LPELC Webinar
Friday, August 14, 2020
1:30 p.m. CDT

Communicating Science Using the Science of Communication

Webinar sponsored by the iAMResponsible™ Project... a nationwide outreach program focused on improving understanding of antimicrobial resistance among food producers and consumers and motivating adoption of practices that mitigate potential risks associated with AMR to preserve the efficacy of antibiotics for future generations.

Funding for the iAMResponsible Project™ provided by USDA-NIFA Award Nos. 2017-68003-26497, 2018-68003-27467 and 2018-68003-27545.
of Americans misunderstood the concept of probability

of Americans were unable to correctly define a “scientific experiment”

of Americans were unable to describe the idea of a “scientific experiment”

of Americans thought it was a problem that people don’t know enough about science to understand findings in the news

of Americans thought it was a problem that people have difficulty distinguishing between high- and low-quality studies

of Americans believe science creates more opportunities for the next generation

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Cultural Competency

Cultural belief systems, communication styles and understanding and response to health information all affect “health literacy”.

Health Literacy

the degree to which individuals have the capacity to obtain, process, and understand basic health information needed to make appropriate health decisions

Better reception of health information

Nearly 36% of U.S. adults have low health literacy, with disproportionate rates found among lower-income Americans

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Patient Centered Care / Health Literacy

Under-served Needs

Cultural Targeting

Cultural Competence

Butler et al., 2016
Marketer Science

So, you want to influence behavior?

Identifying Trusted Influencers
Who does your audience trust to positively influence decision-making?

Choosing Preferred Media Outlet(s)
Where does your audience prefer to get their information?

Building Rapport with Your Audience(s)
Do you understand the culture, social norms, & literacy level of your audience?

Today’s Headlines

1

2

3
Understand your target audience's level of scientific literacy.

Communicate with your audience in a way that complements their science literacy.

Consider using a narrative (storytelling) approach.

The Golden Rules of Science Communication

Know thy self  Know thy audience