



# 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.



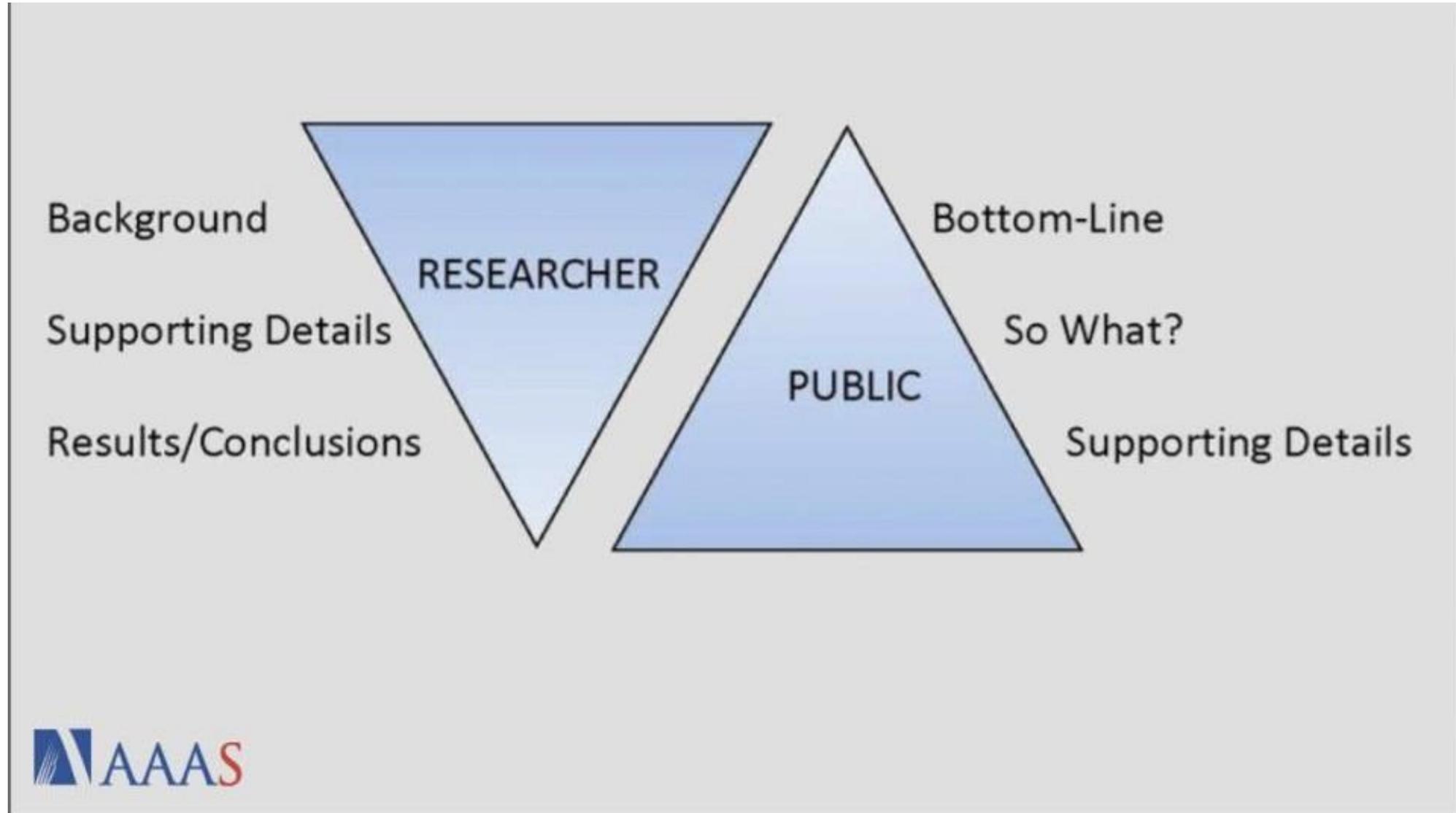
## Scientific communication

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

# Considerations of Science Communication

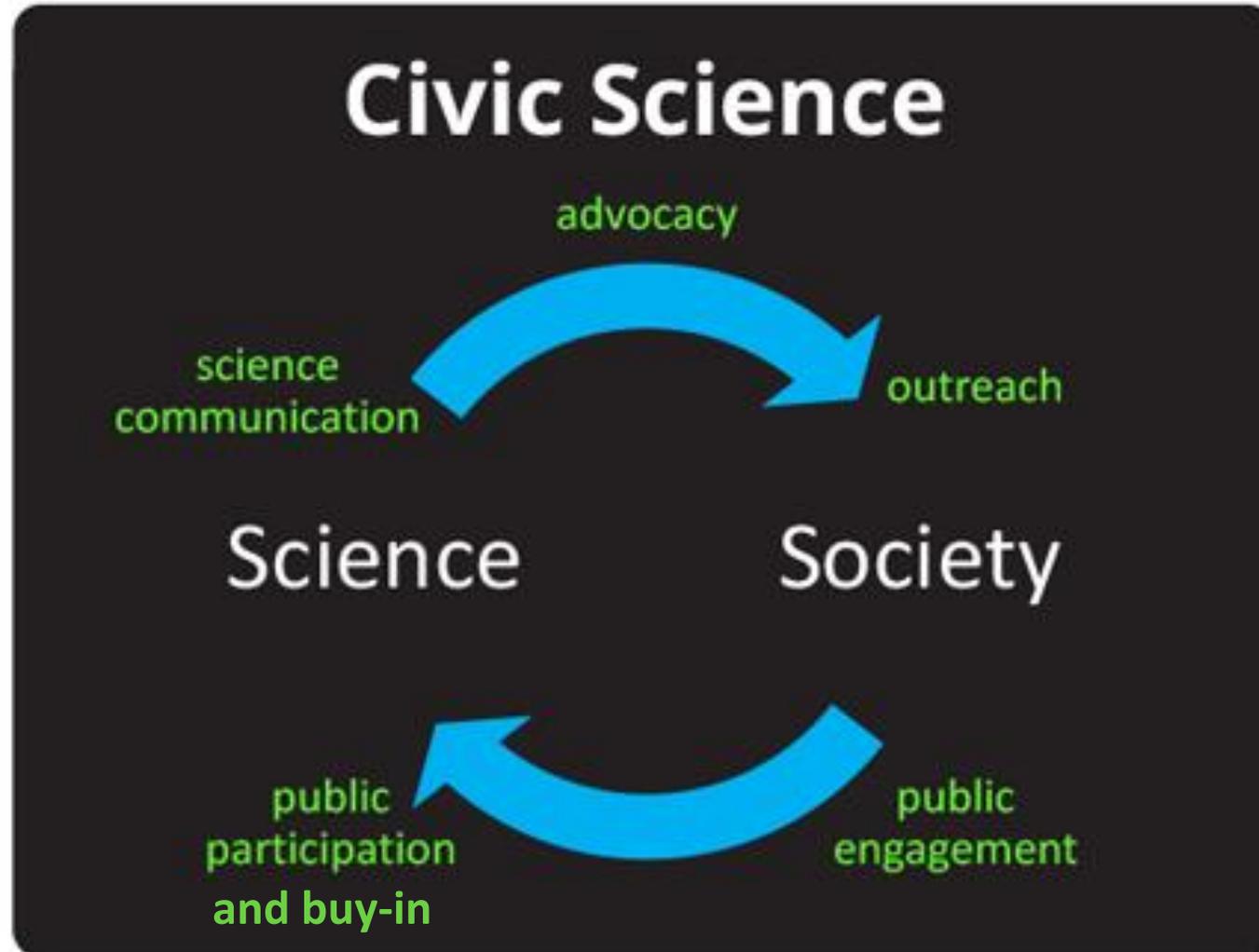


