

# Science Communication 101

Debabrat Sukla & Pallavi Pant

14 August 2024



# Objectives of the session

Principles of science communication

Example case studies

Hands-on Exercise

# Question:

Why science communication?

As researchers and scientists, why should you care about this?

# The big picture: climate action

13 CLIMATE  
ACTION



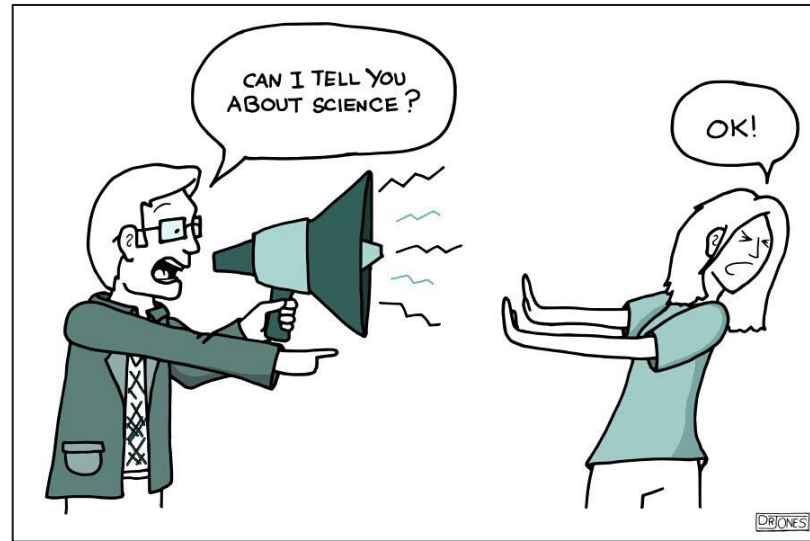
“improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning”

Source: Mbah, M.F., Shingruf, A. & Molthan-Hill, P. Policies and practices of climate change education in South Asia: towards a support framework for an impactful climate change adaptation. *Clim Action* 1, 28 (2022).  
<https://doi.org/10.1007/s44168-022-00028-z>

# Addressing knowledge deficits



# What is your role in this?



vs.

Sir David Attenborough



***Remember: Effective science communication requires you to shape knowledge based on other people's beliefs, expectations, knowledge, skills and values***

## Communications



All forms of information and ideas to be conveyed to individuals or groups

## Science Comms

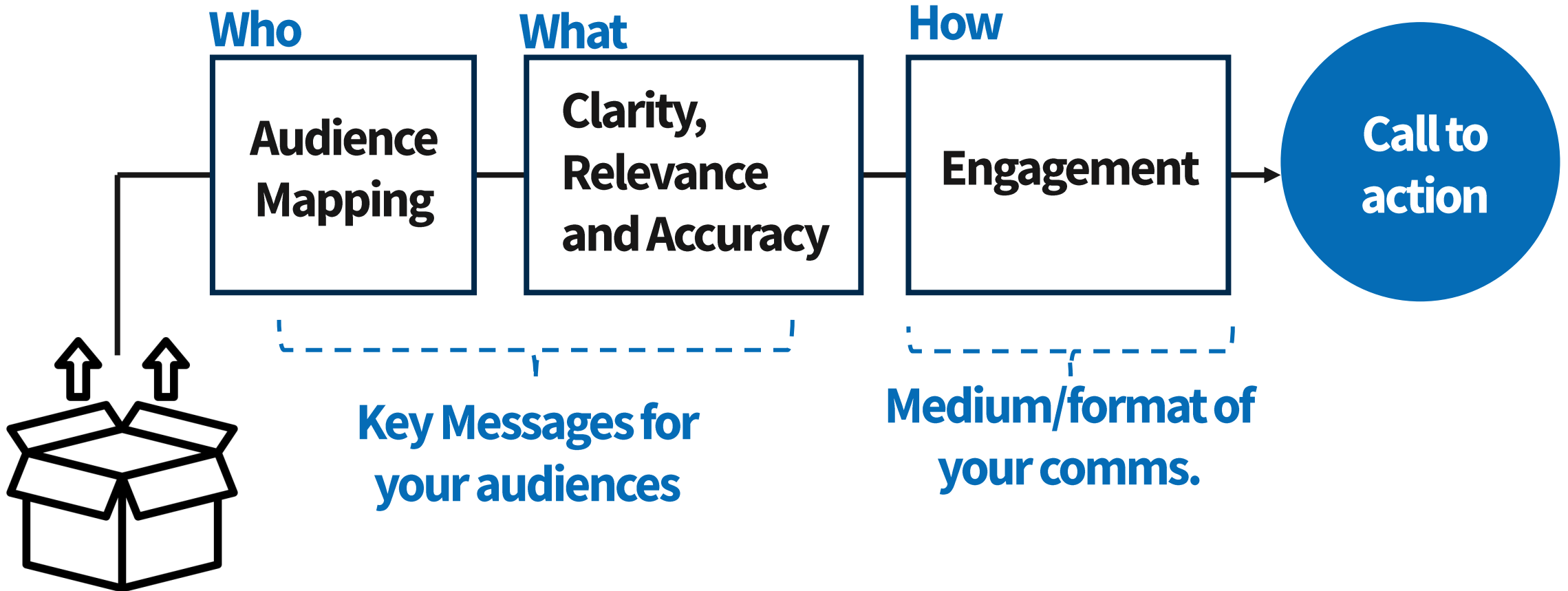
- Scientific knowledge
- Audience type can be general or **policymakers, educators, students**

