Communicating Science
Using the Science of Communication

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Project Team

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Communicating Science Using the Science of Communication

The archived presentation is available at:
https://lpelc.org/archived-webinars/
Public health recommendations always present a conflict between individual liberties and the common good.
People do not like being told what to do with their bodies.
People do not like hearing information that does not align with their existing beliefs about their bodies.

When and how do most people learn about science?

Formal Education  |  Media

We live in an age where all manner of scientific knowledge – from the safety of fluoride and vaccines to the reality of climate change – faces organized and often furious opposition.

Joel Achenbach, The Washington Post

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

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

Better reception of health information

Research suggests that communities of color have lower levels of health literacy than white communities.

Of U.S. adults have low health literacy, with disproportionate rates found among lower-income Americans.

Patient Centered Care / Health Literacy

Unserved Needs

Cultural Targeting

Cultural Competence

Butler et al., 2016

From learning about COVID-19

To talking about AMR

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Science doesn’t have to be boring and dispassionate!

Emotions can be a useful strategy to communicate and engage audiences.

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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?

“It’s not only WHAT you say, ...but HOW you say it.”

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Tools to Improve Science Communication

Lea’s Tips
- 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.

Kari’s Tips

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Meaghan’s Tips

The Golden Rules of Science Communication

Know thy self

Know thy audience

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