

Immunize Colorado Education Series

Ten Tips for Effective Science Communication



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Overview

Please join us for a presentation and discussion from Dr. Aimee Pugh Bernard about best practices in science and vaccine communication. This interactive event will teach attendees 10 tips for science communication with the general public including how to avoid jargon and how to best use analogies. There will be an opportunity for questions at the end.

Intended Audience

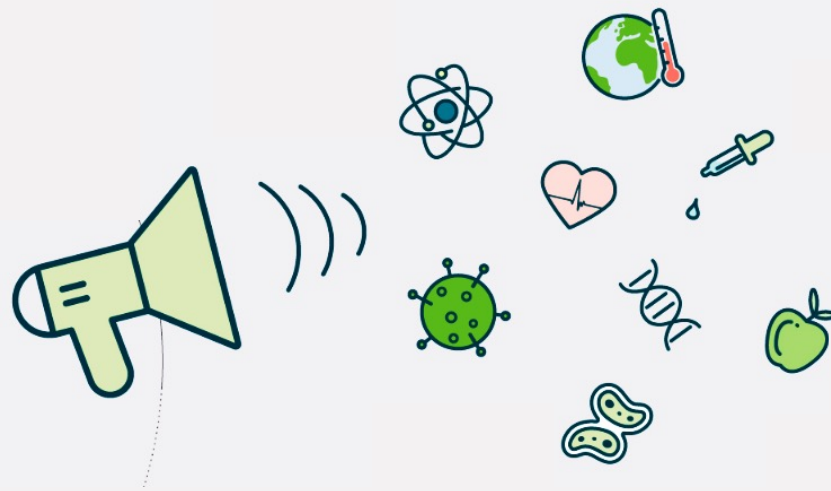
This education event is being presented for healthcare providers, public health professionals and anyone interested in science and vaccine communication.

January

19

**12:00 p.m. –
1:00 p.m.
(MT)**

*This meeting will be
offered virtually.
Registration is required.*



Because facts and scientific evidence should inform public decision making whenever possible!

Science Communication

Immunize Colorado Provider Event 01.19.23

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Executive Director, CU Human Immunology and Immunotherapy Initiative



Tips for effective science communication with the general public

1. Know your audience
2. Identify goals of communication
3. Start with the most important information
4. Avoid jargon
5. Be relatable
6. Provide visuals
7. Stick to 3 main points
8. Talk about the scientific process
9. Focus on the bigger impact
10. Develop an 'elevator pitch'



Tips for effective science communication with the general public

1. Know your audience

Who is your target audience?

Who are you talking to?

Who is in the audience makes a big difference in how you communicate your message

Scientists? Non-scientists?

Teachers? Parents? Children?

Doctors? Patients?

Are they concerned about the topic? Satisfied? Unhappy? Angry?



Tips for effective science communication with the general public

1. Know your audience

2. Identify goals of communication

This builds on #1 and knowing your audience

Is the goal to...

Raise awareness? Build trust? Educate? Advocate? Influence policy?

Encourage change? Answer questions?



Tips for effective science communication with the general public

1. Know your audience
2. Identify goals of communication
3. **Start with the most important information**

Start with the take home message and/or key findings first!

The public, the media, and stakeholders all want to know why they should listen to you *before* you launch into your conversation

A grey, cloud-like thought bubble with a small tail pointing towards the bottom right.

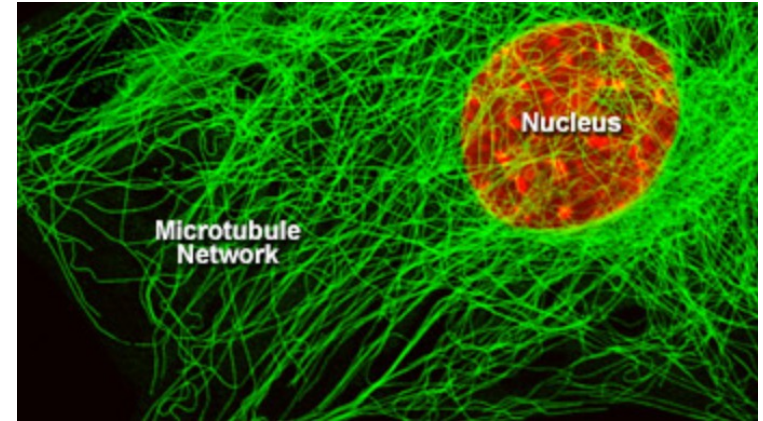
**What's in
it for me?**

Answer the “why should I care” or “what’s in it for me?” first followed by the supporting science



Tips for effective science communication with the general public

1. Know your audience
2. Identify goals of communication
3. Start with the most important information
- 4. Avoid jargon**



Communicate using easy to understand language

Test your explanations on colleagues, friends, family members...

