



THE CYPRUS INSTITUTE OF
NEUROLOGY & GENETICS



“Think Smart: Mind your Brain”

The Cyprus Institute of Neurology and Genetics (CING) offers a unique opportunity to elementary, middle, and high school students, as well as university students, to participate in a campaign to inform the general public about brain health. As part of the global Brain Awareness Week campaign, a week dedicated to informing the public about the brain, the "Think Smart: Mind your Brain" competition will be held, an initiative of the CING, where through informative films/videos, which will be created by pupils and students, an informative/awareness campaign will be conducted in Cyprus on brain health and care. The competition is sponsored by the [Dana Foundation](#) and the Federation of European Neuroscience Societies ([FENS](#)).

Participation:

The following pupils/students may participate in the competition:

- Primary school students (9-11 years of age)
- Secondary school students (12-15 years of age)
- High School and Technical School students (16-18 years of age)
- Higher Education Students

The entries from students of Elementary Schools, Secondary Schools, High Schools-Technical Schools must be submitted by the schools. There is no maximum number of entries from each school. Each entry/participation will be a group work consisting of 2 to 3 participants. The entries of Higher Education Student group entries will be submitted by the students themselves (not by the Higher Education Institutions they attend).

Description of the Contest:

The "Think Smart: Mind your Brain" competition requires the creation of a video with a maximum duration of 3 minutes, the topic of which must focus on informing the public about ways in which we can keep our brains healthy. The video can be in the form of animation, presentation, interview, vlog, mini movie, even a filmed performance, or anything else the creators can think of. The goal is to properly inform the public and raise awareness about brain health.

Entries can focus on brain health in general with various tips or even focus on a specific topic for e.g. how to take care of brain health at different stages of life (infancy, adolescence, adulthood, old age), what to avoid, what to pursue, etc. The choices in the theme are endless and the result is up to the creativity of each group!

All valid entries may be used at a later stage in a social media campaign of the Cyprus Institute of Neurology & Genetics (Facebook, Twitter, LinkedIn, Youtube). For this reason, by participating in the competition, the participants provide the rights to display and publicise the videos to the CING for the purpose of information made available to the public/public awareness. Also, the entries that will be shown may be edited to add subtitles by the organizing committee.

The entries will be evaluated based on:

- The correct and valid information on the brain and brain care
- The creative and innovative way of communication

Suggested sources of information on brain issues:

- Brain Awareness Week – Dana Foundation: <https://www.brainawareness.org/handouts-resources/>
- FENS resources: <https://www.fens.org/publications/resources>
- BrainFacts.org Initiative: <https://www.brainfacts.org/>
- Neuroscience for kids: <http://faculty.washington.edu/chudler/neurok.html>
- Frontiers for Young Minds: <https://kids.frontiersin.org/>

Participation Declaration Procedure:

- 1) The films must be in MP4 format with a maximum duration of 3 minutes.
- 2) The films must be submitted together with the entry form
- 3) The films together with the participation declaration must be sent by [WeTransfer](#) to the email brain@cing.ac.cy
- 4) Final date for submitting entries is the **28th of February, 2023**
- 5) When the entry form and the video are received, a confirmation email will be sent.
- 6) There is no participation fee

7) Language of participation Greek or English. In the event that the participation is in English, the Greek translation must also be submitted in writing.

8) A certificate of participation will be given to all participants in each group whose entry was considered valid

Awards:

At an awards ceremony on March 16, 2023 at the CING, the winners of the highest scoring teams in each age category will be awarded with a prize, and merits will be offered to the teams with the second and third best entries. Prizes and merits will be awarded separately for each age group.

Contact Information:

Cyprus Institute of Neurology & Genetics Education Office: 22392843

Email: brain@cing.ac.cy

Scientific Coordinator: Dr. Margarita Zachariou, CING

Promotion and communication Coordinator: Ms. Andria Ioakem, CING