

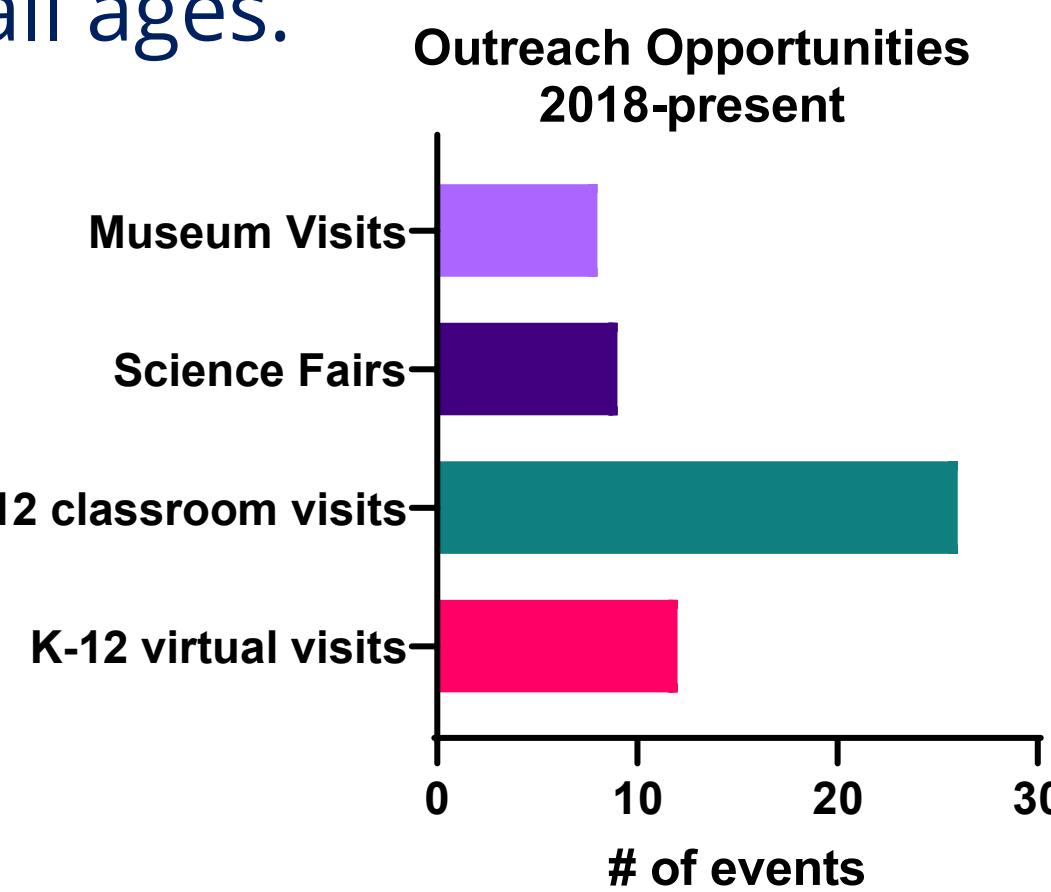
CHALLENGES, OPPORTUNITIES AND STRATEGIES TO PROMOTE
ENTHUSIASM FOR BRAIN SCIENCE IN A VIRTUAL SPACE

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THE CHALLENGES

- Historically, our community outreach activities have centered around Brain Awareness Week, the NC Science Festival and classroom visits, with in-person, interactive exhibits geared for all ages.



The majority of events in the pre-COVID era were in-person & highly interactive

- Despite the easing of in-person restrictions for the 21-22 school year, we approached these events with caution especially since for Brain Awareness Week, we were interacting with young children who were not yet eligible to receive a COVID-19 vaccine

OUR GOALS

- To continue to share enthusiasm for and to engage youth about brain science in both in-person and virtual settings
- To adapt outreach activities via zoom to engage diverse audiences across the state

OUR APPROACH

- We planned for outdoor activities at the Museum of Life and Science during Brain Awareness Week and for the UNC Science Expo.