# Styles of Science Communication





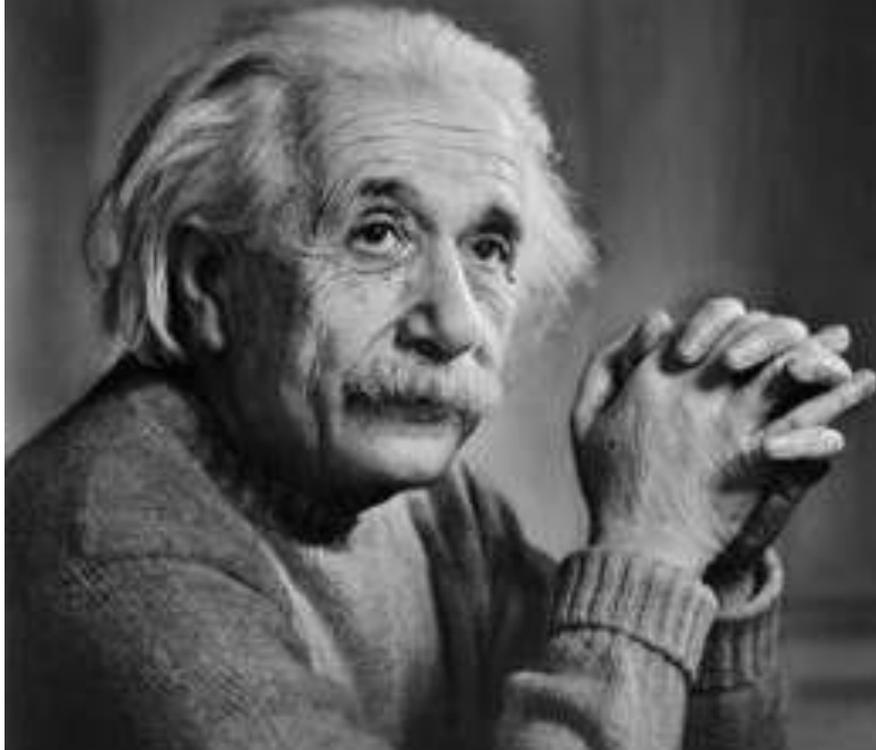
# Communication vs Public Engagement



# How for Public Engagement

If you can't explain it **simply**, you don't understand it well enough.