## Science Comms.

Crucial in informing research and research-based decisions required to address societal challenges (for e.g., pandemics, food security, climate change, air pollution)



# Unpacking the process



# Unpacking the process

## Who

### Audience Mapping

Have a better understanding of your audience. If it's a campaign on clean air, what who would your **key audience** be?

## What

### Clarity, Relevance and Accuracy

Given the complexity and technical nature of the information, ensure that you have correct information in place. **These are your key messages.**

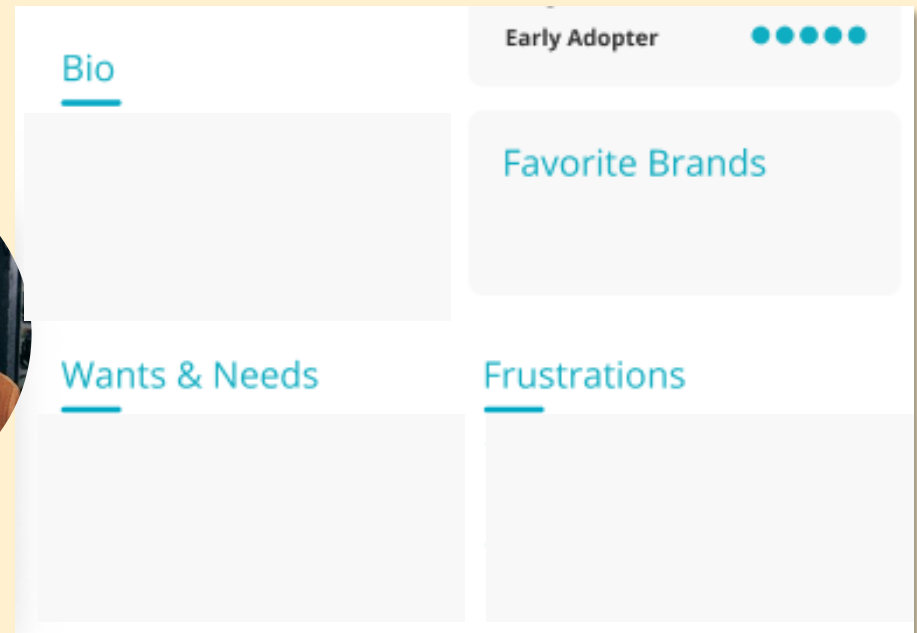
# Unpacking the process

## Audience Mapping

Demographics

Geography

Behavior



Some organisations/companies invest in persona mapping

# Unpacking the process

## How

### Engagement

What is the best way to influence your target audience?  
Is it **workshops/webinars/social media  
campaigns/briefs/email  
newsletters/podcasts/videos?**



# Case Studies

Remember the Who, What and How. How are the tenets being applied in these examples?

