

Bass Connections 2014: Help Babies Avoid Smoke



BASS
CONNECTIONS

Environmental Effects on Cognitive Development | Brain and Society

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PROJECT SUMMARY

Pregnant women's exposure to environmental tobacco smoke can cause changes in the DNA of their children, leading to an increased risk for the development of ADHD. To combat this issue, we created a science primer to be distributed to populations most affected by smoke exposure.

PROJECT OBJECTIVES

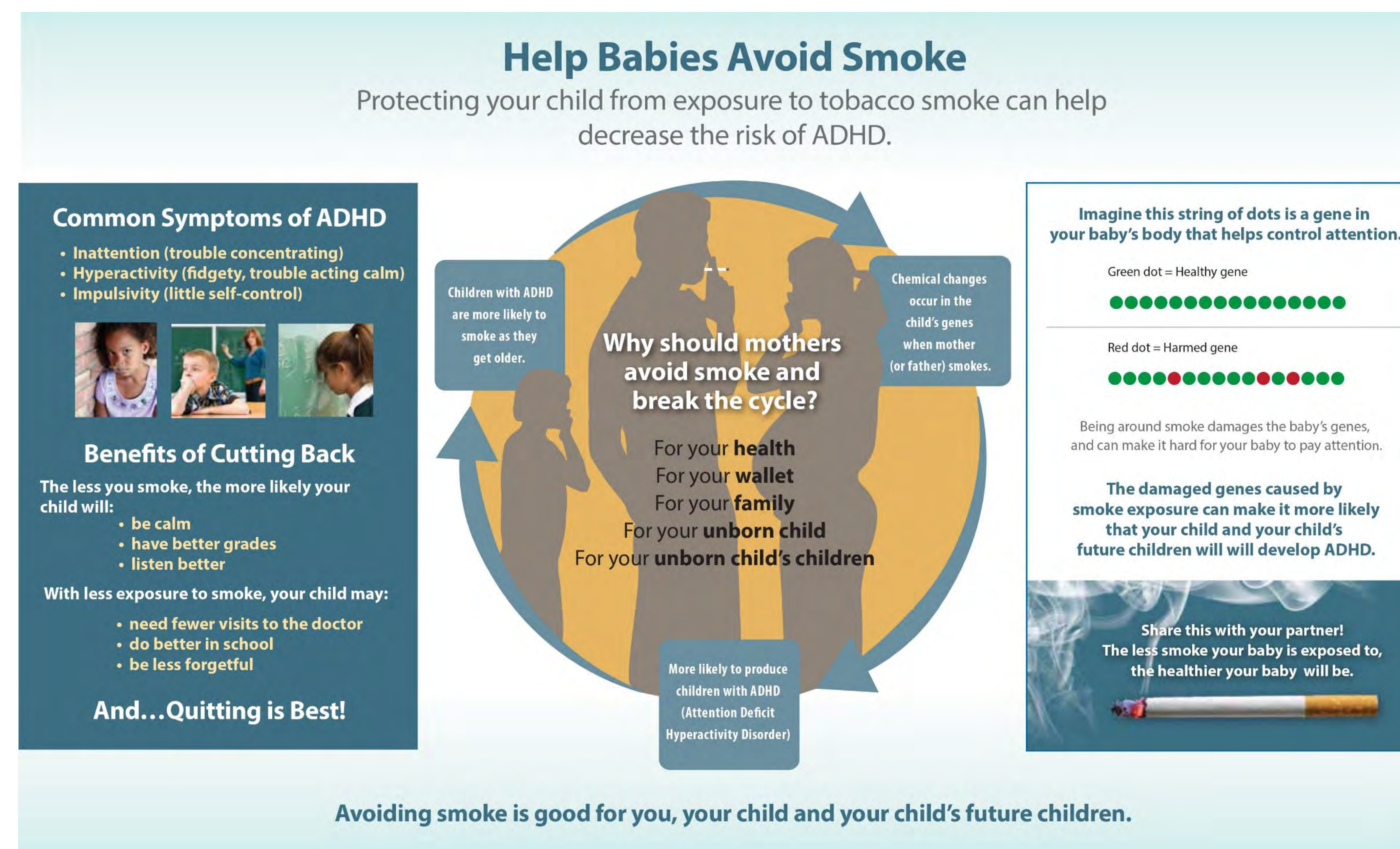
- Synthesize information on epigenetics and smoke exposure into a science primer
- Interview and collect data on the effectiveness of the infographic from the target population and local stakeholders
- Develop interactive contest to engage local population

METHODOLOGY

- Compile research on epigenetics and its role in ADHD development after exposure to smoke *in utero*
- Modeled primer after already established science infographics
- Distributed primer at local health clinics

The impact of the infographic will be assessed through questionnaires distributed to target populations.

INFOGRAPHIC



INSIGHTS

- Importance of translating science related research to a level accessible by the general public



The infographic will be distributed to local health clinics to inform pregnant women of the risks of smoke exposure.

CONCLUSIONS

- Epigenetic effects of smoke exposure can affect one's children and grandchildren
- Many factors, artistic and educational, contribute to the development of a successful science primer