– Albert Einstein





# The Spectrum of Public Engagement

Information  
provision

*people  
what you do*

Consultation

*people  
what they think of  
what you do*

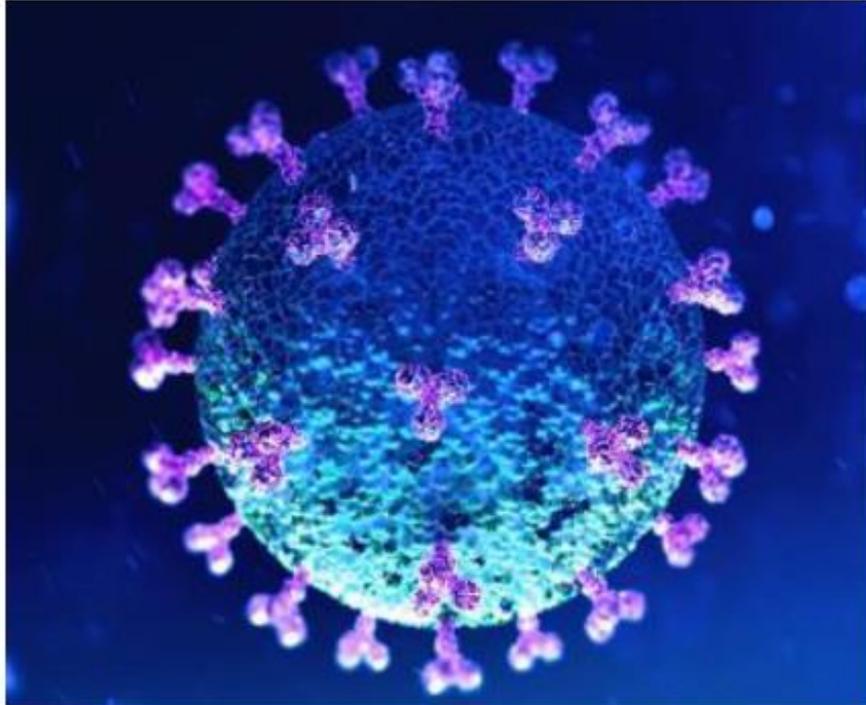
Involvement

*people  
about their  
priorities*

Delegation

*people  
direct control*

