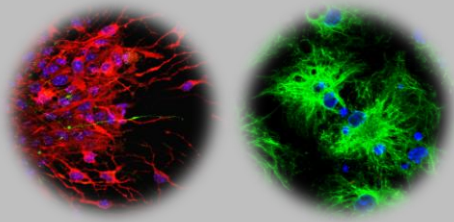
Art and the Brain at the Science Museum

At this venue CNC and Science Museum researchers guided school visitors through hands on activities about the five senses.



- Hearing: “The Centre of Attention” and “Can you hear the ticking?”.
- Touch: “How sensitive are you” and “Two-point discrimination”.
- Vision: “Colour coding” and “The spot where we all go blind”.
- Smell: “Now smell this” and “Olfactory fatigue”.
- Taste: “Map it down” and “One-to-one correspondence”.

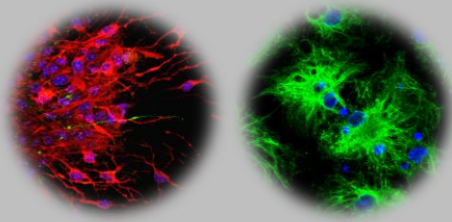




Art and the Brain at the Science Museum

Partipants

Grades	Schools	No. of students	CNC researchers
Kindergarden	Jardim de Infância dos SASUC (Coimbra)	40	Marco Matos Rui Sanches Elisabete Augusto
1st – 4th	1º Jardim Escola João de Deus (Coimbra)	98	Teresa Oliveira Joana Salgado Magda Santana Isaura Martins Rui Costa
	Escola Básica da Benedita (Benedita)	43	Joana Salgado Magda Santana
	Colégio do Menino Jesus (Coimbra)	40	Manuel Garrido Sara Amaral



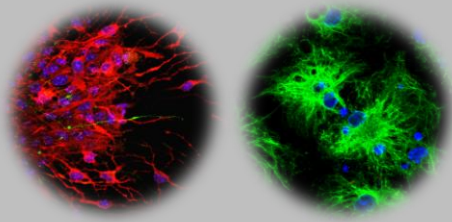
Art and the Brain

A Scientific Photo Exhibition

During this event the general public had the opportunity to visit a photo exhibition by the Center for Neuroscience and Cell Biology researchers. Microscopy images were obtained during the researchers work from the field of Biological and Biomedical Sciences. The exhibition took place at the Dolce Vita Shopping Center (Coimbra), and attracted hundreds of visitors.



Art and the Brain exhibition – opening with a concert by the children's orchestra “Music Heroes”, March 14, 2010 (Photo J.O. Malva)



Brain Awareness Week

Major Outcomes

The participation of our research institution in the BAW events is a unique occasion to get a large percentage of the researchers involved in science awareness actions. This massive involvement of researchers contributes to create a stronger team spirit amongst them and to the increased recognition of scientific literacy importance. The local community benefits from our researchers' knowledge on neuroscience research and has the opportunity to get updated information and to ask questions about the brain and brain-related subjects. The appreciation by the public of the research performed in our institution is also a valuable and immediate outcome from these events.

No. of participant students	No. of CNC researchers involved
1600	72