Explore multiple explanations until you find the words that work best for the most people



Tips for effective science communication with the general public

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3. Start with the most important information
4. Avoid jargon
- 5. Be relatable**



Use analogies or stories to make science accessible and personal

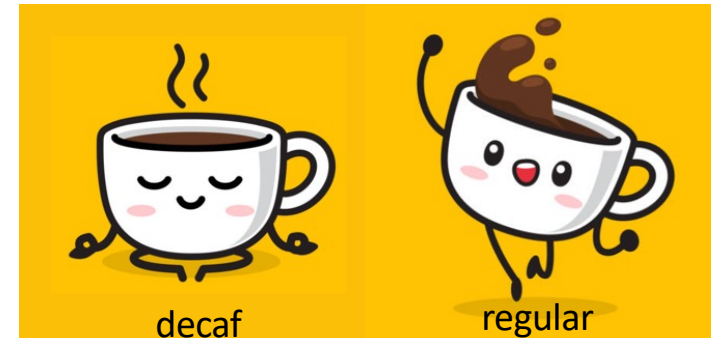
Analogy: Vaccines are like seatbelts

They may not prevent the crash but they prevent serious injury and death



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Use analogies or stories to make science accessible and personal

Analogy: Live, attenuated vaccines are like decaf coffee

They look the same as the virus but are weakened so that they don't cause the same effect on the body!



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Use analogies or stories to make science accessible and personal

Story: I've been vaccinated for SARS-CoV-2/COVID 5 (yes, 5!) times and have not yet been infected. True story!



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Be empathetic - put yourself in the shoes of the person you are talking to...

Talking point: I can understand why you have questions about vaccines. You want to make the best decisions for you and your family. You want to make sure you understand the risks and benefits before vaccinating.

Let me share what I know about vaccines with you (as an immunologist who has studied them for 20+ years).