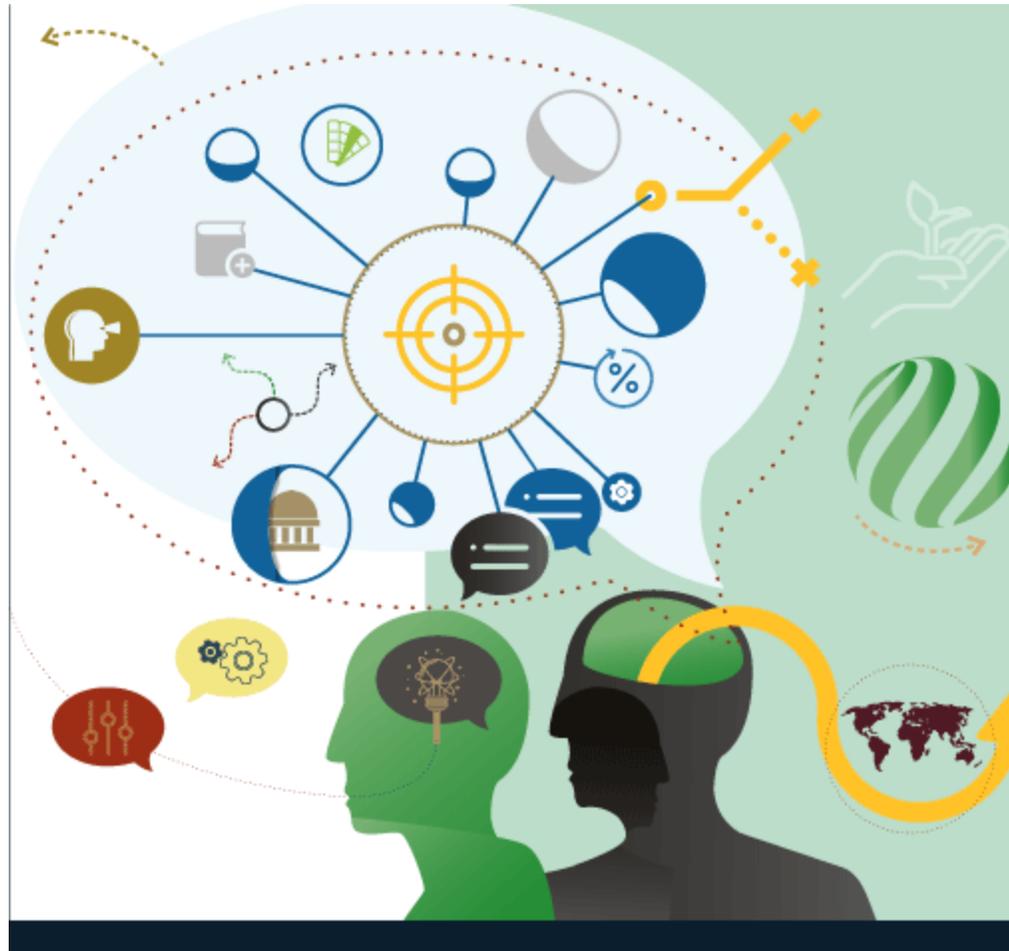
# Lessons learnt from COVID-19 Pandemic



**Need for Open Science**

- 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 is dynamic



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

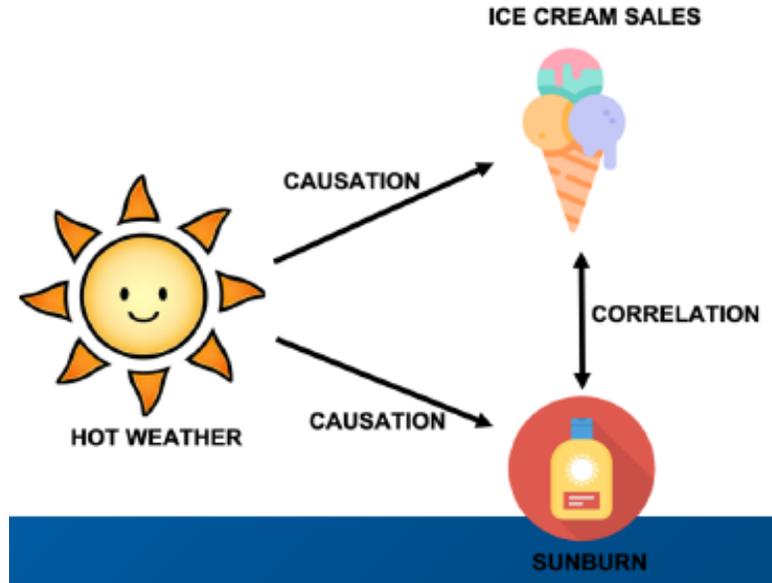
