

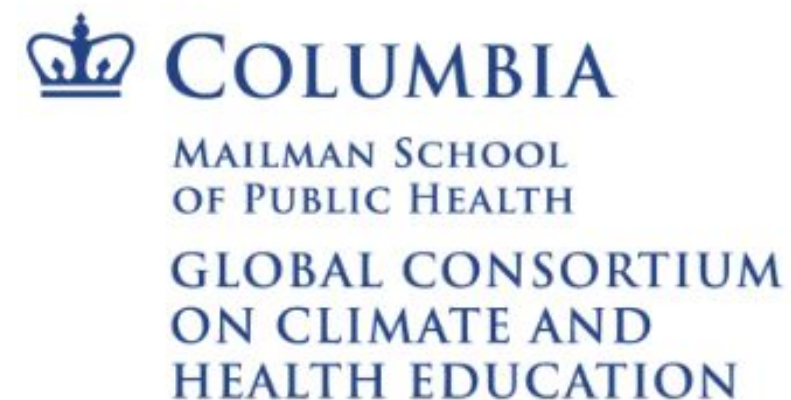
RESPUESTA EN CLIMA Y AMBIENTE PARA LA SALUD EN LAS AMÉRICAS

Challenges and solutions for appropriate science outreach

September 22, 2022

Juan Manuel Sarasua

Journalist and Scientific Communicator - juansarasua.com

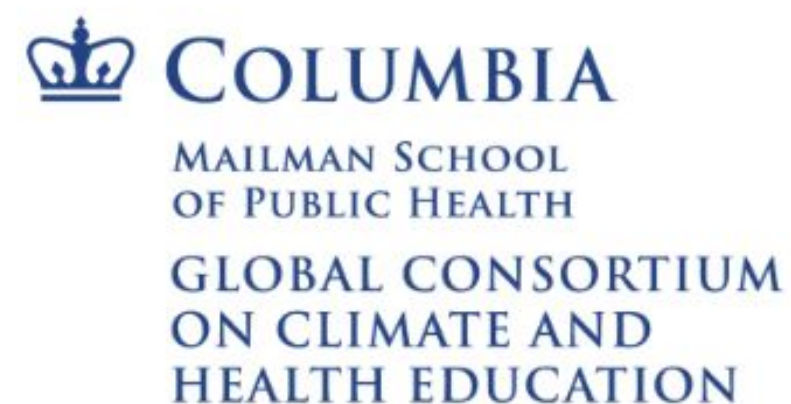


Poll 1

Do you think it is important to communicate your science to the general public?

Choose up to 2

1. Yes, a lot, you always have to communicate to the public, even those aspects we think “are not worth of being communicating”, the less-scientific ones
2. It is important but not essential, only when there is valuable news. The role of communication is only to inform not to persuade or attract .
3. It is possible to live without communicating science to the general public, I do it because is mandatory by the funders.

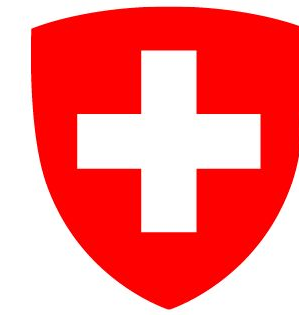


1- Why is it important to communicate the science we work on?

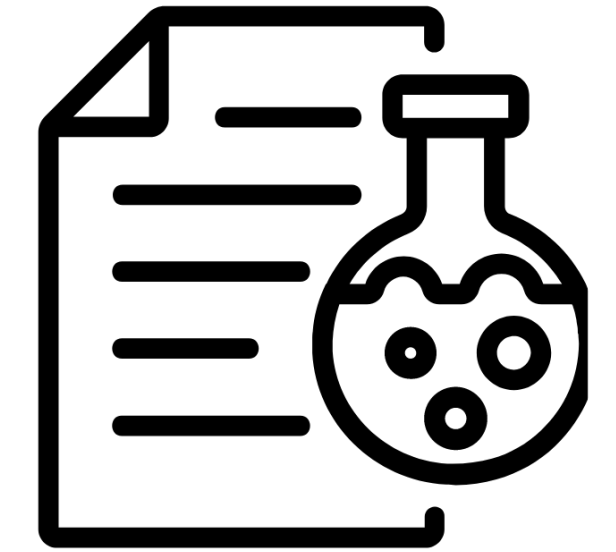
It is important to communicate science because...

