James Watson calls three-day meeting in November at Cold Spring Harbor Laboratory to address decrease in neuroscience research funding despite President Bush proclaiming the 1990’s the Decade of the Brain.

Dana Foundation awards five-year grant to Library of Congress for the Decade of the Brain Lecture Series.

Dana Alliance logo created, receives American Corporate Identity Award.


Dana Foundation establishes an office in Washington, DC. Office closes in 2010.

Alliance Chairman David Mahoney, and DABI members W. Maxwell Cowan, Guy M. McKhann, and Jack D. Barchas, met with Harold Varmus, Director of NIH and Ruth Kirschstein, NIH Deputy Director to acquaint them with the Dana Alliance and its work.

Dana Foundation Chairman David Mahoney proposes creating an organization committed to education about the brain if the scientists at CSHL are willing to participate. Scientists agree and frame 10 scientific objectives they feel could be reasonably achieved by the year 2000 and commit themselves to the Alliance’s mission and goals for public education about the brain and brain research.

Formal announcement of the creation of the Dana Alliance for Brain Initiatives at a press conference on April 27, 1993, in Washington, DC.


Newsletters, bulletins for journalists and booklets for the public are published for the first time, including Brain in the News, Data Base, and Washington Highlights, and The Brain Book (to become Brain Connections – a source guide to organizations providing information on brain diseases and disorders).
Dana Alliance Resource Directory, a resource of neuroscience experts for journalists, is published for the first time. The second edition features interactive computer disk and is distributed to journalists nationwide.

First Dana Alliance presentation on Capitol Hill, featuring release of Alliance’s “Delivering Results: A Progress Report on Brain Research” along with a Members’ breakfast for Congress, a public forum, and luncheon.

Stimulated in part by Capitol Hill event, Senate Special Committee on Aging holds one-day hearing on “Breakthroughs in Brain Research: A National Strategy To Save Billions in Health Care Costs.” At request of Committee’s staff, DABI provides recommendations for possible witnesses – DABI members Guy McKhann, Allen Roses, Dennis Selkoe, and Dennis Choi testified at hearing.

“Successful Aging and the Brain,” and “A Lifetime of Brain Fitness” public forums become the first two programs in the Alliance’s public television series, “Your Brain,” produced in conjunction with WHYY-TV. The series was later renamed “Exploring Your Brain” and produced with WETA-TV.

Alliance completes 18-minute historical video about the Alliance’s formation, mission, and membership.

DABI launches Gray Matters, a radio series on the brain, airing on PRI (Public Radio International). The first program, “The Aging Brain,” was hosted by actress Patricia Neal. The award winning series came to an end more than a decade later and reached more than one million public radio listeners on more than 200 stations. The series is posted on dana.org and SfN-supported BrainFacts.org.

First joint Dana Alliance/AARP public forum addressing issues of the aging brain including memory loss, depression and stroke, was presented in Miami, FL coinciding with the Society for Neuroscience Annual Meeting.

Tips Bulletins, a series of timely information on aspects of brain research that affect everyday life is distributed to media and publications nationwide for use as source material in creating news and features stories.

Alliance Internet site is launched making all Alliance publications, news, and information, available to a worldwide audience.

First book sponsored by the Alliance, Memory: Remembering and Forgetting in Everyday Life by DABI member Barry Gordon, published by MasterMedia.

Alliance Chairman David Mahoney presented with the Society for Neuroscience’s Public Service Award in San Diego, CA by DABI member and SfN President Carla J. Shatz.
Brain Awareness Week Organizing Committee Meeting at Carnegie Institute, Washington, DC.

Alliance participates at AARP National Convention in Denver, CO.


*Dana Press* is established as the publishing arm of the Dana Foundation. *The Longevity Strategy* by Foundation Chairman David Mahoney and DABI member Richard Restak is first book published by Dana Press. Books published include 16 written by DABI members.

First edition of *Dana Alliance Member News*, a newsletter for members of the Dana Alliance.

DABI organizes first Brain Awareness Week Campaign (May 12-18) bringing together diverse groups with different interests from academia, government, and advocacy groups, and uniting them with the common theme that brain research is the hope for treatments, preventions, and possibly cures for brain diseases and disorders. Inaugural events are held on Capitol Hill, Washington, DC. Since its inception, more than 3,900 institutions and organizations have participated in the campaign.

AARP and the Andrus Foundation ask DABI to cosponsor a series of forums around the country on the issues of aging and the brain. The first session, “Staying Sharp: What’s New in Brain Research” was held in Seattle, WA and was the first truly collaborative effort between the two organizations.

Preliminary meeting in Strasbourg, France of the European Dana Alliance for the Brain.

DABI members participate in two sold-out sessions for political, business, social leaders at World Economic Forum in Davos, Switzerland. Topics were “Mind’s Effect on the Body” and “The Future of the Brain.”

*Dana BrainWeb* debuts on website, providing links to validated sites about brain diseases and disorders.