## Science advice in times of COVID-19

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.

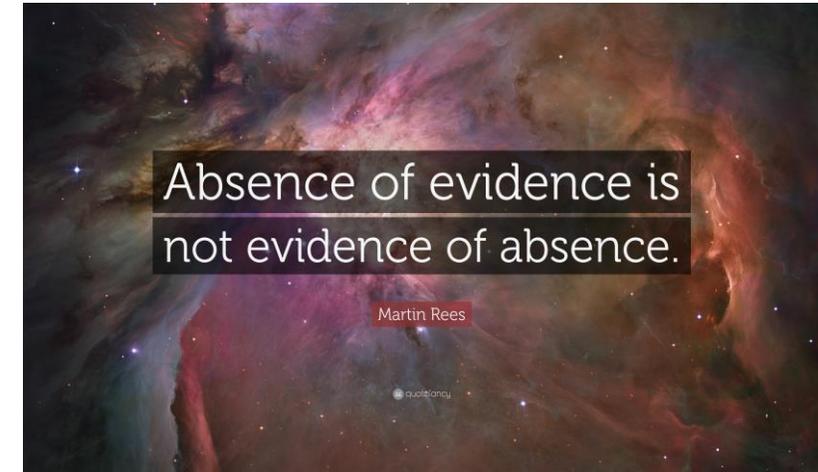
# Other Lessons learnt from COVID-19 Pandemic



Speedy science reduces certainty of the results



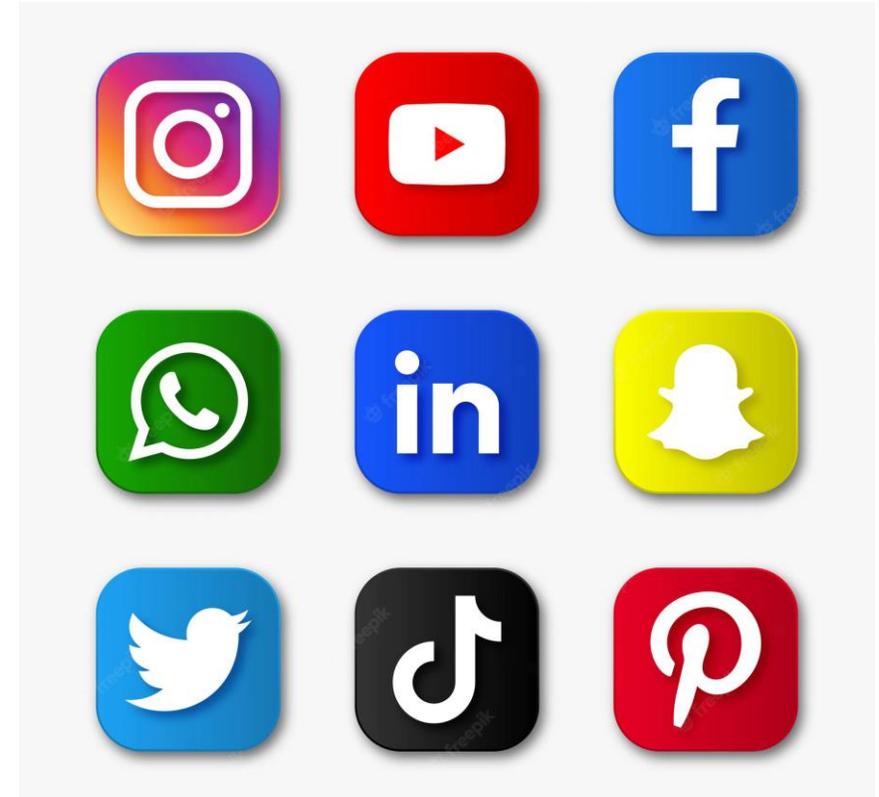
Correlation does not equate to causation



