



# GENERAL SOCIAL MEDIA KIT 2017

**@BBRFoundation**

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## ABOUT THE BRAIN & BEHAVIOR RESEARCH FOUNDATION:

- Since 1987, the Brain & Behavior Research Foundation (BBRF) has awarded more than \$379 million to fund more than 5,500 grants to more than 4,000 scientists around the world.
- 100% of your contributions for research are invested in our grants to scientists thanks to the generous support of two family foundations which cover our operating expenses.

### Our Mission:

- The Brain & Behavior Research Foundation (BBRF) is committed to alleviating the suffering caused by mental illness by awarding grants that will lead to advances and breakthroughs in scientific research.

### How We Do It:

- The Foundation funds the most innovative ideas in neuroscience and psychiatry to better understand the causes and develop new ways to treat brain and behavior disorders.

These illnesses include:

- |   |   |
|---|---|
| ○ addiction                                       | ○ borderline personality disorder (BPD) |
| ○ ADHD (attention-deficit hyperactivity disorder) | ○ depression                            |
| ○ anxiety   | ○ eating disorders                      |
| ○ autism  | ○ OCD (obsessive-compulsive disorder )  |
| ○ bipolar disorder                                | ○ PTSD (post-traumatic stress disorder) |
|   | ○ schizophrenia                         |

### Our Credentials:

- We believe that better treatments and advancements come from scientific discovery.
- We only fund scientists whose research is reviewed and recommended by our all-volunteer, world-renowned Scientific Council representing every major discipline in brain and behavior research.
- The \$379 million in grants awarded by the Foundation since 1987 has resulted in over \$3.5 billion in additional research funding for these scientists.
- No other organization outside of the federal government has funded the number of mental health research grants that the Foundation has—or been responsible for more breakthroughs in the field.

## THE IMPACT OF THE BRAIN & BEHAVIOR RESEARCH FOUNDATION:

Key Research Discoveries have been made with the assistance of BBRF Grant Funding:

- **Dr. Herbert Meltzer** – FDA approved Clozapine to help patients with treatment-resistant schizophrenia; leads to development of “atypical” antipsychotics that effectively treat millions of patients today.
- **Dr. Helen Mayberg** – Pioneered the use of positron emission tomography (PET) brain scanning technology to study the neurology of depression. She also conducted pilot studies to test using Deep Brain Stimulation (DBS) as a potential treatment for resistant depression.
- **Dr. Bruce McEwen** - Discovered the brain’s inherent capacity to adapt and remodel its architecture, establishing what is now known as “neuroplasticity.”
- **Drs. Paul Greengard & Eric Kandel** - Awarded the Nobel Prize in Physiology or Medicine for their important contributions to understanding the molecular changes in the brain that underlie memory and mood.
- **Dr. Mark George** - Developed Transcranial Magnetic Stimulation (TMS), a new kind of non-invasive brain stimulation as an alternative for electroconvulsive therapy (ECT) in treatment-resistant depression.
- **Dr. Kenneth Kendler** - Demonstrated for the first time that environmental risk factors impact genetic expression to cause major depression. This work launched the development of the field of research now known as “epigenetics.”
- **Dr. Daniel Weinberger** – Discovered what *Science magazine* called the “second biggest scientific breakthrough of the year” (2003). Researchers identified genes that reliably increase one's risk of inherited mental health disorders, such as schizophrenia, depression and bipolar disorder.
- **Dr. Karl Deisseroth** - Developed optogenetics, a new technology that has revolutionized systems neuroscience by providing precise control over brain circuitry in awake, behaving animals.
- **Dr. Carlos Zarate, Jr.** – “Biggest Breakthrough in Depression Research in 50 years” – Rapid-acting antidepressant, Ketamine, to help patients with treatment-resistant forms of depression.

Learn more about the impact of the Foundation and other key research advancements at:

<https://www.bbrfoundation.org/impact>

**SOCIAL MEDIA MESSAGING:****Twitter:**

The @BBRFoundation has awarded more than \$379M to more than 4000 scientists worldwide. Support #Brainresearch: <http://ow.ly/gQTJ30eGvYc>

The @BBRFoundation has awarded more than \$379M to more than 4000 scientists worldwide. Learn more: <https://www.bbrfoundation.org/about>

The @BBRFoundation invests 100% of all donations for #research into scientific research grants. Learn more: <http://ow.ly/GLeY30eGzqR>

Did you know: The @BBRFoundation funds the most innovative ideas in #neuroscience to better understand the brain? <https://www.bbrfoundation.org>

Did you know: The @BBRFoundation invests 100% of donations for research into grants to advance #brainscience? <http://ow.ly/sjCa30eJd7A>

Join the @BBRFoundation email list for the latest #brainscience advancements, grant opportunities, and other news! <http://ow.ly/3m6R30eJdtn>

Hear the latest #neuroscience research findings & advancements at the next @BBRFoundation #BBRFWebinar. Learn more: <http://ow.ly/ulv730eJegF>

Looking for a charity to support? @BBRFoundation Invests 100% of donations for research into #neuroscience grants <http://ow.ly/1zxX30eJf3c>

The @BBRFoundation funds innovative ideas in neuroscience & psychiatry. Not just for 1 illness, all mental illnesses <http://ow.ly/9aZk30eJfN8>

Hundreds of grants are awarded annually by @BBRFoundation to advance #neuroscience. Learn how this works: <http://ow.ly/8pim30eJgJn>

The @BBRFoundation has funded more #mentalhealth grants & been responsible for more research advancements than anyone outside of Fed gov't.

**Facebook:**

The @BBRFoundation has awarded more than \$379 million to more than 4000 scientists around the world. Support #Brainresearch today: <http://ow.ly/gQTJ30eGvYc>

The @BBRFoundation has awarded more than \$379 million to more than 4000 scientists around the world. Learn more about the Foundation: <https://www.bbrfoundation.org/about>

The @BBRFoundation invests 100% of all donations for #research into scientific research grants thanks to two generous family foundations that cover operating expenses! Learn more: <http://ow.ly/GLeY30eGzqR>

Did you know: The @BBRFoundation funds the most innovative ideas in #neuroscience to better understand the brain? Learn more: <https://www.bbrfoundation.org>

Did you know: The @BBRFoundation invests 100% of donations for research into grants to advance #brainscience? This is thanks to two family foundations that generously cover operating expenses. <http://ow.ly/sjCa30eJd7A>

Join the @BBRFoundation email list for the latest #brainscience advancements, grant opportunities, and other news! Sign up today: <http://ow.ly/3m6R30eJdtn>

Hear the latest #neuroscience research findings and advancements from expert researchers at the next @BBRFoundation #BBRFWebinar. Learn more: <http://ow.ly/ulv730eJegF>

Looking for a charity to support? @BBRFoundation Invests 100% of donations for research into #neuroscience grants covering not just one, but all mental illnesses. <http://ow.ly/1zxX30eJf3c>

The @BBRFoundation funds innovative ideas in neuroscience and psychiatry. Not just for one illness - all mental illnesses. <http://ow.ly/9aZk30eJfN8>

Hundreds of grants are awarded annually by @BBRFoundation to advance #neuroscience. Learn about the all-volunteer Scientific Council who makes this happen: <http://ow.ly/8pim30eJgJn>

The @BBRFoundation has funded more #mentalhealth grants and been responsible for more research advancements than anyone outside of federal government. Learn more: <https://www.bbrfoundation.org>