

# AGENDA- TOT ON SCIENTIFIC COMMUNICATION

<b>S/N</b>	<b>TITLE</b>	<b>SPEAKER</b>	<b>DURATION</b>
1.	<b>OPENING REMARKS/ANNOUNCEMENTS</b>	<b>DR PRUDENCE WACHINOU-</b> <i>SECRETARY – GENERAL-WACP</i>	<b>5 MINUTES</b>
2.	<b>INTRODUCTION/RATIONALE</b>	<b>DR VICTOR O.ANSA-</b> <i>DIRECTOR OF TRAINING-WACP</i>	<b>10 MINUTES</b>
3.	<b>THEORIES AND MODELS OF SCIENTIFIC COMMUNICATION</b>	<b>DR STEPHEN SARFO</b> <i>FELLOW-KATH-KUMASI</i>	<b>15 MINUTES</b>
4.	<b>TEACHING AS TRAINING FOR EFFECTIVE SCIENTIFIC COMMUNICATION</b>	<b>DR EKANEM EKURE</b> <i>ACADEMIC COORDINATOR OF DAE-WACP</i>	<b>15 MINUTES</b>
5.	<b>GETTING RESEARCH INTO POLICY AND PRACTICE(GRIPP)</b>	<b>DR BSC UZOCHUKWU</b> <i>DIRECTOR OF GRANTS-WACP</i>	<b>15 MINUTES</b>
6.	<b>QUESTIONS AND ANSWERS</b>	<b>ALL</b>	<b>10 MINUTES</b>
7.	<b>CLOSING</b>		



# SCIENTIFIC COMMUNICATION

## *-INTRODUCTION AND RATIONALE*

---

DR VICTOR O.ANSA

*DIRECTOR OF TRAINING-WACP*

# OUTLINE

---

- DEFINITION
- PRINCIPLES OF EFFECTIVE COMMUNICATION
- TYPES OF SCIENTIFIC COMMUNICATION
- MODES OF COMMUNICATION
- CONCLUSION

# DEFINITION

- Scientific Communication is the process of sharing and disseminating scientific knowledge and findings to various audiences.
- These may be the following:
  - **Peers**
  - **Media**
  - **Public**
  - **Policy makers**

- “Scientists like everyone else tend to overestimate how well they are understood and how well they understand others” - *Baruch Fischhoff, 2015*

➤ It is therefore pertinent to emphasize that effective communication must be two-way.

❖ **One should understand the audience, be understood by the audience and the message conveyed in a manner that will be understood by the recipients.**





# TYPES OF SCIENTIFIC COMMUNICATION

---

## ✓ SCIENCE OUTREACH

Here Scientists address a non-expert audience. Lay public, journalists and so on.

## ✓ SCIENCE INREACH/SCHOLARLY COMMUNICATION

Here it is an Expert to Expert affair. These may be experts with the same or different background.

# INVITATION TO ATTEND WEBINAR

## **PASCAR RHD Task Force Webinar for Journalists**

**Rheumatic Heart Disease in Africa**

Chairperson - Dr Emmy Okello



# PRINCIPLES OF SCIENTIFIC COMMUNICATION

## ➤ **Assemble a diverse and interdisciplinary team.**

---

A scientist may be an expert on an aspect of a complex problem. Collaboration with others is the best way to such address complex issues.

## ➤ **Recount a story.** Fuse personal information and experiential information to the science. Tell the story in a way that is engaging and relevant to the audience.

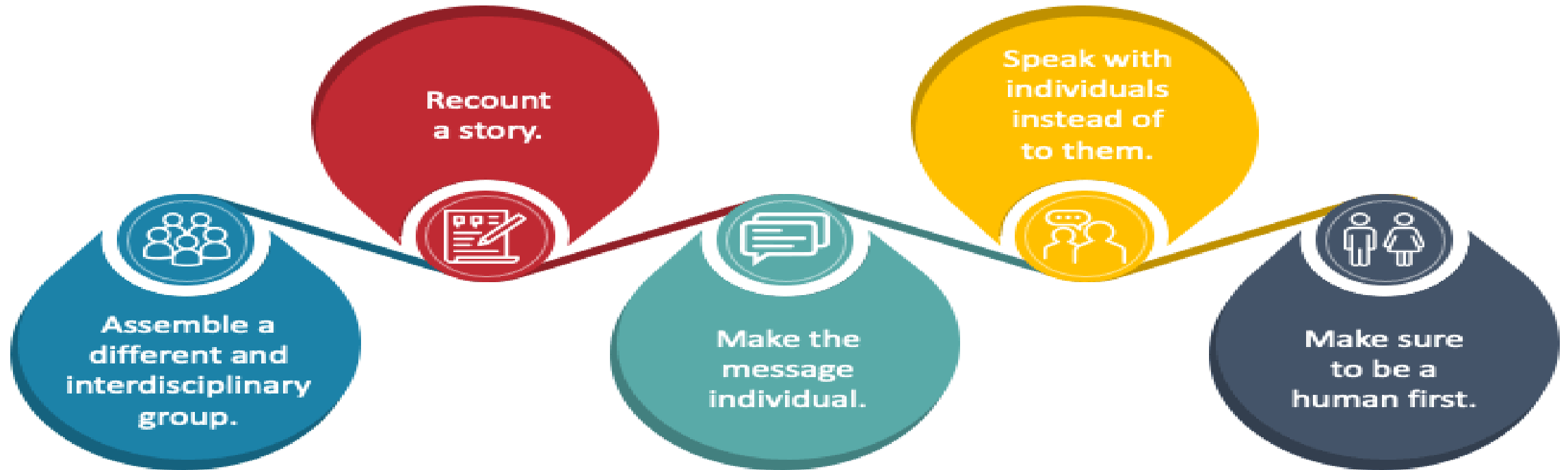


# PRINCIPLES OF SCIENTIFIC COMMUNICATION 10/10/2023

- **Make the message individual.** Talk about circumstances and logical results that connect to the individuals everyday life
- **Speak with individuals instead to them.** Set up a two way exchange. Communicate with the people instead of to them. Listen to inputs from the audience.
- **Make sure to be human first.** Procure the trust of the individuals if we want them to utilize our science.

# SCIENCE COMMUNICATION

## Principles of Successful Scientific Communication



Source: Pubrica Knowledge Works

# **PLANNING TO COMMUNICATE SCIENTIFIC INFORMATION? *THINGS TO CONSIDER***

---

- **DO I KNOW MY MESSAGE WELL ENOUGH?**
- **WHO ARE IN MY AUDIENCE?**
- **WHAT MESSAGE DO I INTEND TO DELIVER?**
- **WHAT MEDIUM AM I GOING TO USE TO COMMUNICATE MY MESSAGE?**

# MODES OF COMMUNICATION

- **Writing scientific papers**

---
- **Making scientific presentations-oral or poster**
- **Writing projects or technical reports.**
- **Creating web pages**
- **MSc Thesis, PhD and Fellowship dissertations.**



- 
- **“In science the credit goes to the man who convinces the world, not the man to whom the idea first occurs”** *Sir Francis Darwin, Eugenics Review (1914)*

# CONCLUSION



---

**THANK YOU FOR  
LISTENING**

