

(CEMIC), and Lic. Veronica Ramirez (CEMIC). On June 15, we organized a “Neuro-Fair” consisting on stands prepared by neuroscience research laboratories, covering topics such as memory, visual and auditory perception, biological rhythms, development of the nervous system, animal models, and brain anatomy, among others. The displays were specifically designed for a high-school level audience, aimed to inform as well as to promote scientific careers. Moreover, special talks were offered by recognized researchers as Dr. Rodrigo Laje, Dr. Santiago Plano featuring the illusionist/mentalists Maximiliano Giacconia, Dr. Diego Golombek, and Dra. Maria Luz Gonzalez Gadea. We estimate that the event was visited by around 3,000 people.

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Brain Awareness Week Activities

P2. Musical Learning: Music and Sounds as Evocative of Memories and Emotions in Our Brain

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Music has always represented an important part of every human culture, both past and present. It is a strong modulator of mood and social interactions. Nowadays advances in neuroscience enable researchers to quantitatively measure just how music affects the brain and neuronal networks. Individual sounds are capable of evoking different emotions and memories, depending on the context and the background of the hearer. We designed and developed our scientific communication project according to the guidelines for the Brain Awareness Week. Our goal was to introduce children between 8 and 10 years old to the exciting world of neurosciences. In order to carry on our purpose, we visited fourth and fifth grades in Valentín Bonetti and Saint Andrew's Schools in the city of Mendoza, Argentina. We designed workshops to explain how the brain is modified by its interaction with sounds and music. We also provided dynamic talks and games so that children could learn while playing them. In this way, we sought to explain the links between

sounds stimuli and how our brain is able to interpret and respond to them. The children easily associated different sounds with emotions and memories they perceived; they also learnt that a numerical sequence was easier to remember with a background melody. They enthusiastically manipulated rat and cow fixed brains in order to learn brain anatomy. Fortunately, we received a positive feedback from the children who were really excited to receive us.

Brain Awareness Week Activities

P3. BAW 2018 in Misiones: Do We Know Our Brain? A Challenge of Senses

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One of the most important challenges of the current scientists is to bring their knowledge, methods, procedures, and results to the society. Education is a main resource that students have to shape their future. So, it is fundamental to create bridges between science and education, through new forms of science divulgation. The objective of this BAW project was to improve students' knowledge about the brain functioning, brain protection, and also how to become neuroscientist in Argentina. For that purpose, during Brain Awareness Week (BAW) in March 2018, we visited three secondary schools located in Misiones province: Instituto Roque González (Posadas), Instituto Madre de la Misericordia (Posadas), and Escuela Provincial de Educación Técnica (E.P.E.T.) N° 50 (Leandro N. Alem). We developed the project through guide questions, group games, sense tests, and a final talk with a total of more than 200 students. We focused on the participation of the students: They were able to experience themselves and many questions arose during the talks, which were very dynamic and varied among the different schools. Children, together with the professors and school directors, enjoyed and took advantage of the opportunity of having neuroscientists in the schools. Teachers repeatedly thanked us for bringing our research and knowledge to very distant provinces like Misiones.

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