

Science Communication in One Health

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What is Science Communication?



Interdisciplinary field that explores:

- How scientific information is communicated to various audiences
- How audiences interpret scientific information
- Effects of communication practices upon scientific understanding, acceptance, and support



Why is this Important?



Educate

Defend Science

Inspire Others

One Health

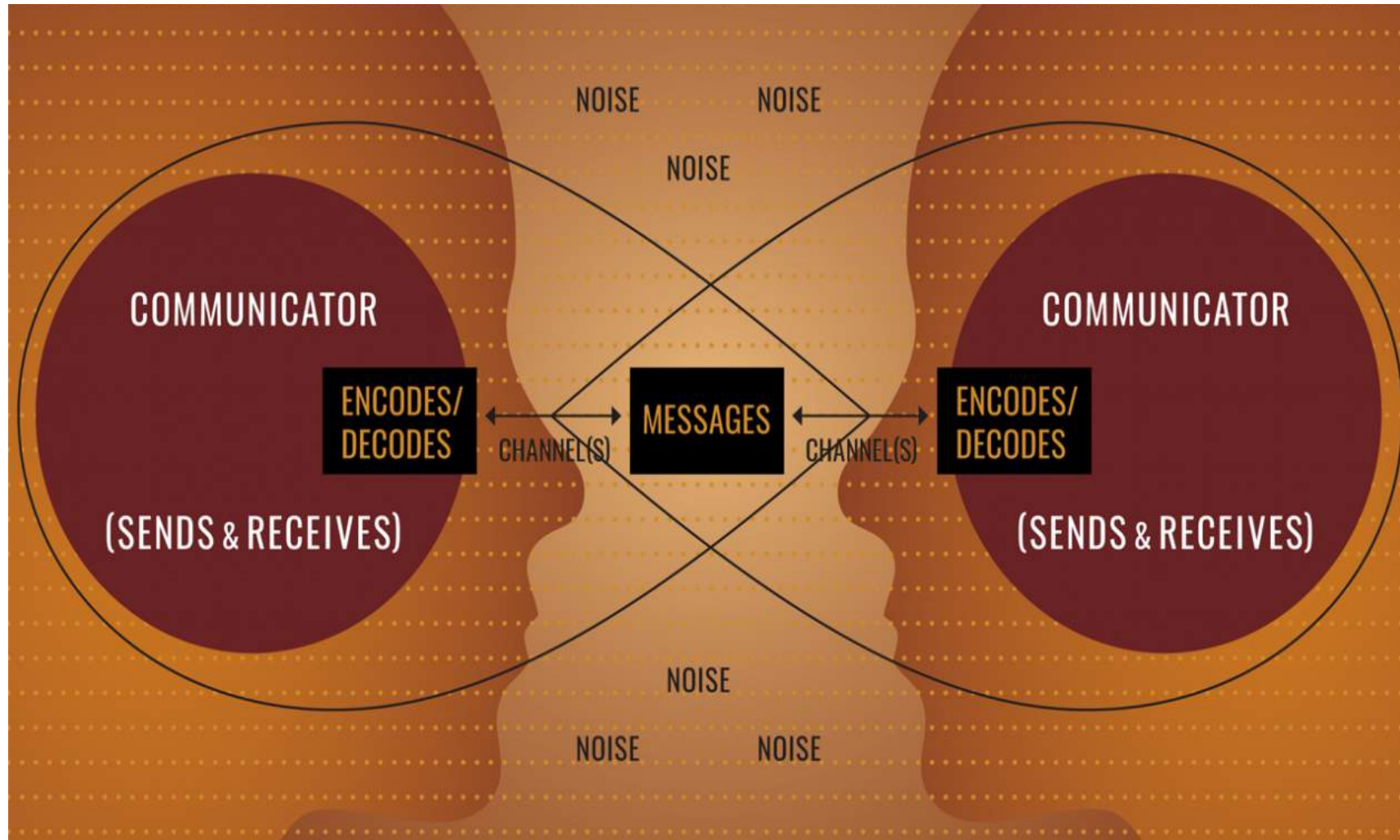
Animals + Humans + Environment



Helpful Tips!



