

Grant Awards

Application

1.) Name of Chapter: Mexico City Chapter

2.) Number of Current Chapter Members

Faculty Members: 257 Staff Members: _____ Postdoctoral Trainees: _____

Graduate Students: 213 Undergraduate Students: _____ Complimentary 15 Emeritus 1.

3.) Chapter Representative Contact Information:

Name: León Cintra McGlone

Address: Instituto de Neurobiología UNAM Boulevard Juriquilla #3001, Juriquilla Querétaro, México CP 76230.

Phone: (5255) 56 23 40 57 Fax: (5255) 56 23 40 38

E-mail: cintra@servidor.unam.mx

4.) Chapter Treasurer Contact Information

Name: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

5.) Checks Payable to: SOCIEDAD MEXICANA DE CIENCIAS FISIOLÓGICAS

6.) Mailing Address for Checks: León Cintra/ INB-UNAM Campus Juriquilla, Blvd. Juriquilla, Querétaro, México 76230.

Please attach responses to the following questions in 10 point font or larger:

- 1.) A **brief summary** of the proposal (no more than 150-200 words).
- 2.) **Specific goals** of the proposal and how it relates to the SfN Strategic Plan, Brain Awareness Week activities, or otherwise promotes increased chapter membership and activity (please do not exceed 750 words to 1 page). Please be sure to include an approximate date of the proposed activity or event.
- 3.) **Budget:** explanation and justification. Travel may be allowed only for visits to promote chapter membership, if part of a formal program. *Please note: requests for travel funds must be accompanied by a compelling justification.*
- 4.) Please list any **chapter-sponsored events** held during the past three years (please include event dates and titles).
- 5.) Chapter **web-page address**, if applicable

Important note:

All Chapter awardees are required to submit a final report including detailed budget expenditures within 30 days after the funded event or activity. *Any unused funds must be returned to SfN.*

Return this form and your attachments to chapters@sfn.org

1) **Summary of the proposal**

Brain Awareness Week (BAW) is celebrated in Mexico every year since 2005, to educate the general public about what is the brain and how it works. The Mexico City Chapter of the Society for Neuroscience and the Mexican Society for Physiological Sciences (SMCF) are organizing for the fifth time this event in México Country. The main goal of this event is to improve the public's knowledge of the brain and the role of neuroscience in understanding the brain and the underlying causes of neural disease. This represents an excellent opportunity to let people know what is being done in Mexico in neuroscience, to diagnose, treat and prevent disorders of the brain, such as epilepsy, Alzheimer's, Parkinson's, stroke, schizophrenia and depression, which affect the lives of millions of people. It is also an opportunity for scientists and postgraduate students to interact with the general public. Different activities have been organized by neuroscientists to be carried out during the BAW in at least eight States of Mexico Country.

As for our Chapter this is a National Task, we will require other supporters to achieve our goals. For the last 5 years we had an increased demand for the BAW activities wherever we carried them out.

The main goal is to spread the Awareness of the Brain Research around the Country, with the effort of many of our Neuroscientists located in several capital Cities of the Mexican Republic, among them Queretaro, Puebla, Guadalajara, Colima, Mexico City, Guanajuato, Veracruz, Morelos, etc. Those local BAW celebrations are partially sponsored by the Mexico City Chapter (as it represents the greater part of SfN Members in Mexico Country), SMCF, National Council of Science and Technology, local Universities and Institutes.

Funding from the SfN will be used for generating and printing the teaching material, the other promotional material.

Matching Funds: The total cost of our activities around the Country will be over \$30,000.00 USD, at this time we are also asking for support to the Governmental authorities, Universities, Institutes and the SMCF to provide funds, thus, the support from the SfN to achieve our goals is fundamental.

2) **Specific Goals**

1) The main goal for Brain Awareness Week 2009 is to increase public outreach around the all Mexican nation.