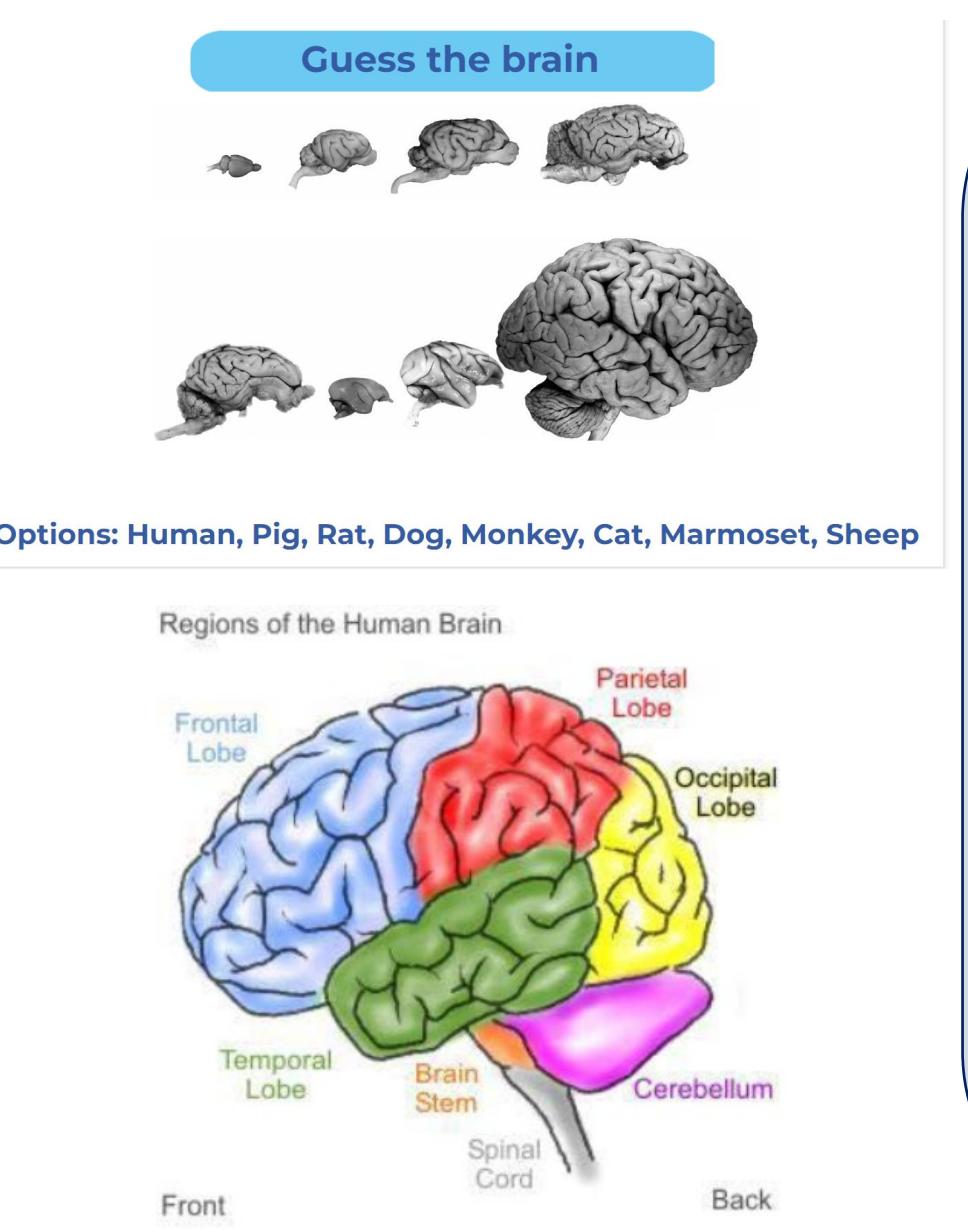


- We used a hybrid approach to participate in Middle School Outreach Activities - in-person at local Middle Schools and virtually, at remote schools through NC in collaboration with the Morehead Planetarium Sci Match Program.

