



NIH AWARDS PHASE I GRANT TO ARKITEK AND NWABR FOR BIOETHICS EDUCATION

Ethics Training Health Oriented Software (ETHOS) will use computer animation and interactive software to create novel, engaging tools for teaching biomedical research ethics.

Seattle, WA – October 15th, 2009 – [Arkitek Studios](#) and the Northwest Association for Biomedical Research ([NWABR](#)) have been awarded a \$100,000 Phase I Small Business Innovation Research ([SBIR](#)) grant from the National Center for Research Resources, a component of the National Institutes of Health. This one year grant, entitled *ETHOS (Ethics Training Health Oriented Software)* provides funding for development of interactive educational software that will underscore the critical role ethics plays in biomedical research.

“While so much emphasis is placed on research, scant attention is paid to teaching ethics in the science disciplines” states [Beth Anderson](#), co-founder/CEO of Arkitek Studios and co-PI on this grant. “Concepts of ethical conduct in biomedical research must be imprinted upon each new generation and serve as the underpinning on which all research is done. The [Pacific Northwest](#) is a major research center with world class labs and researchers in close proximity to Arkitek and NWABR, so developing the materials for this grant here seems particularly auspicious.”

This project is also timely - ethical issues are central to research trials, yet many people understand neither the process nor the implications of these trials. Project aims include the development of pilot materials targeted for high school students and teachers, as well as development of a rigorous testing plan to determine efficacy.

Arkitek shares this grant with the Northwest Association for Biomedical Research (NWABR). [Jeanne Ting Chowning](#), Director of Education at NWABR is named as co-PI. “Partnering with Arkitek allows us to leverage our popular existing bioethics teaching materials and to create unique resources that make research ethics more accessible across a broad spectrum of society,” notes Chowning. “Support for biomedical research is dependent on public understanding of the research process and its ethical conduct.”

About Arkitek

Founded in 1997, Arkitek creates high-end visual content for the science, technology and education communities. We translate tough concepts into elegant visualizations that are captivating and universally understandable by diverse audiences worldwide. Arkitek is a resource for science and technology companies and institutions of all sizes – research, philanthropic and educational sources; media producers and other creative agencies.

About NWABR

NWABR is a non-profit dedicated to promoting public understanding of the implications and applications of the process of biomedical research. Members include industry, academia, health care, and voluntary health organizations. The organization meets a fundamental need for materials that engage students in the scientific and ethical dimensions of topics such as embryonic stem cell research and human clinical trials. NWABR's lesson materials promote discourse and decision-making based on thoughtful analysis and critical reasoning, and stress the importance of understanding the science behind bioethical issues.

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