

## The Australian Society for Medical Research

ASMR Medical Research Week® June 2010

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## ASMR MEDALLIST 2010 – BARONESS SUSAN GREENFIELD CBE

## "THE FUTURE OF THE AGEING BRAIN"

Baroness Susan Greenfield is an acknowledged world expert exploring various aspects of the **brain** and **neurodegenerative diseases**, specialising in Parkinson's and Alzheimer's. She is a celebrated **scientist**, entrepreneur, best selling author, television presenter, social commentator, advocate and renowned science communicator with an extraordinary vision for the future.

At the National Press Club today, Baroness Greenfield speaks of a world where people who have a susceptibility to neurodegenerative diseases like Parkinson's and Alzheimer's are identified early and provided with treatment to prevent onset.

Is this a pipedream? No, it's not and scientists already have a number of clues that point the way forward.

Predictions for the prevalence of dementia in the UK show an increase of 154% to 1,735,087 by 2050 and in Australia, dementia sufferers will number 1.13M by 2050 with government expenditure on this disease outstripping all other health conditions.

## These figures MUST make detection and prevention a top priority!

Baroness Greenfield's scientific focus is understanding the developing brain, the shift from sensory to cognitive experience, the personalisation of the brain through unique neuronal connections.... how you might develop or lose your mind!

She has said, "New discoveries about how the human brain works bring great benefits, responsibilities and risks. An informed, scientifically literate society is the best insurance we can have in terms of social and scientific ethics keeping pace with research outcomes".

Baroness Greenfield believes it is now more important than ever to make science accessible to the general public saying, "To meet the challenges this century will throw at us, we need an education system which educates the whole person. We need support mechanisms for emerging scientists which encourage innovative and adventurous science, we need sustained investment in science and we need those cross collaborations which ensure outcomes are quickly translated into better treatment and preventative measures".



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News Editors/Chiefs of Staff, please note:

WHAT: National Press Club NAB Address

WHEN: 11.45am, Wednesday 9 June 2010

WHERE: 16 National Court, Barton, Canberra.

WHO: ASMR Medallist 2010, Baroness Susan Greenfield CBE

Media contacts: Kristen Nowak 0431 568 651; Catherine West 0415 928 211

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