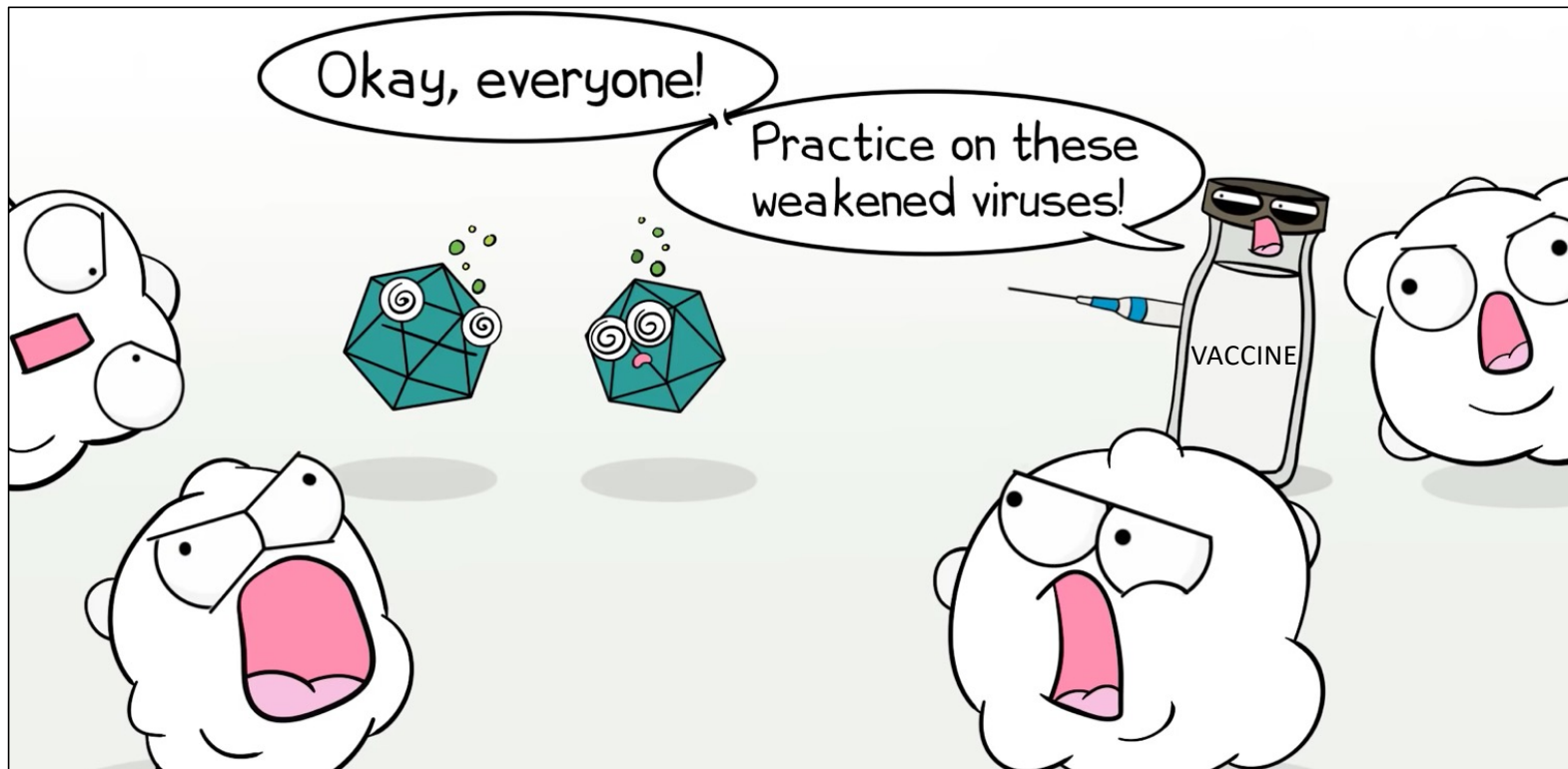


Tips for effective science communication with the general public

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4. Avoid jargon
5. Be relatable
- 6. Provide visuals**