DABI releases Agenda: Progress of Brain Research in Next Five Years, including revised scientific objectives.
Dana News Office established to handle press inquiries, scientific expert referrals, and ongoing briefing papers, etc. for journalists.

1998

Dana Alliance receives James and Sarah Brady Recognition Award for Public Service from Brain Injury Association for Exploring Your Brain: Stress, Trauma and the Brain TV program. Award was presented by James S. Brady, former Assistant to President Ronald Reagan and White House Press Secretary.

1999

BAW is five years old, grows into a global campaign, spanning six continents.

2000

Alliance convenes meeting in New York with 33 of its leading members to discuss the direction and expansion of efforts of the Alliance over the next 5-10 years. Alliance announces a new research agenda for the next decade and recommits itself to public outreach.

2001

New BAW initiative called Partners in Education (PIE), targets the classroom. PIE program ends in 2004.

DABI and AARP’s Andrus Foundation produce series of four booklets in English and Spanish based on public events, Staying Sharp: Current Advances in Brain Research.

The Dana Sourcebook of Brain Science: Resources for Teachers and Students provides curricula on brain science.

Dana Foundation Chairman David Mahoney dies, William Safire elected Chairman, Edward Rover elected President.

“Imagine a World…” a new joint DABI/EDAB vision statement released.

DABI cosponsors the New York City Regional Brain Bee Competition with the New York Academy of Science.

Initiated by William Safire, Dana Alliance takes lead role in Neuroethics Debate and Discussions.

DABI wins 2003 SfN Community Service Award, presented by SfN President and DABI member Fred Gage.

Dana Foundation awards grant to AAAS to establish Neuroscience and the Law seminars for state and federal judges that explore advances in neuroscience affecting the legal system. As of 2013, the program is a major success and funding continues.

DABI, AAAS, SfN, Academy of Neuroscience for Architecture collaborate on events at Dana Center, Washington, DC, exploring role for neuroscience in architecture.

2002

2003

2004

2002

More than one million AARP members request or download one or more of the Staying Sharp booklets produced in collaboration with AARP. The program gets national attention in AARP's Modern Maturity magazine, Jane Brody's New York Times column, and the health sections of The Washington Post and the Los Angeles Times.

President George W. Bush issues proclamation in celebration of Brain Awareness Week.

DABI publishes It's Mindboggling! As of 2013, booklet has been translated into 10 languages.

DABI sponsors first Neuroethics lecture at SfN Annual Meeting in New Orleans, LA.
Alliance establishes Lending Library pilot program, a collaboration between DABI and university neuroscience departments that provides participants with resources and tools needed to create and sustain year-round educational outreach programs in their communities.

DABI and NIH present first science teacher workshop in collaboration with NIH Office of Science Education.

BAW celebrates its 10th anniversary, introduces new tagline, “Get Connected.”

Dana Alliance supports outreach for Partners Healthcare and The National Science Foundation IMAX film, “Wired to Win”: DABI members provide expertise for development of movie that follows participants in the Tour de France to illustrate the workings of their brains during the race.

Staying Sharp partnership in collaboration with the MetLife Foundation receives 2006 MindAlert award in the category of Normal Mental Fitness from Lifetime Education and Renewal Network (LEARN) of the American Society on Aging.

Dana Foundation gives grant to New York Hall of Science for the first Dana Brain Science Educator Institute to educate teachers and help them develop and implement lesson plans about the brain and brain research in their classrooms.

First National Capital Area Brain Bee in Washington DC.

DABI begins partnership with Association of Science Technology Centers (ASTC), presenting workshops for teenagers.

Dana Alliance and corporate leadership group, The Conference Board, publishes the booklet, “Your Brain at Work: Making the Science of Cognitive Fitness Work for You.” The Conference Board member companies participate in a webcast on BrainFitness in the Workplace” with DABI member Jordan Grafman, PhD.

Staying Sharp booklets distributed as a fulfillment item during Brain Awareness Week. Campaign partners distribute over 30,000 booklets annually.

DABI and AARP produce the Staying Sharp DVD program based on public forums. More than 10,000 DVDs are distributed.

More Mindbogglers!, the second in the Mindboggling series of booklets targets high school students.
BAW celebrates its 15th Anniversary with more than 700 events in 39 countries and 38 US states posted on the International Calendar.

The Mindboggling Workbook, third in this series, targets students in grades K-3.

DABI begins collaboration with Columbia University Neuroscience Outreach (CUNO) on the New York City Brain Bee Competition, and expands format to include two study sessions for participants, a keynote address, and Brain Fair for all attendees.

Dana Foundation and DABI support the efforts of Research!America and the American Brain Coalition and provide resources through DABI member participation and DABI publications.

Dana Alliance receives grant from MetLife Foundation to present live Staying Sharp public forums to the general public. As of 2013, MetLife continues support of the program which has reached almost 34,000 people at its live sessions.

Dana Alliance and AAAS partnership brings public events on “Neuroscience and Society” back to Washington, DC.

The Arts of Neuroscientists, a new online series with DABI Members about their creative pursuits, begins.

20 Years of Education & Outreach and the work continues...