



## Science Communication and Public Engagement in STI

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### Outline

- Why STI Communication?
- Considerations of Science Communication
- Styles of Science Communication
- Spectrum of Public Engagement
- Lessons learnt from COVID-19 Pandemic
- Effective Science Communication Plan



## Why STI Communication?



### **Science communication**

Inform, educate and raise awareness of science-related topics among the general public and a non-expert audience.



### Scientific communication

Communicate new knowledge to scientists and technical experts, following the scientific method.

https://accelopment.com/

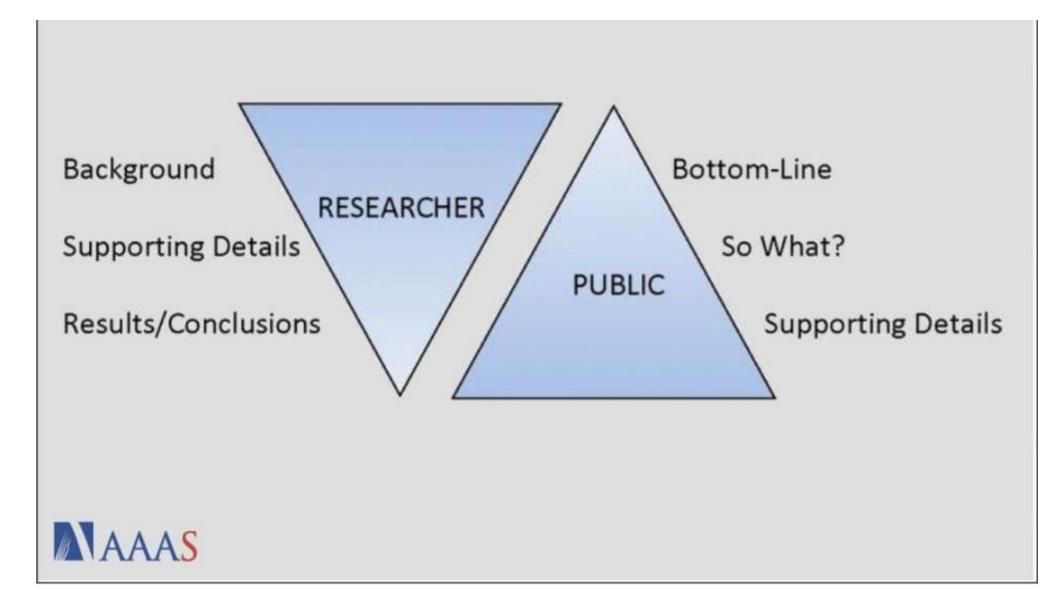


### **Considerations of Science Communication**



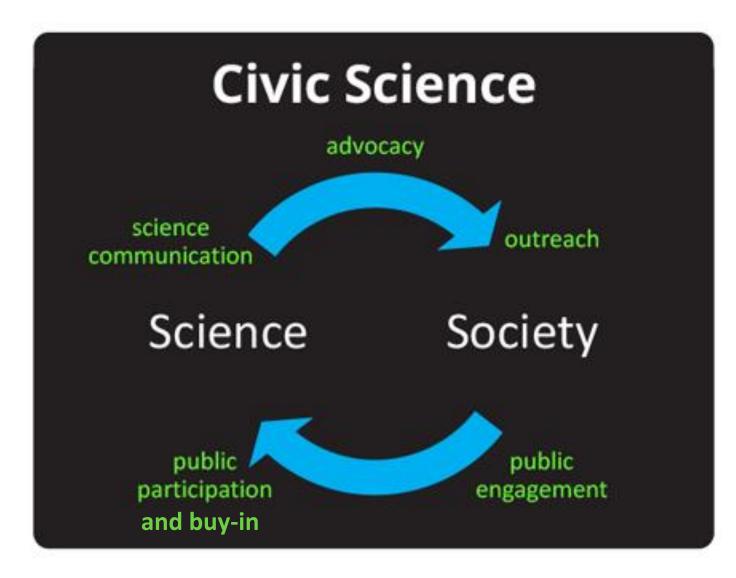


### **Styles of Science Communication**



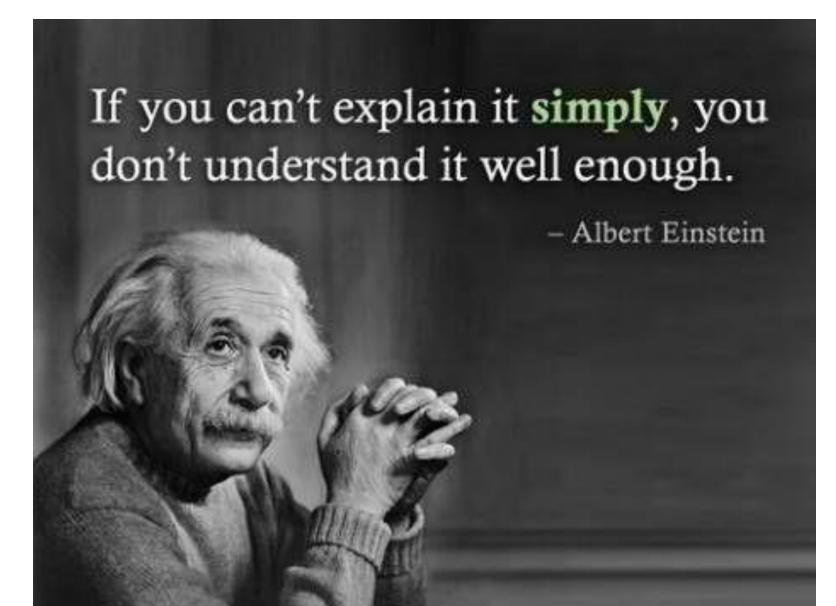


## **Communication vs Public Engagement**





# How for Public Engagement





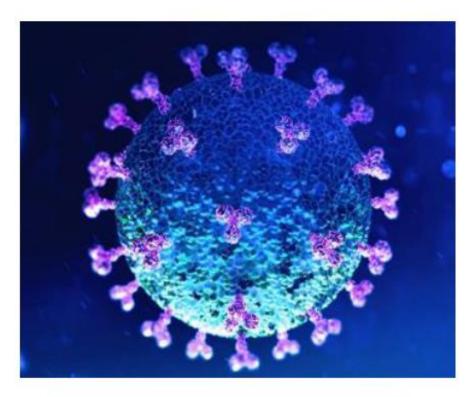
### The Spectrum of Public Engagement

Information provision	Consultation	Involvement	Delegation
