BrainFacts.org Itinerary: Learning and Memory

From song lyrics to former addresses, our brains hold a seemingly endless supply of information. Why are we able to learn, store, and recall certain things with such ease, but then forget where we left the keys? Help your audience learn the science behind learning and memory.

**Background**

- Prepare to talk to the public about learning and memory with these accessible articles: The Machinery of Memory, Storing Memories, and Different Facets of Memory.
- Get your audience engaged with the Brain Awareness Videos Neuroplasticity and Sketch of a Memory.

**Hands On**

- Incorporate hands-on activities using the Learning and Memory lesson plan from University of New England's Center for Excellence in the Neurosciences, BrainU.org, supported by the University of Minnesota and the National Institutes of Health, and Neuroscience for Kids from the University of Washington.

**Diving Deeper**

- Explain how scientists grow to understand learning and memory by exploring specific research and discoveries using the article Memory: From One Patient to a Breakthrough and the Image of the Week: The Taste of Snails.
- Explain the neuroscience behind the concept of photographic memory with this Ask an Expert article.
- Looking for more? Explore all of the learning and memory resources on BrainFacts.org.