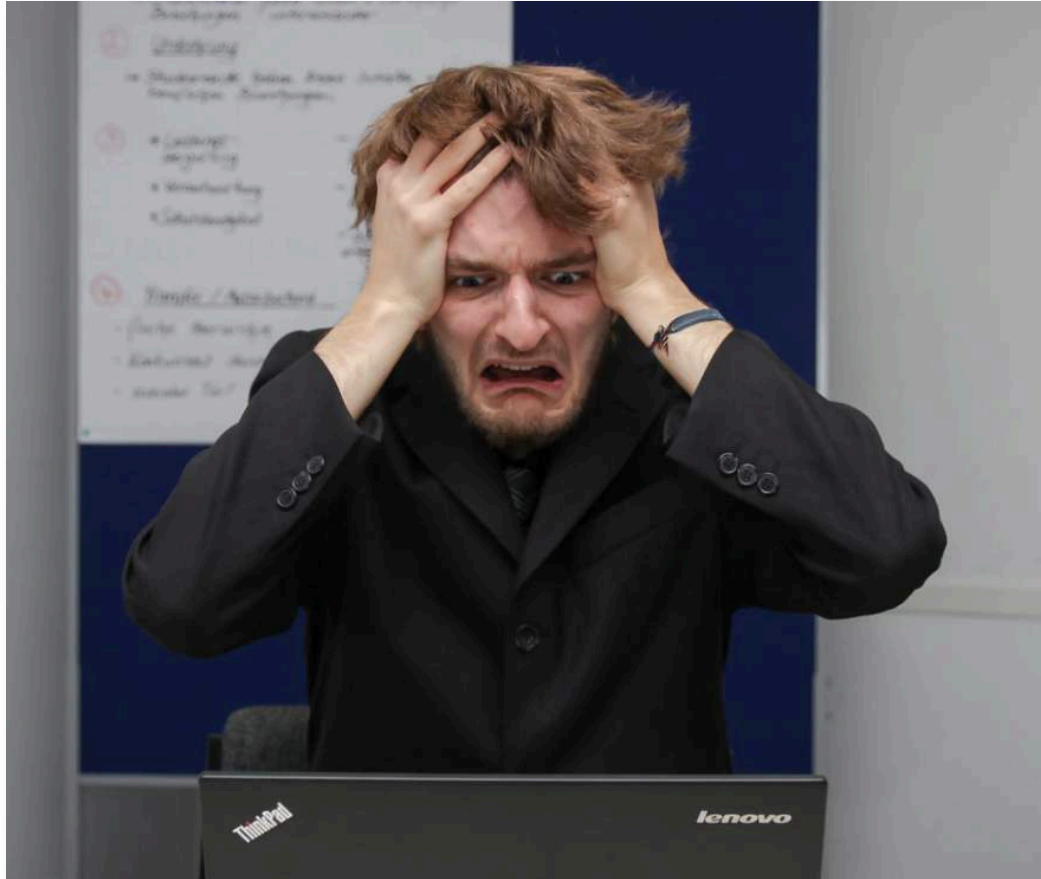
Transactional Model of Communication



Example: Kid



Avoid Jargon



Describe your science only using words your audience uses frequently

Analogies and Metaphors

Offer a comparison to allow a complex topic to be understood through a familiar idea



Narrative Examples



Use stories about specific events or place abstract ideas into everyday contexts

How Can We Use These Tips?

- Give scientific presentations to the broader community
- Make data available through databases or digital libraries
- Publish in diverse media (e.g., non-technical literature, websites, press kits) to reach broad audiences
- Present research in formats useful to policy-makers and broad audiences
- Participate in multi-disciplinary conferences, workshops, and research activities
- Integrate research with education activities in order to communicate in a broader context
- Involve the public or industry in research and education activities

Your Turn!

1. Describe your research in one sentence - no jargon!
2. Describe your research with a metaphor / analogy.
3. Describe your research through a story.

