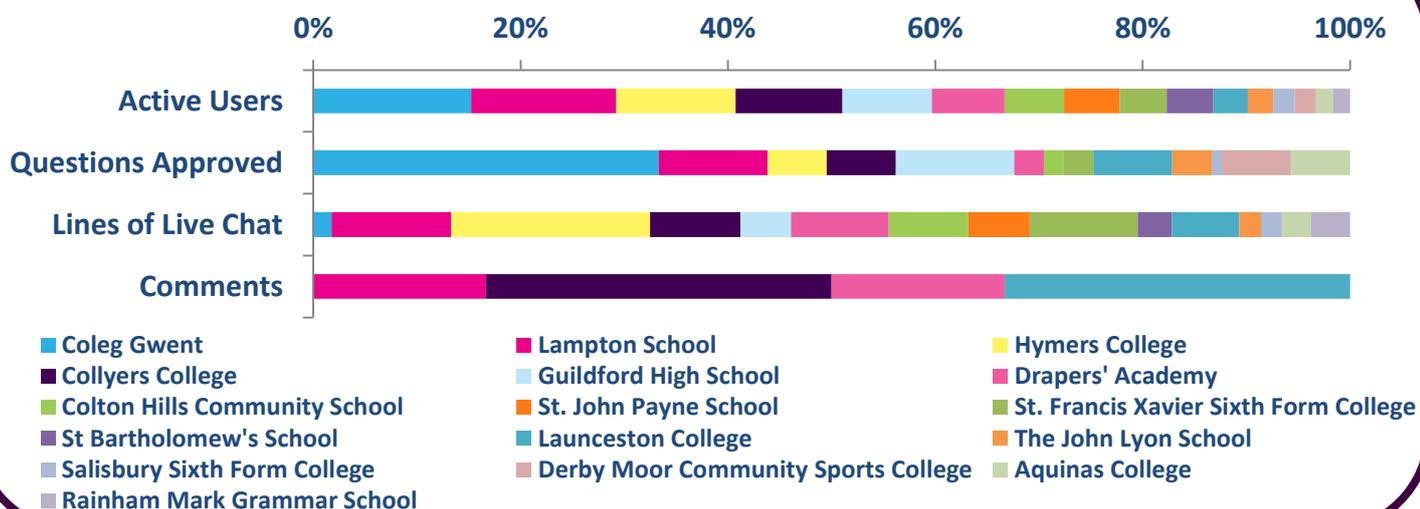




June 2015

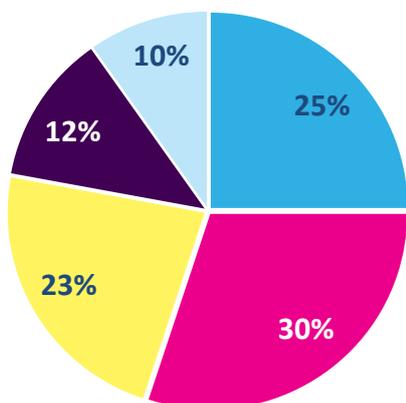
The Pharmacology Zone was a themed zone part funded by the Wellcome Trust and the British Pharmacological Society, and the five scientists participating were members of the Society. It was a sixth form only zone and had the lowest number of registered students of the June Zones, but the highest number of schools (16). The questions in the Zone were focused around pharmacology, chemistry and careers. The live chats in the Zone were calmer than a typical zone and during these Laura, Richard and Vedia in particular engaged very well with the students. Overall, there was a high level of productive conversation in the Zone on the theme of pharmacology and scientific research in general.

School data at a glance

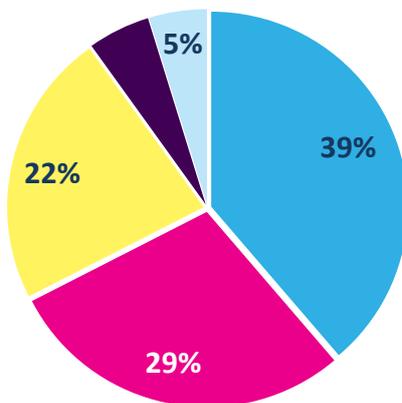


Scientists activity

Answers



Lines of Live chat



Scientist	Profile views	Position
Richard Prince	1,077	Winner
Vedia Can	1,044	2nd
Laura Newton	598	3rd
Alex Agyemang	538	4th
Hannah Greenwood	535	5th

Ask ?

Keywords of questions asked in the zone, length of bar represents frequency of use



Example Questions (click for links)

- career**

“What are your views on the use of animals for drug testing?”
- education**

“What is the exact transport mechanism by which proteins travel through the Golgi body?”
- work**

“What are your views on compulsory vaccinations? What's more important, personal choice or risk of epidemics?”
- research**

“What's your opinion on biology being a cause of criminal behaviour?”
- university**

“What will you learn if you volunteered to work at a pharmacy?”
- choice**

“Do you agree with modifying genes? Do you think it is right or do you believe it is playing God? If you agree, what animals would you mix together?”
- future**

“Which one do we prioritise: work experience or grades?”
- discovery**

“How do you collect your clinical data?”
- project**

“What do you think of the work of Hans Eppinger? He tried to make seawater drinkable. If this is possible, do you think this will solve world thirst?”
- achievement**

“Why do you think it is important to inspire students to become enthused about your scientific field?”
- benefit**

“Taking into account the rate of progression of new scientific discoveries, where do you think science will be in 10-20 years?”
- ethical**

“Once you've chosen a specific disease to target, how do you go about designing a chemical compound to treat it with?”
- school**

“Did you ever doubt your chosen career path?”
- life**

“What is the possibility of fully developing a cure for HIV/AIDS by 2020?”
- inspiration**

“How do you keep your research interesting and come up with new ideas when your studies don't give the results you expect?”

