

## **1. What is the Gator Good Campaign?**

An effort to push UF students and alum to achieve greater achievements and connections by making moral, long term decisions that not only benefit themselves but also the people and things around them.

## **2. Why was it established?**

To inspire and educate UF students and alumni to do greater things in the world and celebrate past successes. According to Kimberly Hallman, the spokeswoman for the marketing agency 160/90, the purpose of the campaign is “to turn the lens of the camera away from the campus itself”.

## **3. What are the areas of focus of Gator Good?**

There are 8 areas of focus: Early Childhood Development, Renewable Energy, Food Safety and Sustainability, Medicine and Global Health, The Brain, Biodiversity and The Earth, Cybersecurity, Drones and Autonomous Vehicles.

## **4. What type of research is being conducted concerning the brain?**

Research involving safer athletics to avoid concussions, further innovation to detect concussions right when they happen, and a few research projects working towards solutions for Parkinson's disease.

## **5. Identify at least 10 researchers associated with brain research at UF. Document their names, titles and UF affiliation.**

1. Dr. Jay Clugston, a UF team doctor and assistant professor of community health and family medicine
2. Dr. Russell Bauer, a professor at UF College of Public Health and Health Professions
3. Aliyah Snyder, a graduate assistant at UF College of Public Health and Health Professions
4. Ron Hayes, an employee at Banyan Biomakers, concussion research for UF Football
5. Chris Haas, professor at UF College of Health and Human Performance
6. Michael Okun - Neuroscientist, TEDxUF Speaker
7. Kelly Foote, Neurosurgeon Doctor, TEDxUF Speaker
8. Kieth Peters, head of the Department of Radiology at UF, leader of the NCAA/DOD Grand Alliance
9. Dwayne Dubose, UAA Research coordinator and certified phlebotomist with the UF athletic association.

10. Breton Asken, Clinical Psychology Research coordinator, an employee of UF Concussion center

**6. Find at least 2 examples of papers published in peer-reviewed journals by UF brain researchers.**

- The Future of Concussion, in the journal of Seminars in Pediatric Neurology. July 2019, Vol. 30, 128 by Aliyah Snyder
- Exposure of cyclosporin A in whole blood, cerebral spinal fluid, and brain extracellular fluid dialysate in adults with traumatic brain injury, in the Journal of Neurotrauma. Sept 1, 2013, Vol. 30 Issue 17, p1484, 6 p., by Ron Hayes

**7. Identify at least 2 non-UF affiliated brain researchers. Document their names, titles and contact information.**

- Yukai Chang, distinguished professor in Department of Kinesiology, University of North Carolina [ykchang.new@gmail.com](mailto:ykchang.new@gmail.com)
- Jeffrey Labban, professor in the Department of Kinesiology at the University of North Carolina, [jdlabban@uncg.edu](mailto:jdlabban@uncg.edu)

**8. Include at least 4 screen captures of social media posts about Gator Good brain research.**

 **UF Engineering**  
@UFWertheim


Researchers in @UFBME are training the brain with #VirtualReality to help balance the body. This study is led by @Ferris\_vball.

[eng.ufl.edu/newengineer/ne...](http://eng.ufl.edu/newengineer/ne...)




1:57 PM · Oct 9, 2018 · Twitter Web Client

← **Tweet**

 **FLORIDA**  
@UF

The world's first brain-controlled drone race... for the #GatorGood. #brainresearch

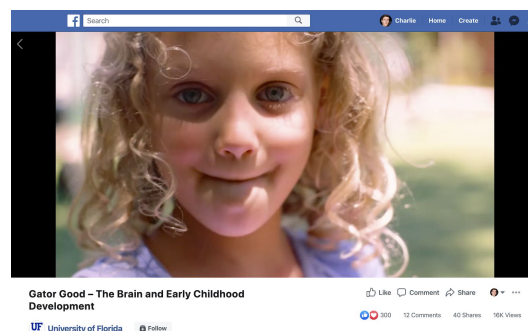
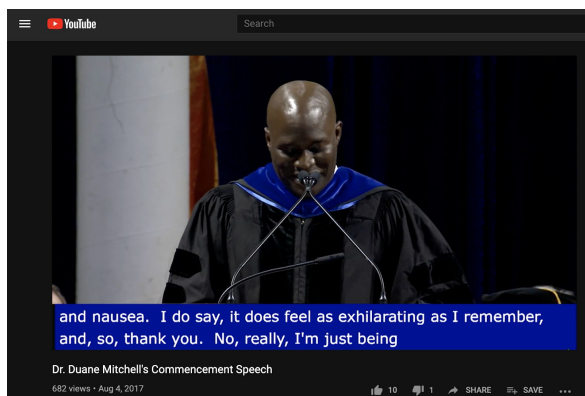


1:14 5.1K views

**Brain Drone Race**  
UF held the world's first brain-drone race. Researchers hope the competition inspires others to continue to build upon brain computer interface technology that could be used in our everyday lives.

10:33 AM · Sep 7, 2016 · Twitter Web Client

43 Retweets 73 Likes



## Works Cited

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ABC 10 News. (2015, July 30). Local company preparing 'game-changing' tool for detecting concussions. Retrieved from [https://www.youtube.com/watch?v=MjfZJ\\_uzKcM](https://www.youtube.com/watch?v=MjfZJ_uzKcM)

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Chang, Y., Labban, J., Gapin, J., & Etnier, J. (2012). The effects of acute exercise on cognitive performance: A meta-analysis. *Brain Research*, 1453, 87–101. doi: 10.1016/j.brainres.2012.02.068