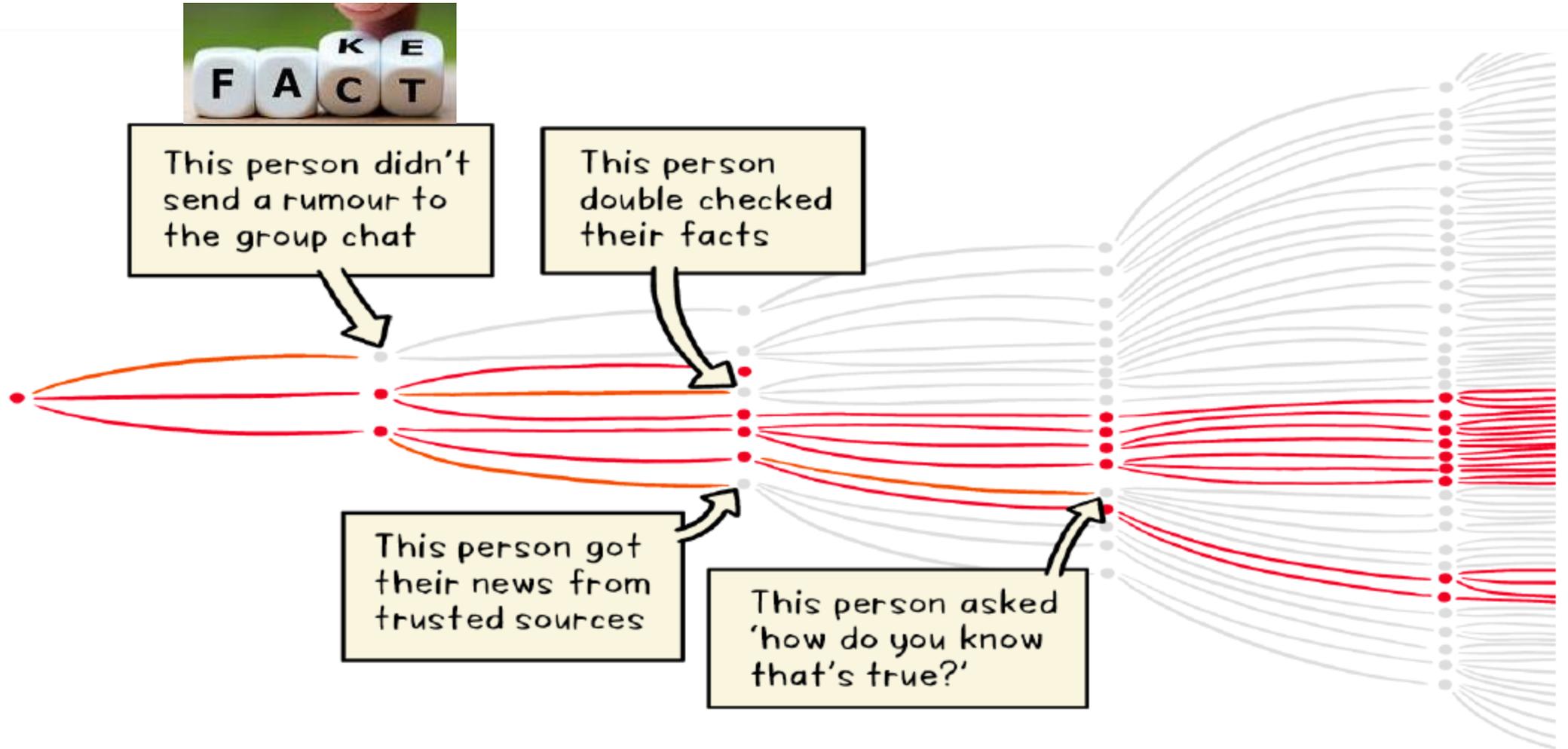
Importance of continuous risk assessment



