



Brain Awareness Week

March 16-22, 1998

Campaign Chairman

David Mahoney
The Charles A. Dana Foundation

Advisory Committee

Colin Blakemore, Ph.D., Sc.D., F.R.S.
University of Oxford

W. Maxwell Cowan, M.D., Ph.D.
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Joan Vernikos, Ph.D.
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B.A.W. Homepage
www.dana.org/brainweek

February 20, 1998

Ms. Patricia Solis-Doyle
Office of Scheduling to the First Lady
Old Executive Office Building
Room 100
Washington, D.C. 20500

Dear Ms. Solis-Doyle:

We were delighted to hear from Nancy Beang at the Society for Neuroscience that the First Lady has agreed to accept the SFN Decade of the Brain Award at the Dana Alliance program on March 18. As promised, I am sending you some details about the event and the program behind it. The Dana Alliance is coordinating the event and I shall be your contact on the logistical arrangements involved with the First Lady's participation.

Event Schedule

The SFN award is part of a major program on Capitol Hill on March 18 which is organized by the Dana Alliance for Brain Initiatives. The program has two components: a two-hour progress report on brain research, featuring some of the nation's top neuroscientists, followed by a reception celebrating Brain Awareness Week. Throughout the afternoon and evening, policymakers from the legislative and administrative branches are being invited to join the program to talk about their interests and public policy for medical research.

In order to accommodate most efficiently the flow of people from one activity to another, we have agreed with the Senate Rules Committee that the program should take place in a single venue. This has necessitated an

Ms. Solis-Doyle
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adjustment in the event timing. As I understand that the First Lady is tentatively scheduled to arrive at 6:00 PM, this revised schedule may be an improvement, as she would now be receiving the award at the start of the reception.

The revised and final schedule of the two-part program is as follows:

March 18	4:00-6:00PM	Progress Report
	6:00-8:00PM	Reception

Location: Dirksen Senate Office Building
Ground Floor, Room G-50

Background on the Program

The Capitol Hill Program is part of a much larger undertaking, Brain Awareness Week, a public information campaign created by the Dana Alliance in 1996 in an effort to increase public understanding of the personal and public benefits of brain research. Today, the campaign includes over 350 organizations and is a unique international partnership of scientific institutions, patient-advocacy and service groups, universities, and teaching hospitals. Among the more than 50 professional groups, the Society for Neuroscience is one of our most active partners. Each year, it enlists the participation of its vast membership of neuroscientists in educational outreach activities throughout the United States.

Brain Awareness Week programming takes place throughout the United States, engaging school children, community groups, policy makers and scientists in a wide range of activities. The 1998 campaign has also expanded to Europe where a Brain Day, scheduled on March 18, will include school programs and other activities.

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Enclosures

I have enclosed for your review the following materials:

1. A copy of the invitation, which is being mailed on Saturday, February 21, to Brain Awareness Week partners, the neuroscience community in Washington, and Members of Congress and their staff. (A press release on Brain Awareness Week and this event will be mailed on February 26 to science press; a media advisory of the March 18 event will be sent to general press closer to the event.)
2. A preliminary timeline for March 18, reflecting a fairly tight schedule for the First Lady's participation. I understand that she is available for a very short time period, hence the 15-minute timeline. If she is available for a longer period, we would be delighted.
3. A recent edition of the Brain Awareness Week International Calendar of Public Events.
4. Background information on Brain Awareness Week and the Dana Alliance for Brain Initiatives.

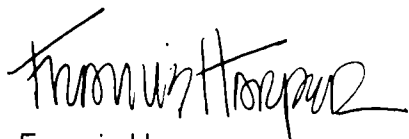
Contact

Here is my contact information:

Francis Harper
Campaign Coordinator, Brain Awareness Week
Dana Alliance for Brain Initiatives
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E-mail: tharper@dana.org

I hope this information will be helpful. I look forward to discussing the program and the First Lady's involvement with you at your earliest convenience. Thank you for your help.

Sincerely,



Francis Harper
Campaign Coordinator, Brain Awareness Week

Preliminary Timeline
Capitol Hill Progress Report Event and Reception
Dana Alliance for Brain Initiatives
March 18, 1998

Progress Report Event
4:00 - 6:00 PM

5 minutes	Introduction Greetings	Barbara Gill, Executive Director, Dana Alliance David Mahoney, Chairman, Charles A. Dana Foundation Rep. Connie Morella (R-MD)
10 minutes	Floyd Bloom:	<i>Delivering Results: an overview of the advances in brain research and the tools and new understanding that make this possible.</i>
10 minutes	Ben Carson:	<i>The Developing Brain: What is research telling us about the early development of a child's brain and why is it important?</i>
10 minutes	Kay Jamison:	<i>Advances and Challenges in Mental Health Research</i>
10 minutes	Mike Kuhar:	<i>The Science of Addiction</i>
10 minutes	Guy McKhann:	<i>Parkinson's Disease, Injury and Stroke: New Insights and Treatment Strategies Result from Research</i>
10 minutes	Dennis Selkoe:	<i>What We Know About How People Learn and Remember: Health and Disease</i>
5 minutes	Floyd Bloom:	<i>Brain Research: An Agenda for the Next Five Years</i>
40 minutes		Policy Remarks by Members of Congress (Congressional appearances will be intersperced with science speakers, depending on availability)
10 minutes		Questions and Answers

