

**SUNY-Old Westbury's  
2<sup>nd</sup> Annual College  
"Brain Awareness Week"  
March 6<sup>th</sup>-9<sup>th</sup>, 2017**

SUNY Old Westbury will be hosting its 2<sup>nd</sup> annual college "Brain Awareness Week" event on campus. We will have one location where student Brain Game competitions will take place Monday through Thursday from 9am-2pm. Students from the Psychology Dept. will be setting up these competitions for student participation and educational training. Each class period the student with the highest score, best accuracy, and/or fastest reaction time will be given a prize. There are also free giveaways at the tables.

We have continued our partnership 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 resources donated from: Sage, Oxford University Press, Cengage Learning, and Sinauer Associates Inc. to giveaway over \$1,000 worth of neuroscience related educational textbooks as prizes.

*"Brain Awareness Week provides the SUNY-OW community with opportunities to increase their knowledge about brain research. Hands-on activities, games, and lectures inform people about the ~3-lb organ that sits inside their skull and is the biological basis of human behavior and mental life."*

**Dr. Lillian Park, Dept. Psychology**



Students are encouraged to compete each class period in our Brain Game competitions, which will be held in the F-Wing of the Campus Center Monday-Thursday 9am-2pm. Free raffle tickets will be given out and there are daily prizes for each class period. Grand prize in the raffle is a laptop.



Students actively engaged in the Brain Awareness game challenge competitions (Left-Tower of Hanoi & Right-Mirror Tracing cognitive psychology tasks).

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



  
Monday-Thursday  
03/06/17-03/09/2017  
SUNY OLD WESTBURY

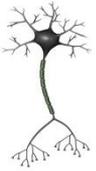


SUNY Old Westbury is Hosting its  
2<sup>nd</sup> Annual College  
"Brain Awareness Week"  
March 6<sup>th</sup>-9<sup>th</sup>, 2017

Organized by: Dr. Lorenz Neuwirth from The Psychology Dept. & The SUNY Neuroscience Research Institute (SUNY-NRI).

Student Brain Game competitions for prizes will be held 9am-2pm in the Campus Center F-Wing. Faculty lectures on Brain Awareness topics will be presented during common hour Monday-Thursday. This year's conference was supported by the following sponsors:





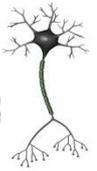
# Brain Awareness



# Week Faculty Common



# Hour Lecture Series



## Monday 03/06/17 NAB 1100 A & B

**Presenter:** Dr. Seojung Jung  
*Dept. Psychology SUNY-OW*



**Title:** The Positivity Effect and The Aging Brain

**Description:** As people get older, they may experience undesirable changes, such as declining health and forgetfulness, but their emotional well-being tend to remain stable. In old age, people tend to prefer more positive over negative emotions and process positive emotions better than negative ones, which is termed the “positivity effect.” With the progress in the cognitive neuroscience of aging, researchers have proposed the underlying neural mechanisms for this age-related positivity effect.

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

## Tuesday 03/07/17 Student Union Multipurpose Room A & B:

**Key Note Presenter:**  
Chuhyon Corwin, Doctoral Candidate  
*Dept. Biology, Hunter College CUNY & Dept. Biology/Neuroscience CUNY-Graduate Center*



**Title:** A Rat model of Neuroinflammation Exhibiting Parkinsonism-like Pathology Induced by Prostaglandin J2

**Description:** Upregulation of cyclooxygenase-2 has emerged as an important determinant of the cytotoxicity associated with neuroinflammation in Parkinson's Disease (PD). Prostaglandins (PGs) are major products of cyclooxygenases, yet their role in neurodegeneration are poorly understood. We established a rat model exhibiting Parkinsonian-like pathology induced by PGJ2 chronic neuroinflammation. The PGJ2 rat model may serve as an invaluable tool to test Positron Emission Tomography (PET) diagnostic radioligands and to identify and optimize therapeutics counteracting neuroinflammation as a strategy to prevent or delay the progression of PD.

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

## Wednesday 03/08/17 NAB 1100 A & B

**Presenter:** Dr. Wei Zhu  
Empire Innovation Program,  
SUNY-NRI-SUNY-OW



**Title:** Neurobiological Functions of Endogenous Morphine

**Description:** Our research has shown that both animal and human neurons produce endogenous morphine. The biosynthetic pathway of morphine within invertebrate and human tissues is very similar. The possible functions of morphine in the immune and neuronal cell populations will be described to promote investigation for novel therapeutic approaches.

## Wednesday 03/08/17 NAB 1100 A & B (continued)

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

## Thursday 03/09/17 NAB 1100 A & B

**Presenter:** Dr. Patrick Cadet  
Dept. Biology, SUNY-NRI,  
SUNY-OW



**Title:** The Neuroprotective Effects of Morphine

**Description:** Millions of Americans suffer from some form of neurological disorder. Alzheimer's Disease (AD) progressively destroys a person's memory, learning/reasoning ability, and capability of carrying out daily tasks. AD is characterized by senile plaques, neurofibrillary tangles, aggregation of tau protein in neurons and neuronal loss. Currently, there is no known cure for AD. Overproduction of reactive oxygen species (ROS) have been implicated in various neurodegenerative diseases. Endogenous morphine via nitric oxide release can counteract the effects of ROS as a novel mechanism producing neuroprotection.

**Discussant:** Dr. Youngjoo Kim,  
Dept. Chemistry & Physics-SUNY-OW

This year's theme is “Brain Health & Age-Related Neurodegenerative Disorders” Students are highly encouraged to stop by each lecture during common hour 2:30pm-3:30pm to learn from our speakers.