<i>people what you do</i>	<i>people what they think of what you do</i>	<i>people about their priorities</i>	people direct control

Edinburgh Beltane, Open minds



### **Lessons learnt from COVID-19 Pandemic**



### Need for Open Science

unesco

Importance of timely and free access to scientific data, publications, information

Importance of scientific collaborations and sharing of information at all levels

Importance of science-policy-society dialogue

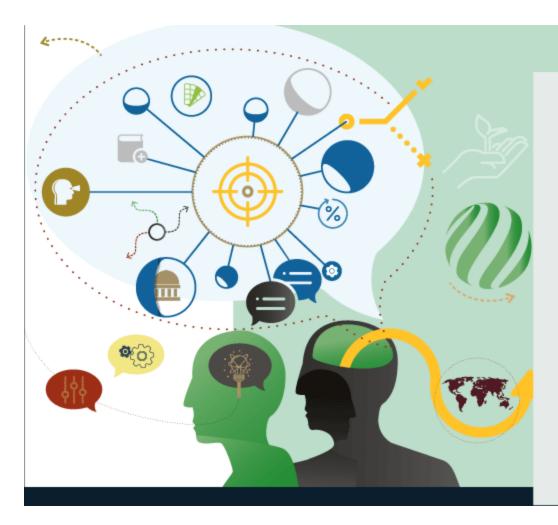
Importance of the human right to enjoy the benefits of scientific progress

Science Communication during COVID 19

**Challenges:** 72% of scientific publications are not available in open access; predatory journals



### **Science** is dynamic



#SCIENCE ADVICE IN THE CONTEXT OF THE COVID-19 CRISIS

# Science advice in times of COVID-19

Scientific evidence related to COVID-19 is conditional and dynamic. In this situation, science advice at any one point in time should be based on best available evidence but will nevertheless involve considerable uncertainties that need to be openly communicated to policy-makers and the public.