2). Exhibitions with posters and anatomical models about the brain in normal and pathological conditions will be carried out in public areas for expositions, such as systems of public transportation, the Metro, hospitals, universities, colleges, high schools, etc. The posters will be designed by Ph.D. students from different areas of neurosciences such as memory, learning, nutrition and the brain, Parkinson, Alzheimer, epilepsy, spinal cord lesions, diabetes and neuropathic pain, addictions, the effects of some fitodrugs in the brain, senses, emotions, etc. In fact, the posters will include information where the people could attend to have more information. The exhibitions will last one month (March 2009). Several Universities from different States among the Mexican Republic will held their own activities, expositions, conferences, labtours, openhouse, etc along with the activities carried out at Mexico City.

2. During the next LII National Meeting of the Mexican Society of Physiological Sciences (September 2009), an award will be given to the author of best poster and will be presented during the BAW, in Chicago Meeting 2009.

3. During the BAW of 2009, conferences focused to educate what is the brain and how is modified by different pathologies are going to be carried out in public areas, high schools, colleges, universities and hospitals. These conferences will be imparted by neuroscientists and Ph.D. students with expertise in the topics. These activities are focused to improve the interest for basic research in neurosciences of students. About twenty universities and institutions are involved in this activity.

4. Workshops with the general public with the purpose to teach how the brain works, using games, robots and computer programs. This activity will be carried out during the BAW.

5. Radio conferences for general public during the BAW.

6. Printing and distribution of the booklet "Neuroscience: The Science of the Brain" in Spanish during the BAW.

3) Budget

We apply for the \$2000.00 Dollars Chapter Award. The financial support will be used for printing and distribution of the posters for the expositions in different cities of Mexico Country. We also request support for printing elaboration and distribution of material for the workshops.

Matching Funds: The total cost of our activities around the Country will be over \$30,000.00 USD, at this time we are also asking for support to the Governmental authorities, Universities, Institutes and the SMCF to provide funds, thus, the support from the SfN to achieve our goals is fundamental.

As the BAW Celebration is on the run, we attach here the poster elaborated for the organizers of the BAW 2009 at the Instituto de Neurobiologia UNAM, in Queretaro.

Also some pictures of the Baw 2008.

4.) chapter-sponsored events

Sponsored events held during the past three years

Past three years the Chapter sponsored:

2006 Brain Awareness Week activities at 9 Mexican States, March 13-25; with SfN Chapter Award and SMCF Funds.

2007: BAW March 12-18; at 9 Mexican States with SfN Chapter Award Funds;

2008: March 9-15 at 5 Mexican States with SMCF Award Funds (Chapter Award from SfN was denied).

As you know we had been organizing the Brain Awareness Week in Mexico since four years ago with a great success. Normally are 7 or 8 States of the Mexican Republic working during this special week with the main goal to info

public in general adults and particularly kids specially High School students about Neuroscience in order that they study some professional career related with Neurosciences.

Grass Travelling Scientist:

David A. McCrea.- Seminar: "Creating a realistic model of the mammalian locomotor CPG - from physiology to simulations and back". Date May 24, 2007.

Thomas Hökfelt.- Seminar. "Galanin and NPY; two Swedish peptides in pain and depression". Date Sept. 26, 2008.

Edward Perez reyes.- Seminar:"Conserved and Non-conserved Roles of the I-II Loop of T-type Ca₂ Channels". Date Sept.9, 2008.

Ricardo Miledi Neuroscience Training Program August 8 to September 2, 2005
Institute of Neurobiology, Universidad Nacional Autónoma de México, Juriquilla-Querétaro campus, "Analytical and Integrative Neurobiology" November 6 to December 2, 2006

Instituto de Neurobiología, Universidad Nacional Autónoma de México, Campus Juriquilla, Querétaro.

"NEURONAL DIFFERENTIATION DURING EMBRYONIC DEVELOPMENT AND FROM STEM CELLS IN VITRO AND IN VIVO" 2007

February 4-22, 2008

Instituto de Neurobiología (UNAM), Querétaro, México

General mechanisms of neuronal determination during vertebrate embryonic development and stem cell biology

LI Congress of the Sociedad Mexicana de Ciencias Fisiológicas. September 6-11, 2008.

5.) Chapter **web-page address**, if applicable