- We adapted the curriculum to be fun and engaging via Zoom

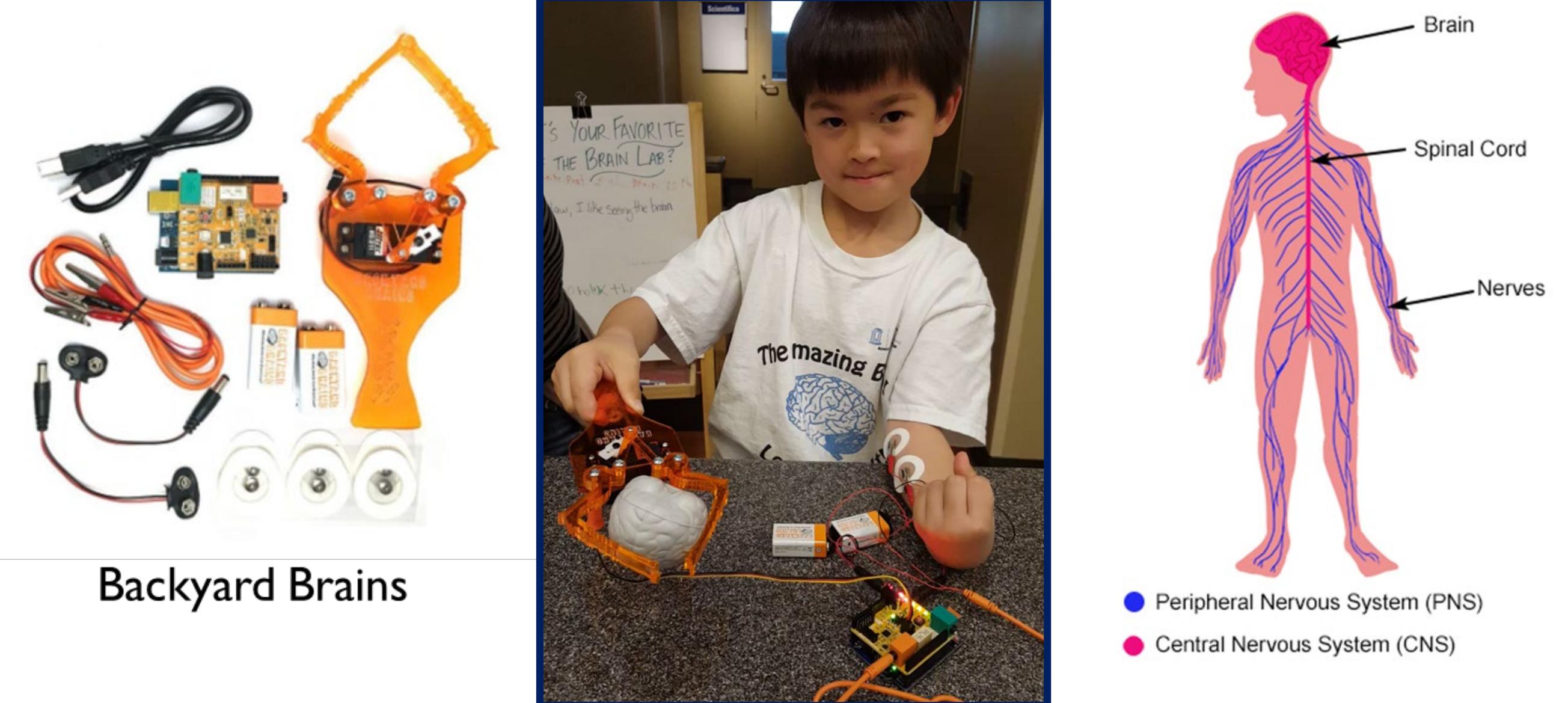
OUR ACTIVITIES & OBSERVATIONS

"TOUCH-A-BRAIN & CONCUSSION LAB"



