



ABCÉrebro TV — NEUROSCIENCE FOR EVERYONE

by Ricardo Schinaider de Aguiar/WebContent

Created in 2014, ABCÉrebro TV is one BRAINN's main educational projects.

For those who are not yet familiar with it, ABCÉrebro TV began as an initiative to popularize neuroscience through a series of internet videos. It was created within CInAPCe, a project that aims to develop neuroscience research and is also financed by FAPESP. The idea was simple: to bring scientists and graduate students to talk about their research to a general audience, especially to a younger public.

"We noticed that there was a wide gap between the scientific community and the society," says Li Li Min, one of the creators of ABCÉrebro TV. "We know, for example, the genetic and molecular basis of epilepsy. However, society still sees this disease with looks of the past, often with prejudice, sometimes even excluding people who have it"

In addition to providing information and scientific knowledge to a wide public, ABCÉrebro TV also encourages researchers and students to improve their dialogue with society. "Education needs to be done in two ways; we must educate our professionals and also make sure they understand the external reality and communicate well with the community", said Li. "Researchers cannot be isolated and make their work known only to their peers".

Thus, ABCÉrebro TV grew. Series on specific topics were made, such as Stroke or Neuroeducation. Today, its Facebook page has over 1,000 likes, and its videos on YouTube have more than 15,000 views. The ABCÉrebro TV programs are also broadcasted on a cable channel in the city of Jundiaí, in São Paulo state. "We are now seeking partnerships from community TVs to broadcast our programs in other cities", says Li.



Neuroscientist Li Li Min is one of ABCÉrebro's idealizers.

NEW SERIES ON THE WAY



Educational campaigns like "Purple Day for Epilepsy" are also featured on the channel.

For those who already like ABCÉrebro TV, a new series is on the way. According to producer Sueli Adestro, the new programs will be called Brainn-Reporter, and will feature postgraduate students as presenters and reporters to tell us the latest neuroscience news directly from research laboratories.

Also, another segment, called IHE (Innovation, Humanization and Emotion) is already in ABCÉrebro TV plans. This time, more experienced researchers will discuss neuroscience and its relation to innovation, people and emotions in society.

[Watch ABCÉrebro TV on YouTube](#)

[Official Facebook Page](#)