

# SUNY-Old Westbury Hosts College

## “Brain Awareness Week” March 14<sup>th</sup>-17<sup>th</sup>, 2016

SUNY Old Westbury will be hosting a college “Brain Awareness Week” event on campus. We will have three locations where student Brain-Game Competitions will take place Monday through Wednesday from 9am-2pm. The Psychology Club will be setting up these fun and interactive competitions for student participation and educational training. Each class period the student with either the highest score, best accuracy, and/or fastest reaction time will be given a prize from one of our sponsors.

We have partnered with the DANA Foundation and the following professional vendors to supply prizes for students: Kent Scientific, Anymaze, The Anatomy Warehouse, and Neuroscience Associates (NSA). In addition, we have educational donations from: Oxford University Press, Cengage Learning, and Sinauer Associates Inc. to give away over \$1,000 worth of neuroscience related educational textbooks as prizes.



*“We are most fortunate to have iMotions provide our students with a unique educational hands-on training opportunity with state-of-the-art cutting edge technology. This helps our students to experience applied learning in a modern way.”* **Dr. B.-Runi Mukherji Dept. Psychology**

*Are you smarter than your Smart Phones!  
Then come and test your knowledge on the  
brain.*



Students are encouraged to compete in our brain-game challenges. There will be two locations during each class period from 9am-2pm where students can win prizes.

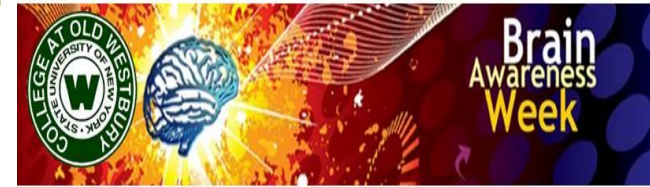
- The F-Wing of the Campus Center (Monday-Wednesday)
- NAB 1100 A & B (Monday, Tuesday, and Thursday)
- NASB S100 (Wednesday)

All students will be provided raffle tickets to win gift cards, text books, and other giveaways during each day of the event. So even if you don’t win a competition, you can still win something.

SUNY Old Westbury  
223 Store Hill Road  
Old Westbury, NY 11568



**Monday-Thursday 3/14-3/17/16**  
**NAB 1100 & NSB 100**  
**F-Wing of the Campus Center**



**Dr. Lorenz Neuwirth**  
**Dept. of Psychology & SUNY**  
**Neuroscience Research Institute**



**Dr. Ashlee Lien**  
**Dept. of Psychology**  
**& The Psychology Club**

SUNY-OW partnered with the DANA Foundation to host a “College Brain Awareness Week” initiative for our students March 14<sup>th</sup>-17<sup>th</sup> from 9am-3pm. Faculty and sponsorships from national vendors and companies will provide educational training, brain game student competition challenges, vendor prizes and giveaway’s. During Common hour a lecture series by our Psychology Faculty will be given to promote a new Neuropsychology Minor expected Fall 2016.





# Brain Awareness



# Week Faculty Common



# Hour Lecture Series



## Monday 3/14/16 NAB 1100 A & B

**Presenter:** Dr. B.Runi Mukherji  
*Dept. Psychology SUNY-OW*

**Title:** Effects of Environment on the Developing Brain

**Description:** Genetics are only a piece of a larger puzzle in brain development. The postnatal brain's growth is directly related to environmental stimulation. What happens if your environment is less stimulating than others and how does that relate to learning as you age.

**Discussant:**  
Dr. Lillian Park Dept. Psychology SUNY-OW

## Tuesday 3/15/16 NAB 1100 A & B

**Presenter# 1:** Dr. Lillian Park  
*Dept. Psychology SUNY-OW*

**Title:** The Neuroscience of Editing Memories

**Description:** The 2004 film *'Eternal Sunshine of a Spotless Mind'* explored the idea of erasing painful memories from one's life. While this may sound like pure science fiction, scientists are investigating how memories can be changed, whether through deletion, addition, or manipulation, using neuroscientific methods.

## Tuesday 3/15/16 NAB 1100 A & B (continued)

**Presenter # 2:** Dr. Jillian Nissen  
*Dept. Biology SUNY-OW & Stony Brook University*

**Title:** Neuronal Function: Not Immune to Microglia.

**Description:** The brain and spinal cord are considered "immune-privileged" as they are separated from the rest of the body by the blood brain barrier. They thus have their own specialized resident immune cells known as microglia. Recent studies have shown that microglia play a dramatic role in modulating neuronal connectivity, and disrupting this process has significant impacts on animal behavior. Microglia also plays an important role in brain health, and when either removed or their activity altered, can affect the severity of seizures.

**Discussant:**  
Dr. Fernando Nieto, Chair Dept. Biology SUNY-OW

## Wednesday 3/16/16 NSB S100

**Presenter# 1:** Dr. Lorenz S. Neuwirth  
*Dept. Psychology SUNY-OW*

**Title:** Effects of Lead Poisoning on the Developmental of Early Brain Neurochemical Pathways: Balancing Excitation and Inhibition Across the Lifespan.

## Wednesday 3/16/16 NSB S100 (continued)

**Description:** Environmental contaminants such as lead are neurotoxic. The brain is most vulnerable in early development and dependent upon the concentration and duration of lead exposure various neuropsychological and neurobehavioral problems can manifest and remain across the lifespan. Knowing which neurotransmitter pathways are disrupted can offer a window into appropriate drug therapies in treating later life problems.

**Discussant:** Dr. B.Runi Mukherji,  
*Dept. Psychology SUNY-OW*

## Thursday 3/17/16 NAB 1100 A & B

**Key Note Presenter:**  
Evelyn Okeke, Doctoral Candidate  
*Biochemistry & Molecular Biology  
Robert Wood Johnson Medical School,  
Rutgers University*



**Title:** Alzheimer's Disease: A Balance Between Memory and Protein Degradation

**Description:** Memory is a delicate process and there are normally occurring forms of protein degradation that spare memory. However, if these protein degradation pathways are disrupted they may play a role in neurodegenerative disorders such as AD.

**Discussant:** Dr. Lorenz S. Neuwirth,  
*Dept. Psychology SUNY-OW*