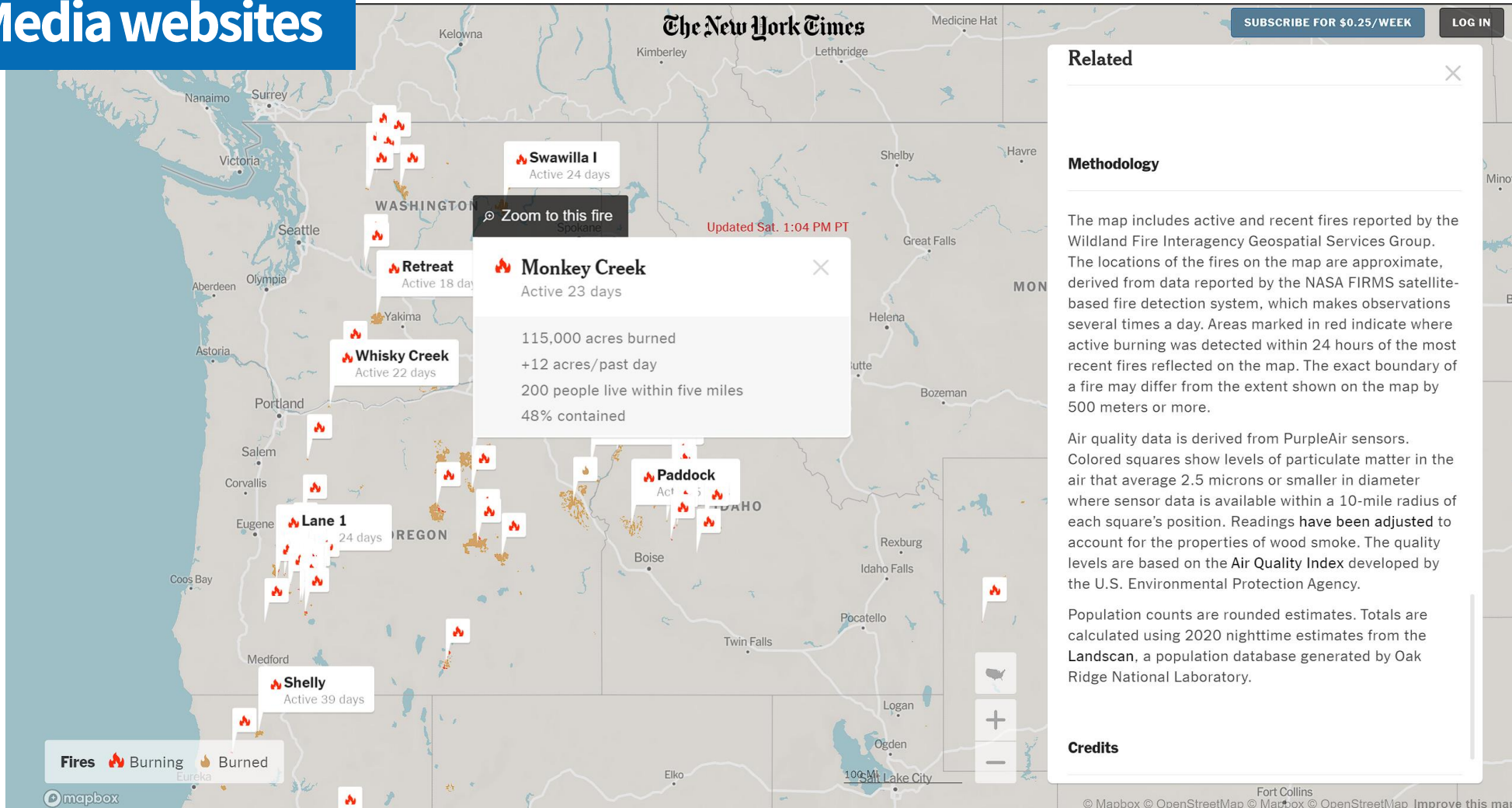
# Reaching New Heights

Documenting fieldwork on the Rikha Samba Glacier

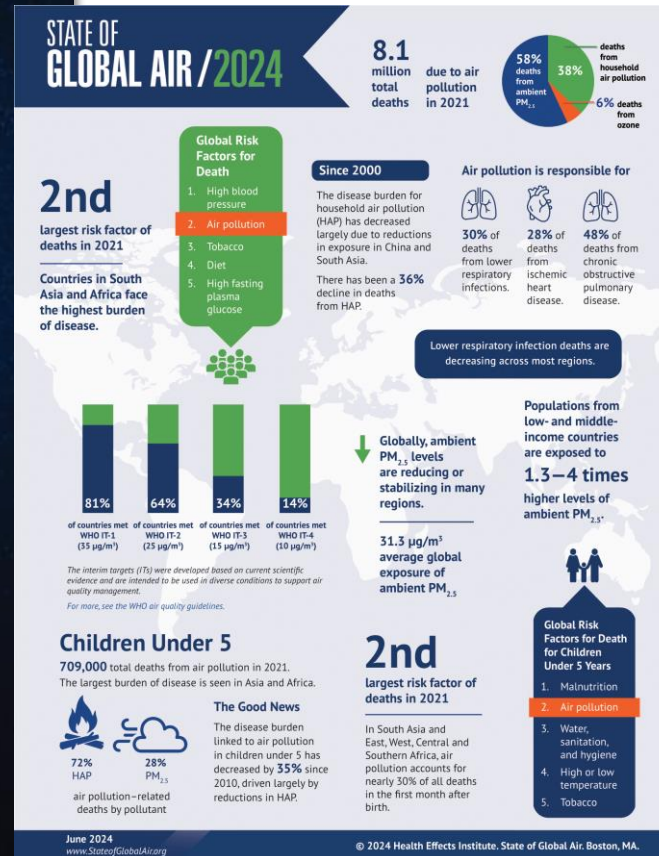
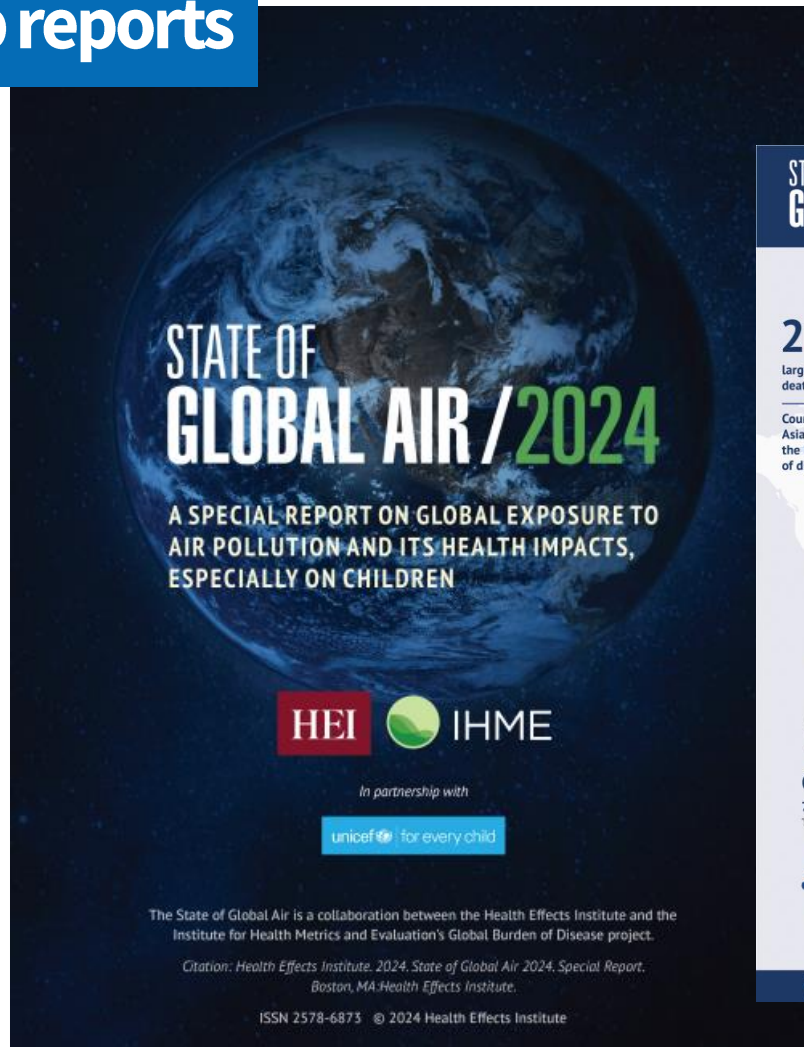


Scan me

# Media websites



# Flagship reports





# Public engagement



# Social Media Graphics

## THE **INVISIBLE KILLER**

Air pollution may not always be visible, but it can be deadly.