Brain Awareness Week Reception
6:00 - 8:00 pm

6:00	Mr. Mahoney and SFN President Dr. Lorne Mendell greet Mrs. Clinton at entrance and escort her to the front of the room, where the Progress Report has just concluded. Mrs. Clinton is seated. Mr. Mahoney goes to the podium.
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6:02-6:06	Mr. Mahoney welcomes Mrs. Clinton, establishes CONTEXT for her visit
6:07	Mr. Mahoney introduces Dr. Carla Shatz
6:08	Dr. Shatz comments on Mrs. Clinton's involvement in children's issues and the White House Conference on Early Learning and the Brain.
	Dr. Shatz introduces Dr. Mendell
6:13	Dr. Mendell presents SFN Decade of the Brain Award to Mrs. Clinton
6:15-6:20	Acceptance of award and remarks by Mrs. Clinton
6:21	Mr. Mahoney returns to podium and thanks Mrs. Clinton for coming and the SFN for choosing to honor her at this time. Starts reception.
6:22	Mr. Mahoney and Dr. Mendell escort Mrs. Clinton through reception, pausing for photo ops, and escort her to exit when she is ready to leave.
6:25 - 7:30	Open time Drop-bys and remarks by Members of Congress (Members will be introduced by Barbara Gill)
7:30	Barbara Gill introduces Dr. Leon Cooper, Nobel laureate



Brain Awareness Week™

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B.A.W. Homepage
www.dana.org/brainweek

David Mahoney, Chairman Dana Alliance for Brain Initiatives

invites you to

A special Brain Awareness Week Program on Capitol Hill

Wednesday, March 18, 1998
Dirksen Senate Office Building, 1st and C Streets, N.E.
Ground Floor, Room G-50
Washington, D.C.

Delivering Results: A Progress Report on Brain Research A scientific overview by members of the Dana Alliance with policy remarks by Members of Congress

4:00 – 6:00 PM

Brain Awareness Week Reception With a special Society for Neuroscience presentation of its Decade of the Brain Award to **First Lady Hillary Rodham Clinton**

6:00 – 8:00 PM

RSVP Liz Quinn 301-657-9197

Brain Research for the Life of Your Mind

Delivering Results: A Progress Report on Brain Research

Presented by the Dana Alliance for Brain Initiatives
as part of Brain Awareness Week 1998

***Delivering results: an overview of the advances in brain research and the tools
and new understanding that make this possible.***

Floyd E. Bloom, M.D.
Scripps Research Institute, La Jolla, CA, and Editor, *Science*

***The Developing Brain: What is research telling us about the early development of
a child's brain and why is it important?***

Benjamin S. Carson, Sr., M.D.
Johns Hopkins Medical Institutions, Baltimore, MD
and author of *Gifted Hands* and *THINK BIG*

Advances and Challenges in Mental Health Research

Kay Redfield Jamison, Ph.D.
Johns Hopkins University, Baltimore, MD, and author of the best-selling book, *An
Unquiet Mind*

The Science of Addiction

Michael Kuhar, Ph.D.
Emory University, Atlanta, GA

***Parkinson's Disease, Injury, and Stroke:
New Insights and Treatment Strategies Result from Research***

Guy M. McKhann, M.D.
Zanvyl Krieger Mind-Brain Institute
Johns Hopkins University, Baltimore, MD

What We Know About How People Learn and Remember: Health and Disease

Dennis Selkoe, M.D.
Brigham & Womens Hospital, Harvard University

Brain Research: An Agenda for the Next Five Years

Floyd E. Bloom, M.D.



Brain Awareness Week 1998

A National Commitment to Medical Research

Brain Awareness WeekSM

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More has been learned about the brain in the past ten years than in all previous scientific history. By seizing the opportunity for a national commitment to medical research—representing the best efforts of government, industry, scientists, and educators—we can have a lasting, profound impact on our lives and those of our children.

Now is the critical moment when greater awareness of recent developments in brain research can yield direct, practical benefits and improve our lives. How? By removing the fear that our minds will inevitably deteriorate with age; by educating the public to make better-informed medical decisions; by helping to insure better health and social policy; and by removing the social stigma of mental illness.

The Dana Alliance for Brain Initiatives is a nonprofit organization of more than 170 of the world's leading neuroscientists, including six Nobel laureates. It is dedicated to promoting the personal and public benefits of brain research. In 1996, the Alliance launched Brain Awareness Week as a means to unite the outreach efforts of public and private organizations nationwide; three years later the campaign has become a unique international partnership of scientific institutions, patient-advocacy and service groups, universities, and teaching hospitals.

Many of these partners are expanding public understanding of the advances that have been made in brain research and our understanding of some of the brain's most intractable diseases and disorders. Other partners want their audiences to understand how central the human brain is to every aspect of life and how key a healthy brain is to attaining our maximum potential. Collectively, the campaign represents thousands of educational, scientific and community programs taking place in schools, university auditoriums, research labs, and community centers throughout the United States and Europe.

Brain Awareness Week **An international campaign coordinated by** **the Dana Alliance for Brain Initiatives**

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*Brain Awareness Week is a service mark of the Dana Alliance for Brain Initiatives.

Brain Research for the Life of Your Mind