# Fake news and Information overload



# Role of Fact checking





# 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



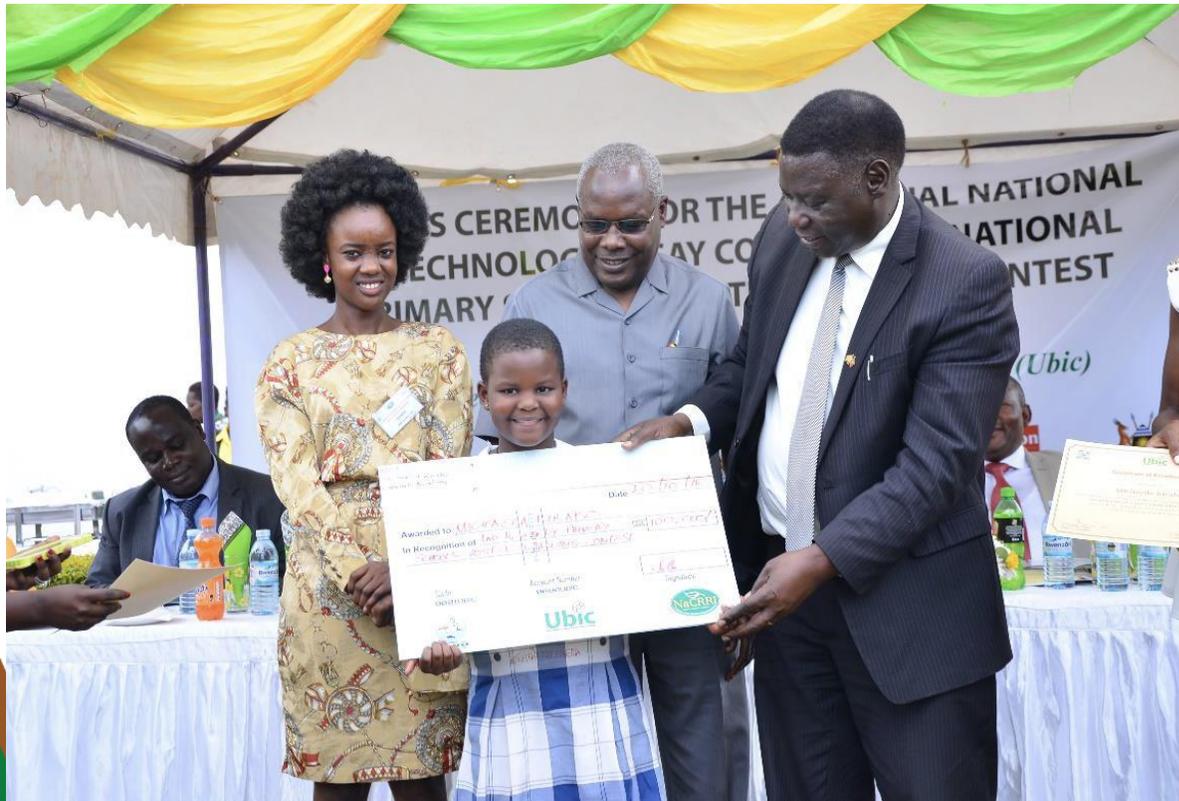
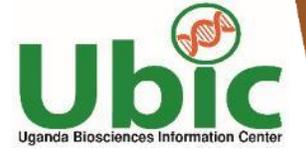
# Seeing-is-believing activities for media and influencers







# Youth engagement



# Effective Science Communication Plan

