

# EDUCAÇÃO E DIFUSÃO DO CONHECIMENTO – INSTITUTO BRASILEIRO DE NEUROCIÊNCIAS E NEUROTECNOLOGIA (BRAINN)

## EDUCATION AND KNOWLEDGE DIFFUSION - BRAZILIAN INSTITUTE OF NEUROSCIENCE AND NEUROTECHNOLOGY (BRAINN)

*Andréa Ismara de Araújo Ruas, Brazilian Institute of Neuroscience and Neurotechnology (BRAINN) at Unicamp;*

Li Min, Li, Brazilian Institute of Neuroscience and Neurotechnology (BRAINN) at Unicamp.

Contato: andrea.ruas@reitoria.unicamp.br ou andrea@brainn.org.br

### **CEPID BRAINN - BRAZILIAN INSTITUTE OF NEUROSCIENCE AND NEUROTECHNOLOGY**

**Abstract:** Promote the diffusion of knowledge of the researches produced by BRAINN RIDC in order to popularize/disseminate the acquired scientific knowledge, making them accessible to the general audience, Another objective is to facilitate the exchange of experiences/knowledge between researchers and students interested in exchanging experiences and developing partnerships with BRAINN RIDC researchers.

**Resumo:** Promover a difusão das pesquisas produzidas pelo CEPID BRAINN com o objetivo de popularizar / disseminar o conhecimento científico adquirido, tornando-o acessível ao público em geral. Outro intuito deste projeto é facilitar a troca de conhecimento entre pesquisadores e estudantes interessados em compartilhar experiências e desenvolver parcerias com pesquisadores do BRAINN RIDC.

The project BRAINN (Brazilian Institute of Neuroscience and Neurotechnology), which is a Research, Innovation and Dissemination Center (RIDC) of São Paulo Research Foundation (FAPESP). BRAINN congregates researchers from many areas (neurology, physics, biology, electrical engineering, psychology, computer science, physical education, among others), coming mainly from University of Campinas – UNICAMP and from Center of Information Technology Renato Archer, which is a federal center of research and development; but also from other Brazilian institutions, such as Federal University of ABC, Federal University of São Paulo, Pontifical Catholic University of Rio Grande do Sul; as well as some foreign institutions, such as University of Montreal and University College London.

As the name implies, project BRAINN focuses on basic science research on neuroscience, coupled with the development of technologies that can assist in the diagnosis, prognosis and treatment of neurological diseases, mainly but not restricted to, epilepsy and stroke.

The Center's work in the area of treatment and rehabilitation focus on remote monitoring of patients. For example, a highly portable video-EEG system can be deployed at home, allowing patients to avoid long wait times in hospitals. The Center is also working to develop remote-controlled devices (e.g., mobile robots) that will allow physicians to interact with patients outside of hospitals.

The goal of the Education and Dissemination Department is to facilitate the communication between researchers and society, spreading the results obtained through the researches conveyed by BRAINN RIDC in order to disseminate the scientific knowledge to the general audience by making the content accessible.

To share the knowledge acquired through the researches at the Center and to raise public awareness about neurological diseases, CEPID BRAINN has been following the strategies bellow:

- The promotion and organization of forums, congresses, workshops, meetings, courses and lectures for academic and general audience interested in the Neurosciences, Neurotechnology and Neurological Diseases. The center has been organized events to make the Neurosciences more popular, like Neuroscience Exhibition. CEPID BRAINN also publicates books to help disseminate neuroscience in the community
- Raise awareness through campaigns and educational activities regarding to Neurological Diseases in partnership with NGOs and other partner institutions.
- Improvements in the communication process through the portals [www.brainn.org.br](http://www.brainn.org.br) and [www.cerebroesaude.com.br](http://www.cerebroesaude.com.br).

BRAINN internet portal is a corporate and institutional site directed to researchers and students (academic audience) interested in sharing experiences and developing partnerships with BRAINN RIDC researchers.

Cérebro e Saúde internet portal was originally designed for Semear Ciência Campaign (Science Dissemination Project organized by GENOMA RIDC / USP). BRAINN RIDC participated of this project in the end of 2017. The main goal of this website is to disseminate thematic and scientific knowledge of BRAINN RIDC researches to the general audience. The website was developed in a clear/simple language structure and it will be the channel of dialogue between the academic audience and the general audience.

[www.brainn.org.br](http://www.brainn.org.br)    [www.cerebroesaude.com.br](http://www.cerebroesaude.com.br)  
<https://www.facebook.com/CepidBrainn>