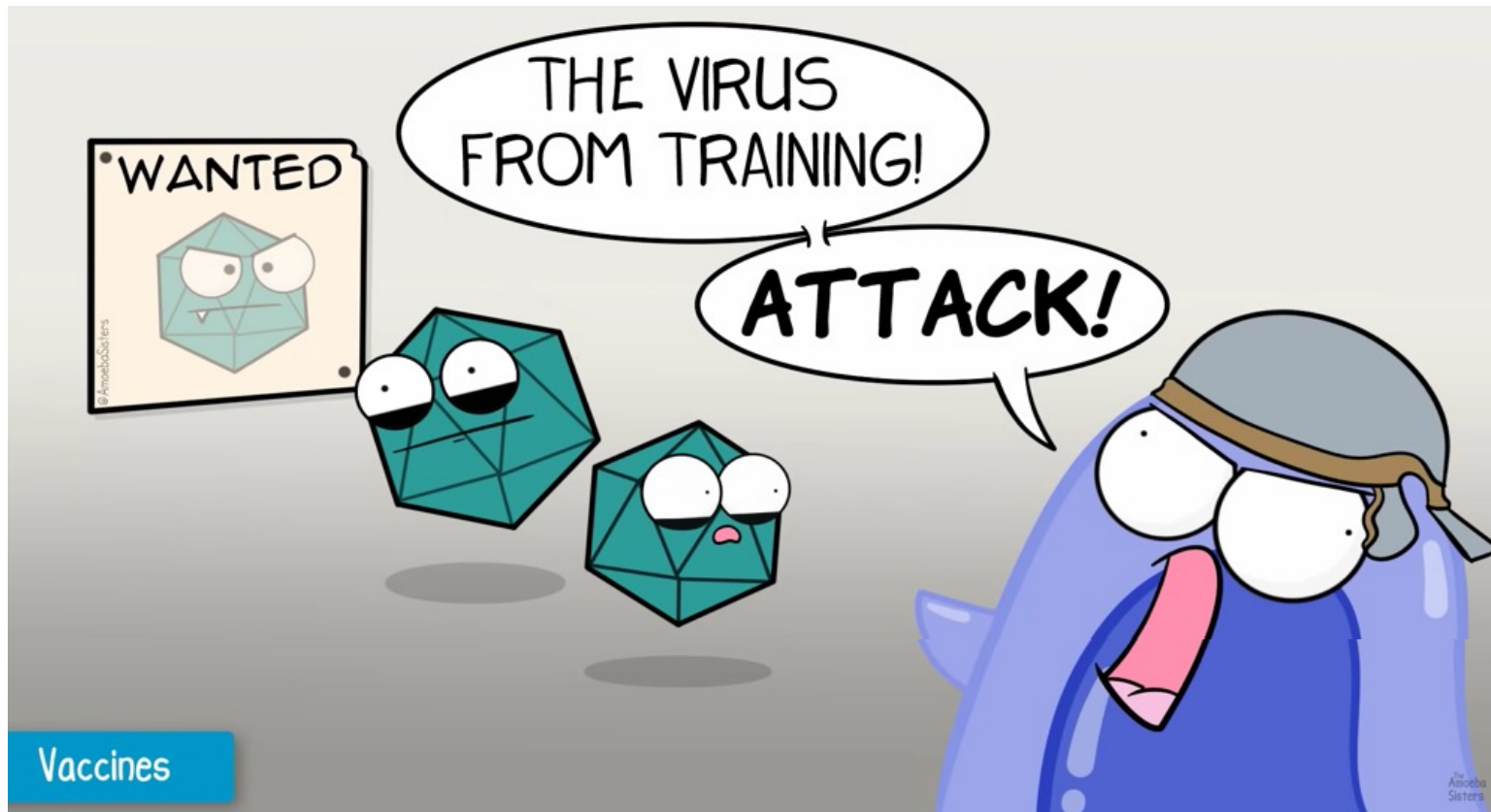


Visuals are engaging and can help people understand, learn, and focus



Ameoba Sisters

6. Provide visuals



Ameoba Sisters

6. Provide visuals ...and a little humor to make science fun!



Tips for effective science communication with the general public

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2. Identify goals of communication
3. Start with the most important information
4. Avoid jargon
5. Be relatable
6. Provide visuals
- 7. Stick to 3 main points (or less)**



What 3 things do you want your audience remember?

- Vaccines may not prevent the 'crash'
- Vaccines prevent serious injury
- Vaccines prevent death



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6. Provide visuals
7. Stick to 3 main points
8. **Talk about the scientific process***



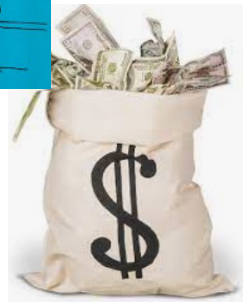
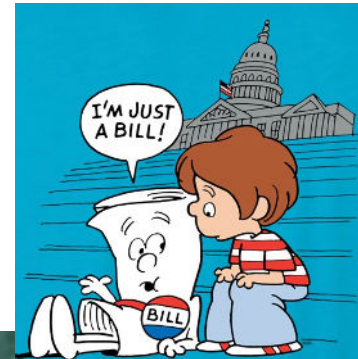
Science is always evolving as we make new discoveries and learn from them!

*but not with jargon-filled, data-filled detail that will confuse your audience!



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 - 9. Focus on the bigger impact**
- Health, education, policy, financial...**



Getting vaccinated protects you, your family, your community from disease 😊



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10. **Develop an 'elevator pitch'**

Create a 1-minute overview of your message



ACTIVE LEARNING!

Take a few minutes right now to create a 1-minute overview of the work you do for a general public audience



References for science communication

ascb Best Practices in Science Communication

<https://www.ascb.org/science-policy-public-outreach/science-outreach/communication-toolkits/best-practices-in-effective-science-communication/>

AAAS Communication Toolkit

<https://www.aaas.org/resources/communication-toolkit>

Crucial Skills Blog. How to Discuss Childhood Immunization with Reluctant Parents

<https://cruciallearning.com/blog/how-to-discuss-childhood-immunization-with-reluctant-parents/>