

# Cultivating a Community of Young Neuroscientists in Rochester, NY

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The University of Rochester Brain Awareness Campaign is a student-led organization that aims to bring neuroscience to the public in fun, interactive ways. It is led by PhD students in the Departments of Neuroscience and Brain & Cognitive Sciences. Our initiatives primarily target students in grades 3-12 in Rochester, NY and surrounding areas. In 2018-2019, we continued our tradition of hosting our own events as well as collaborating with local Western NY organizations with similar missions.

## Brain Awareness Week

8 days 5 schools 500+ students 40+ volunteers

We worked with students in grades 3-6 to explore how our brain combines information from multiple senses to make tasks easier. Students came up with questions they could ask, developed hypotheses, and tested their predictions within their groups.



**Vision + Audition:**  
bean bag toss with normal vision vs wearing "goofy" goggles that distort vision



**Vision + Smell + Taste:**  
Skittles flavor discrimination with all senses vs only taste



**Vision + Balance:**  
tree pose with eyes open vs eyes closed vs after spinning around

## Rochester Brain Bee



**Congratulations to Emily Han, a junior from Brighton High School on winning our 3rd Annual Rochester Brain Bee!**

With support from our local SfN chapter, the UR Department of Neuroscience, and donations from local businesses, we were able to host another great competition and send our winner to the National Brain Bee.

## Girl Scouts Go to Neuro School



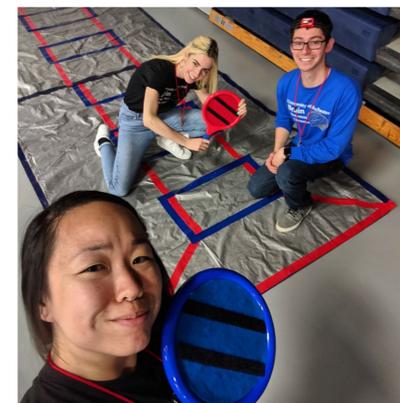
We hosted our 3rd annual event with the Girl Scouts of Western NY, an event geared toward cadettes and seniors (grades 6-10). We reviewed the scientific method and worked with them through the steps as they conducted their experiments. They created scientific posters and shared their results at the end of the event.

**Expt #1:** Motor learning with the mirror tracing task  
**Expt #2:** EMG differences between self-initiated and externally triggered movements



## Science Exploration Day

The 48th annual Science Exploration Day was filled with lectures and exhibits for students in grades 7-12 from different counties across Western and Central NY. This event is sponsored by the Central Western Section of the Science Teachers Association of New York State.



For this event, we created **Transmission Mission** in collaboration with Anne Harris Wilcox of Active Learning Games. This relay-style game teaches students how neurons send and receive signals. Teams have to perform saltatory conduction along an axon, release neurotransmitters at the axon terminal, and bind neurotransmitters to receptors across a synapse. Each team tries to finish the course as quickly as possible, trying to be as fast as real neurons. A video of our game can be found on our Facebook page.

## Find Us Online

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 [www.facebook.com/URBrainAwareness](https://www.facebook.com/URBrainAwareness)  
 [www.rochestersfn.org/bac](http://www.rochestersfn.org/bac)

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