

**For Immediate Release:**

**September 20, 2018**

Contact: Jim Newman 202.624.8811

**University of Wisconsin-Madison Seniors Awarded AMP/Michael D. Hayre Fellowships in Public Outreach**

*Fellows will design a mobile version of their research for the classroom to teach high school students how health studies translate from lab animals to humans*

**Washington, DC** – University of Wisconsin-Madison seniors Brooke Meidam and Erin Schoenbeck have both been named this year’s winners of the AMP/Michael D. Hayre Fellowship in Public Outreach. The program is designed to provide talented university students and early career professionals with opportunities to design and implement public outreach programs focused on the important role of animal-based health research in improving the lives of people and animals.

The two UW students will receive funding from Americans for Medical Progress (AMP), a nonprofit biomedical research advocacy group that supports the responsible use of animals in research. They will use that support to design and launch an educational program for high school students. The educational module that Erin and Brooke are creating will help students learn about the role of animal studies in increasing our understanding of behavior, cognition, and spatial navigation in nonhuman animals. The project will include miniature models of mazes and other behavioral measurement systems commonly used in a wide-range of animal studies. Those portable research tools will travel, along with Erin and Brooke, to high schools throughout Wisconsin. The goal: To educate students about why—and how—animal research is conducted and to allow them to ask important questions about the humane and ethical use of animals in health studies.

“My experience in research and with the public has made me passionate about scientific literacy and outreach efforts,” said Erin. “Thanks to that passion, I have conducted community outreach at university-organized science exploration events and at zoos around Wisconsin.”

“I am really committed to improving scientific literacy through outreach, Brooke added. “I have also taken part in a variety of community learning events organized by the university and look forward to using some of the lessons learned through those experiences, in the year ahead.

Additional information about this year’s winners:

**Erin Gwenn Schoenbeck**

Erin Schoenbeck is a senior psychology major who is working on projects aimed at applying psychological science to improve practices and policies for the care of animals in a range of settings. In addition to completing her fellowship, Erin will spend the upcoming months completing her senior thesis on psychological wellbeing of nonhuman primates. After graduation, she intends to pursue a career in academia with a focus on comparative psychological research.

**Brooke J. Meidam**

Brooke J. Meidam is a senior majoring in both psychology and neurobiology. Her undergraduate research focused on aspects of environmental enrichment for nonhuman primates, with an emphasis on advancing assessment of psychological wellbeing. In the year ahead, she will complete her senior thesis examining the biobehavioral aspects of intrinsic motivation of nonhuman primates. Following graduation, she plans to pursue a career in research, with a focus on behavioral and cognitive neuroscience.

**The AMP/Michael D. Hayre Fellowship in Public Outreach**

The AMP/Michael D. Hayre Fellowship is part of AMP's commitment to fostering innovative outreach programs that engage the next generation of research advocates. The program was inspired by AMP's late former chairman Michael D. Hayre, DVM, an innovative thinker, passionate research advocate, and mentor to so many during his career in laboratory animal medicine.

*Note to Editors: A high-resolution image of Erin Schoenbeck can be downloaded [at this link](#). To download a high-resolution image of Brooke Meidam, [visit this link](#). For more information about the AMP/Hayre Fellowships, visit [www.amprogress.org/hayre-fellowship/](http://www.amprogress.org/hayre-fellowship/)*

**About Americans for Medical Progress**

Americans for Medical Progress (AMP) protects society's investment in research by nurturing public understanding of, and support for the humane, necessary and valuable use of animals in medicine. Through various specialty publications, outreach initiatives and interactions with the media, AMP informs the public of the facts of animal-based research. AMP is a 501(c)3 nonprofit charity supported by the nation's top universities, private research facilities, research-related businesses, scientific and professional societies, as well as by foundation grants and contributions by individuals. AMP's Board of Directors is composed of physicians, researchers, veterinarians, and university officials.

###