

Ten Ways You Can Be a Brain Advocate

Stay informed on the brain. Read articles and books and watch science programs that discuss new advances in brain research.

Participate in Brain Awareness Week. Search for an event in your area, or find out how to get involved as a partner in the campaign at www.dana.org/BAW.

Spread the word: let your friends, neighbors, and co-workers know how important you think brain research is to you and your community. If you are a parent, encourage your children's schools to incorporate the brain into the classroom. Find resources at www.dana.org/kids.

Use social media. Connect with like-minded organizations and share brain research updates with your friends and family on social media platforms.

Contact your representatives to share information on important advances in brain research with them. Don't assume that they are up to date in their knowledge. If you think an article or piece of information about the brain is interesting, it is likely they will, too. Find your representatives at www.house.gov.

Donate your time and support to the organizations or advocacy groups of your choice.

Support local colleges and universities that have active teaching and research programs in neuroscience.

Alert the media: write to newspapers and broadcasters to let them know that you appreciate their coverage of the brain. Or, contact local media outlets to encourage increased coverage on the brain. Letters to the editor and opinion pieces are very effective ways of sharing your views. Tips for reaching out to the media can be found on the Brain Awareness Week website, www.dana.org/BAW.

Participate in a clinical trial; scientists learn from studies about how normal brains function. Search the National Institutes of Health's listing of trials at www.clinicaltrials.gov.

Be a role model by living a brain-healthy life. Learn more at www.dana.org/stayingsharp.

Contact us:

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