Examples of good engagement

There were several instances in which students were keen to follow up discussions which had been had in the live chats, which gave students the opportunity to gain career advice:

“Hi Vedia, I spoke to you earlier, my name is Grace. You said you worked in industrial pharmacy, I was wondering if you could tell me what it entails?” – Student

“Hi Grace!! I remember our earlier on conversation :)

I was involved in the research and development of new medicines, where I got to use the latest technologies, processes and methods to develop new medicines for patients. However, industrial pharmacists are also involved in ensuring the drugs we (the company) develop are safe to administer to patients and they are of excellent quality (this is the quality checking process); the medicine contains correct ingredients and in the right amount; must correspond to what its label states.

You can also read up on some of the journal abstracts (<http://www.industrialpharmacy.eu/>) to give you an insight in the recent developments in the regulation of the pharma industry, and the outcomes of quality control checks carried out on new drugs across the world. The UK has very high standards in patient safety, and as a result pharma companies in the UK adhere to strict quality control guidelines and measures.

Scientist winner: Richard Prince

Richard’s plans for the prize money: *“I envision the activity running on University Open Days and perhaps being taken into local schools. Participants would begin by extracting and diluting some dried chilis and would then be able to “taste test” their dilutions to establish a Scoville value for the particular chili they’d been provided with. Interactive e-learning packages would be made available on laptops or iPads to enable people to find out more about capsaicin, the active ingredient of chili peppers, and the target this drug binds to in the body, which is a protein called the vanilloid receptor.”* Read Richard’s [thank you message](#).



Student winner: Radhika

For great engagement during the event, this student will receive a gift voucher and a certificate.

Feedback

We’re still collecting feedback from teachers, students and scientists but here are a few of the comments made during the event...

“Had a lovely time speaking, and thanks for replying” – Grace, student

“Thank you so much for your advice, I’ll think more about the benefits of studying such an established subject!!!” – Cindy, student



Vedia Can
@Vedzy

Fantastic Day 2 of #iasuk @imascientist!!
Brilliant questions asked by the students!
Keeping us on our toes :) @UniWestminst

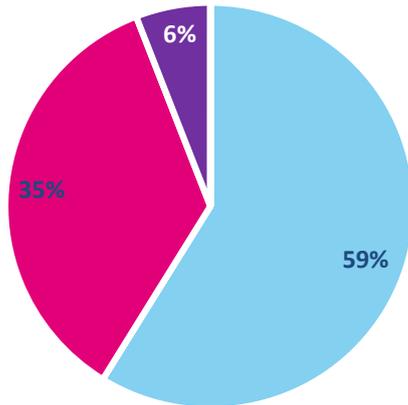
Additional Survey Questions

20 students responded to questions about their understanding of pharmacology in a post - event survey. 29% had not heard about Pharmacology before taking part in the activity, but most of them (94%) gain a better idea of what pharmacology is after taking part.

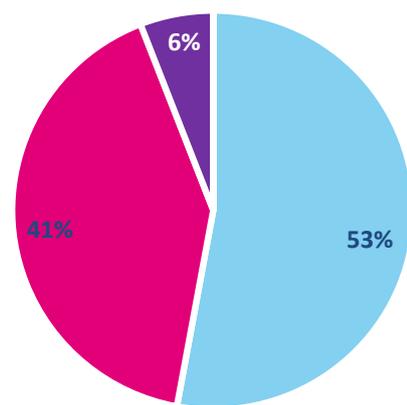
The results also showed that 88% of the respondents felt they now had a better understanding of the applications of pharmacology and 84% had a greater understanding of what pharmacologists do. In addition 88% agreed that they had a better understanding of the role of pharmacologists in society after taking part and 53% said they would consider pharmacology as a career for themselves.

After taking part in the Pharmacology Zone, I have a better understanding of...

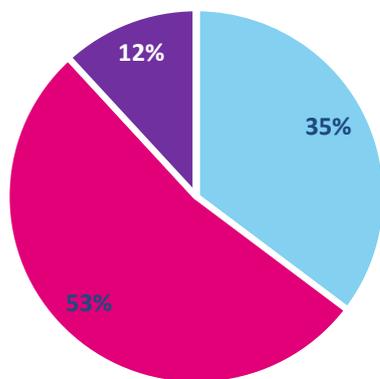
... what pharmacology is



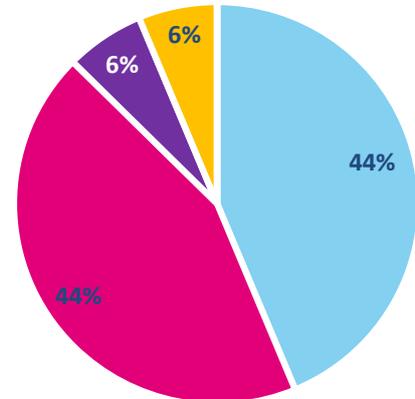
... what pharmacologists do



... the role of pharmacologists in society

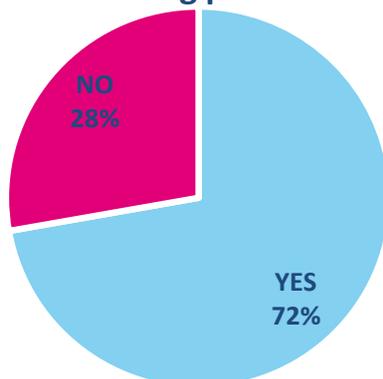


... the applications of pharmacology



■ Strongly Agree ■ Agree ■ Neither Agree nor Disagree ■ Disagree ■ Strongly Disagree

Had you heard about Pharmacology before taking part in the Zone?



I might consider pharmacology as a career now