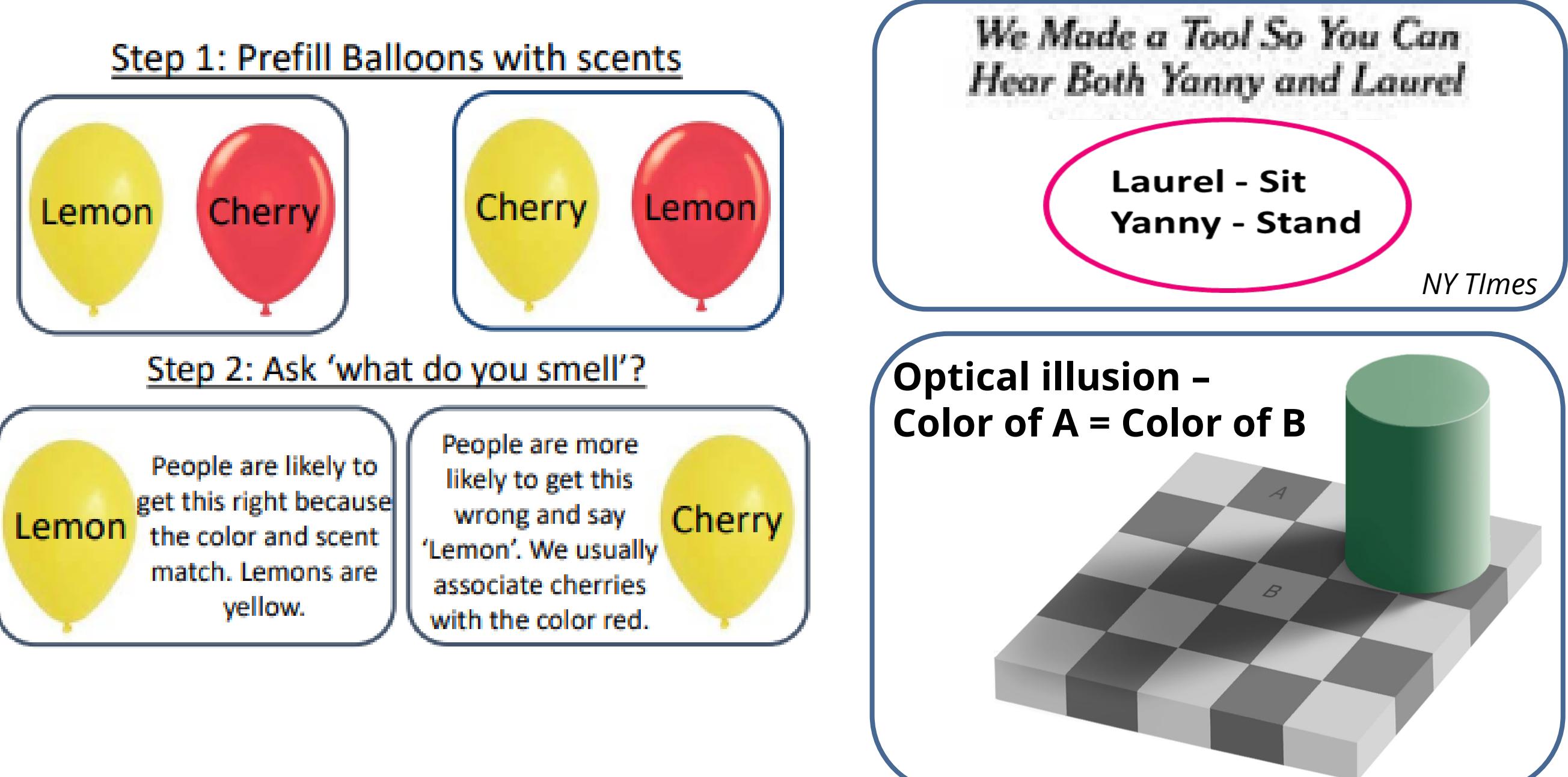
- Goal- Learn about structure & function of the brain**
- Highly interactive in-person activity - get to touch a HUMAN brain!**
- Learn about your Cerebellum!**
- Not effective over Zoom**