# **Other Lessons learnt from COVID-19 Pandemic**

ICE CREAM SALES

SUNBURN

CORRELATION



Speedy science reduces certainty of the results

Correlation does not equate to causation

CAUSATION

HOT WEATHER

CAUSATIO



Importance of continuous risk assessment



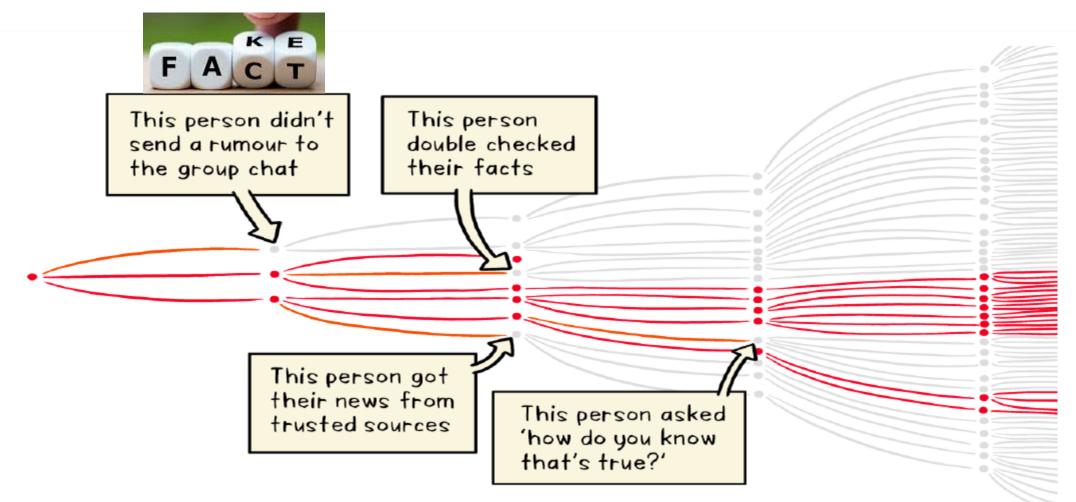
### Fake news and Information overload







## **Role of Fact checking**





Science Communication during COVID 19

### Engagement of Media Practitioners & influencers

- Organize continuous trainings and/or update sessions with journalists and social media influencers
- Support frequent engagements between scientists and journalists and influencers
- Allocate substantial budgets for science communication and advocacy







## Seeing-is-believing activities for media and influencers







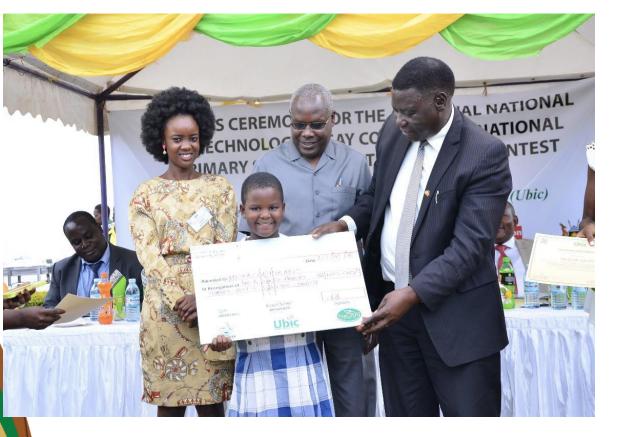






### Youth engagement









## **Effective Science Communication Plan**

#### PROJECT TARGETS

identification of main and secondary stakeholders



### COMMUNICATION PHASES

definition of project phases, their goals, and timing



### COMMUNICATION CHANNELS AND TOOLS

identification, for each communication phase, of media channels and related communication tools towards a precise target;



### COMMUNICATION PLAN

timing and scheduling of the communication activities for each identified phases.