**29%**  
OF DEATHS FROM  
**LUNG CANCER**



**24%**  
OF DEATHS FROM  
**STROKE**



**25%**  
OF DEATHS FROM  
**HEART DISEASE**

**BREATHELIFE.**  
Clean Air. Healthy Future.



World Health  
Organization



UN  
environment



CLIMATE &  
CLEAN AIR  
COALITION  
FOR PEOPLE AND PLANET

**BREATHELIFE.**  
Clean Air. Healthy Future.



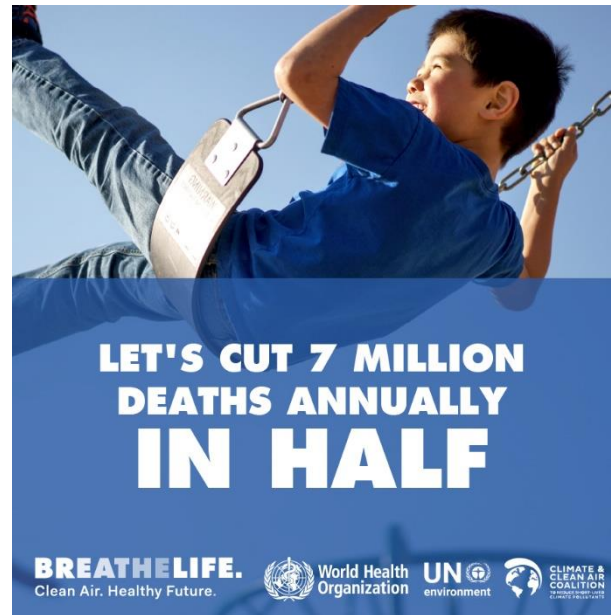
World Health  
Organization



UN  
environment



CLIMATE &  
CLEAN AIR  
COALITION  
FOR PEOPLE AND PLANET



**LET'S CUT 7 MILLION  
DEATHS ANNUALLY  
IN HALF**

**BREATHELIFE.**  
Clean Air. Healthy Future.



World Health  
Organization



UN  
environment



CLIMATE &  
CLEAN AIR  
COALITION  
FOR PEOPLE AND PLANET



Air pollution was responsible for  
**7 million**  
premature deaths in 2016,  
of these almost  
**600,000**  
were children under 5 years old.

**BREATHELIFE.**  
Clean Air. Healthy Future.



World Health  
Organization



UN  
environment



CLIMATE &  
CLEAN AIR  
COALITION  
FOR PEOPLE AND PLANET



UN  
environment

# Hands-on Exercise

## Scenarios

Design a campaign to raise awareness about the health effects of air pollution on children and older people. Focus on the link between air pollution and health or children or health, development, and well-being for the elderly. If possible, add a GESI (Gender Equality and Social Inclusion) dimension. Consider whether the campaign is for a rural or urban population.

Devise key messages for a behavioral change campaign where you want to raise awareness to the general public about air pollution and health. See which practices can help them contribute to improved air quality.