"THE CLAW LAB"



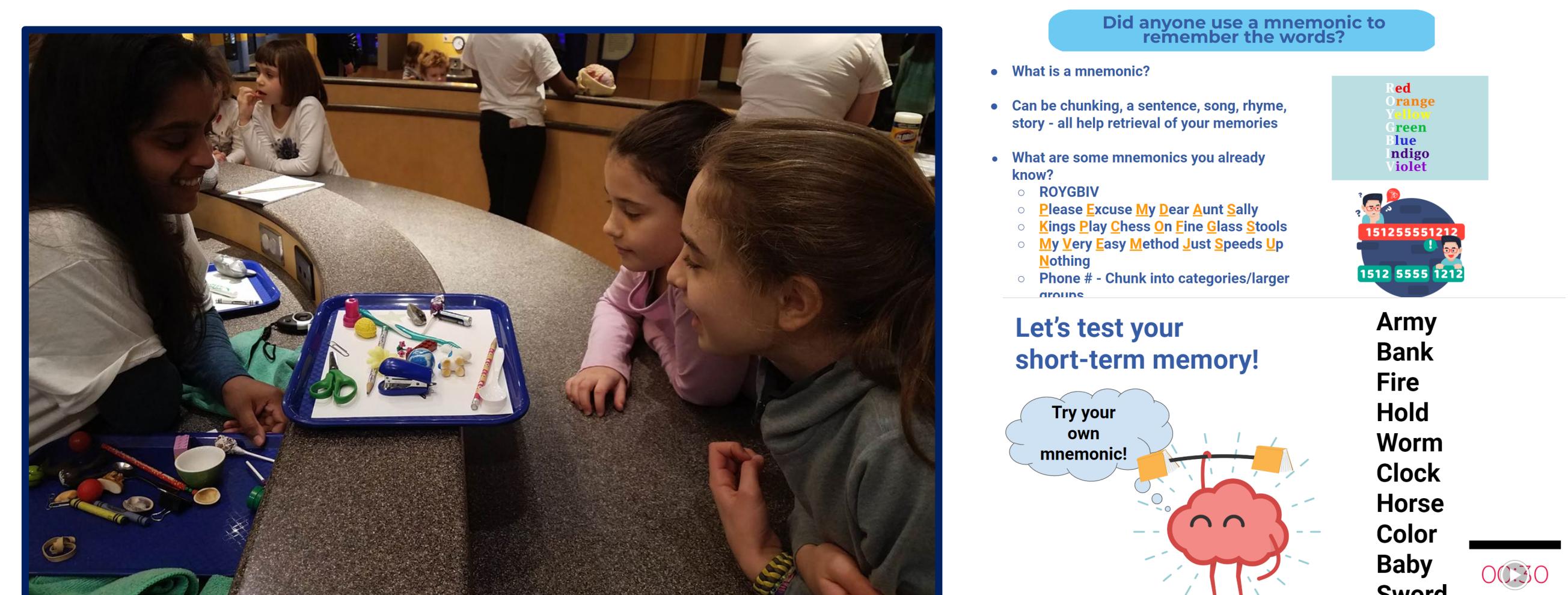
- Goal- Learn about and model relationship between PNS and CNS**
- Highly interactive in-person activity**
- Best in small groups**
- Not effective over Zoom**

"SENSORY ILLUSIONS"



- Goal- Learn how your brain can be tricked by expectations**
- In person - balloon color and odor activity**
- Zoom - adapted to auditory and optical illusions**
- Effective in both settings**