Knowing Your Audience



Deficit Model of Science Communication

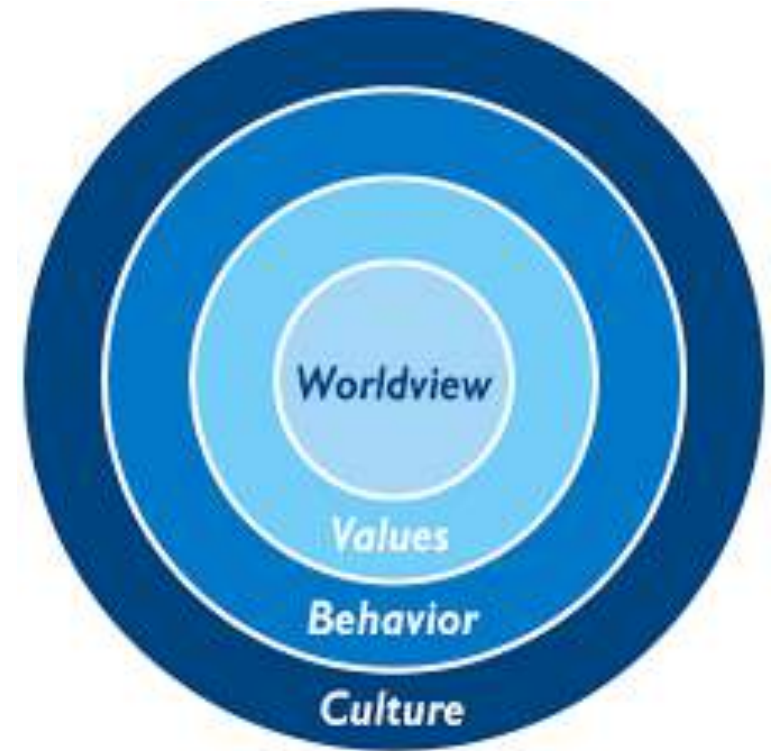


Knowledge and attitudes about science are generally not correlated

More knowledge can actually lead to **less favorable attitudes** toward science and greater polarization

Cultural Theory of Risk

Individuals selectively attend to and interpret information in a manner that expresses and reinforces their preferred way of life



Underlying Values

Knowledge is important, but uninterpretable until applied to an underlying value system

It is this application that drives attitudes, behaviors, and acceptance of scientific technologies



Application of Values



Understand the values at play

Articulate your own values in messages

Articulate the value you think your audience will use to interpret your science



NIAMRRE

**National Institute of
Antimicrobial Resistance
Research & Education**

Who We Are



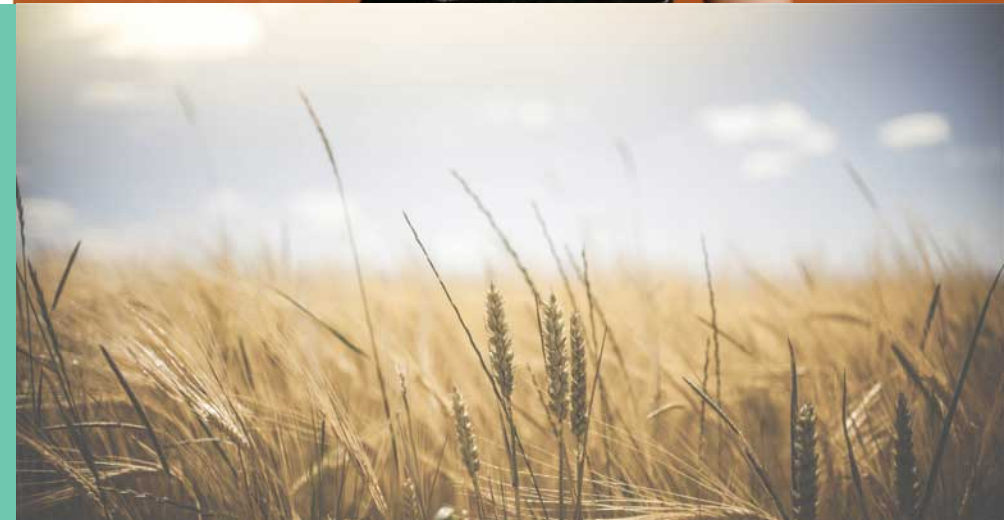
MISSION

NIAMRRE drives cross-sector engagement and coordinated action to combat the global threat of Antimicrobial Resistance across humans, animals, and the environment.



ONE HEALTH APPROACH

HUMANS + ANIMALS + ENVIRONMENT



What is AMR?

Antimicrobial Resistance (AMR) happens when germs, like bacteria and fungi, develop the ability to defeat the drugs designed to kill them.

Problem: Bacteria are developing resistance faster than we are developing new antibiotics.



What We Do





BROAD APPROACH



Focus Areas

Reducing AMR's societal impact by fostering:

RESEARCH

EDUCATION

COLLABORATION

ADVOCACY

To Recap



What science communication is

Why it matters

Three helpful tips to use when communicating science

Importance of knowing your audience

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