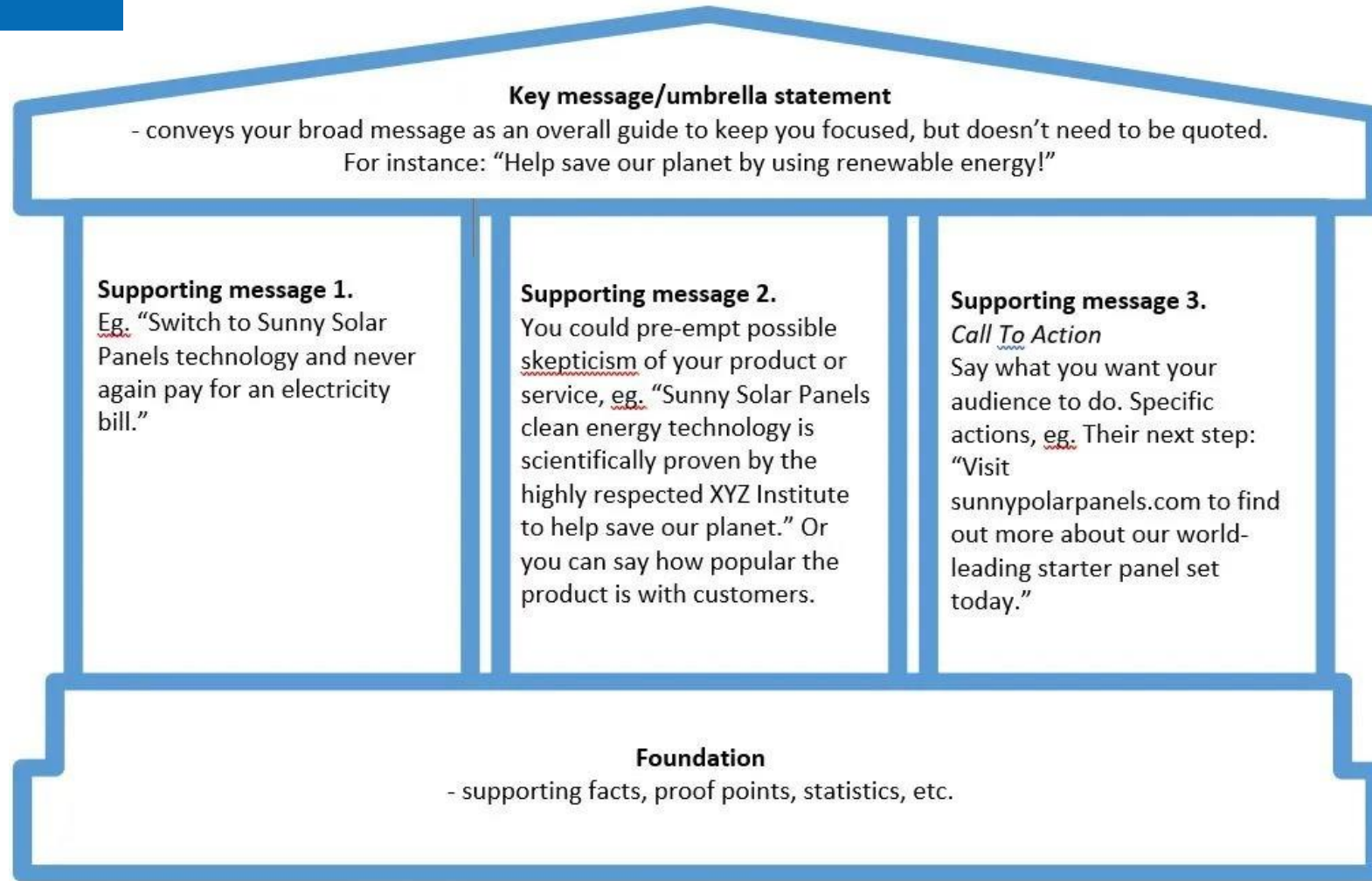
Participants must develop a plan for a 30 minute briefing to officials of a city on the 'health effects of air pollution'. What will the format of your talk at the briefing be? Who will deliver the talk? What are the main messages?

Devise a strategy for raising awareness about indoor air pollution from household products or practices like cooking with polluting fuels. Think hard about your target audience and how you plan to engage with them to change practices that contribute to poor air. What other groups can you engage with to make this campaign successful?

## Activity

1. Target Audience: Who is it?
2. Key Message: What are you trying to convey? Why?  
Format will be as follows:  
Key Headline  
Supporting 3 messages; if possible, a 'call to action'
3. Ensure the tenets you heard in the presentation
4. Engagement: What platform/media/format will you use to share or disseminate this message? What language would be most suitable?

## Key Messages: how-to



**THANK YOU**



**#SaveOurSnow**

**Keep mountains on the global agenda**

Sign the declaration

Spread the word

Share stories and photos of  
climate impacts on mountains

[www.icimod.org/saveoursnow](http://www.icimod.org/saveoursnow)