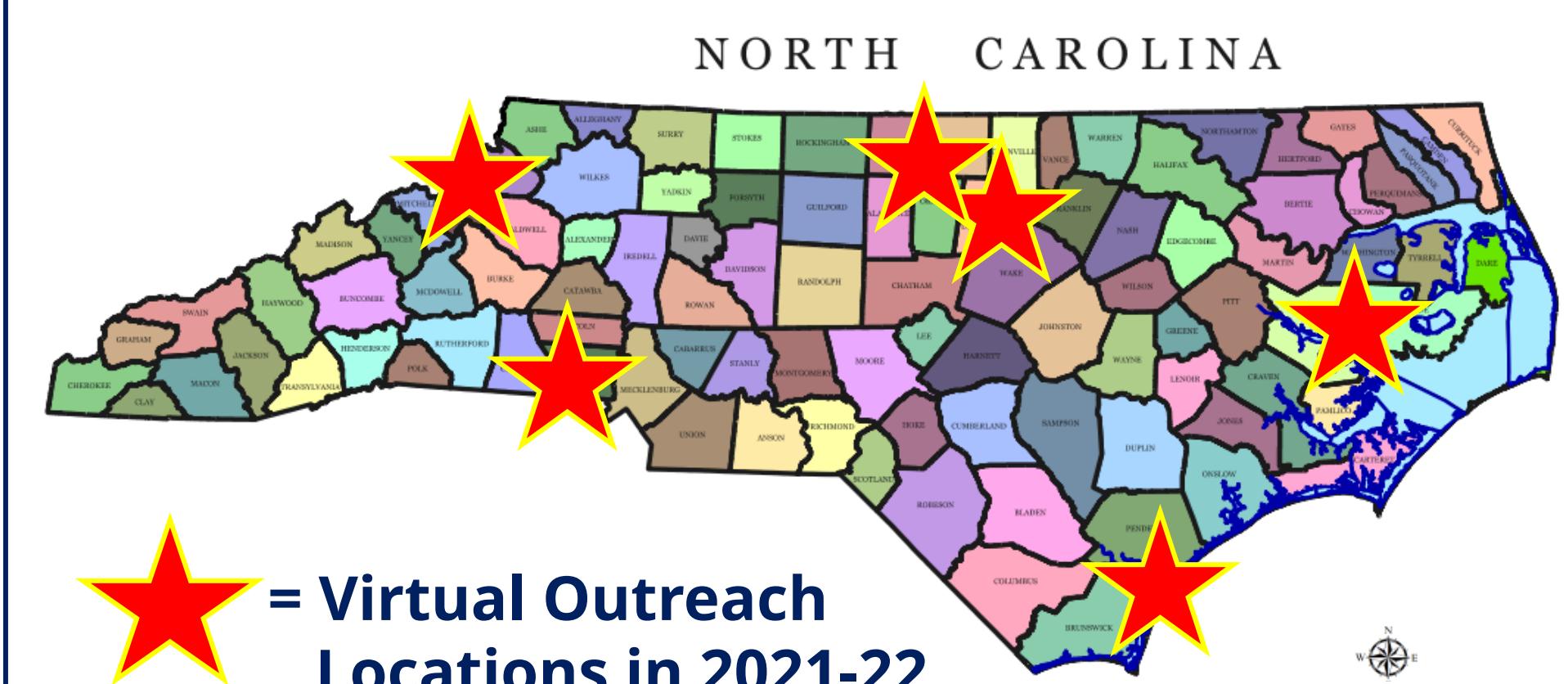
"LEARNING AND MEMORY"



- Goal- Memory Games, teach strategies for remembering**
- In person - memory trays, "Spot -It"**
- Zoom - word lists, recall, use distractions**
- Effective in both settings**

CONCLUSIONS

- Interactive activities such as optical and auditory illusions, memory and mnemonics can be readily adapted to be used over zoom and in large groups.
- Our most popular in-person activities such as touch a brain, concussion goggles and the claw are difficult to convert to a virtual or large group
- One advantage of virtual outreach is that it enables us to tailor presentations/discussions to the interests of each school
- We are excited to continue both in person local and virtual outreach to reach communities in NC that may have limited accessibility to science outreach



BCAS OUTREACH INFO

For more information about any of our activities and strategies, please e-mail

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Please visit our BCAS Outreach Website for more information about our scientific activities and community outreach



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