- Social responsibility
- "Lobbying" (lobbying) and providing appropriate advice to politicians and institutions in decision making.
- Justifying the use of taxpayers' money

But on a personal level, it is important to communicate our research in order to obtain funding.



It is not enough to publish data, results or research.



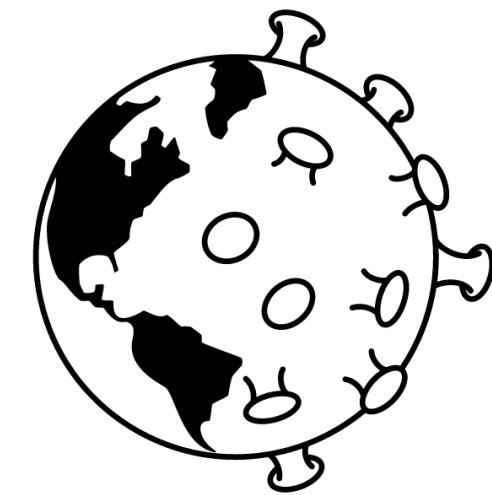
We must think of more complete communication strategies that allow us to reach society with the information we have.

Regaining confidence in science in a context of increasing misinformation



The pandemic generated an unprecedented information chaos...

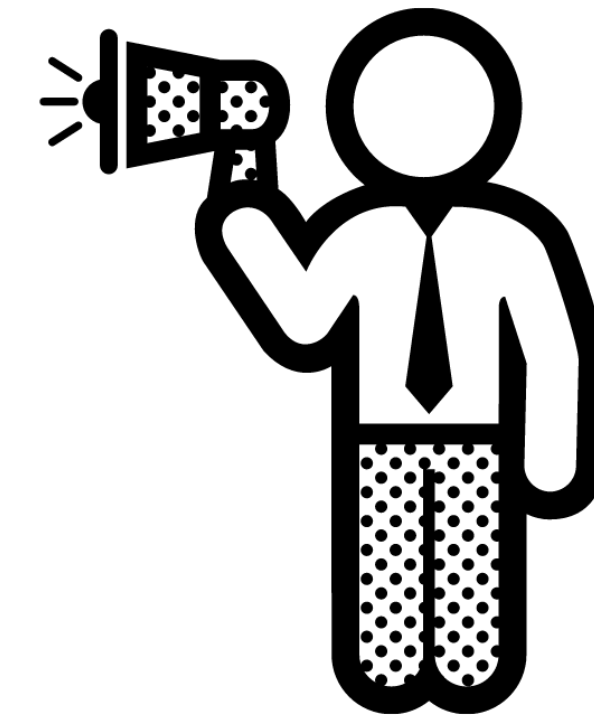
- u Interest in science grew out of all proportion.
- u It created an eager, frightened and constantly "captive" audience....
- u Everyone needed and required constant guidance
- u Increased demand for more and better science communication.
- u The role of communicating was mainly in the hands of journalists and non-specialized influencers.



Scientists had to adapt

- Frenetic pace of news
- Communication in the hands of non-specialists
- Obsession with communicating the latest data before understanding it

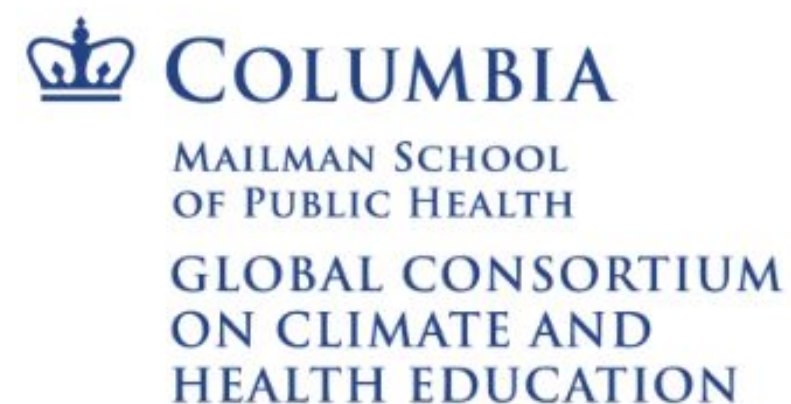
2- ¿Qué hay que comunicar?



Poll 2

Based on your experience and field of study, what do you think is an important aspect to communicate to a non-scientific audience? For example:

1. The scientific results of an investigation, those the most noticeable and the latest advancement)
2. The science you carry out: what it is and how it works)
3. The impact it has on society (locally, regionally, or globally)
4. The people who did the research and their skills
5. Something else?

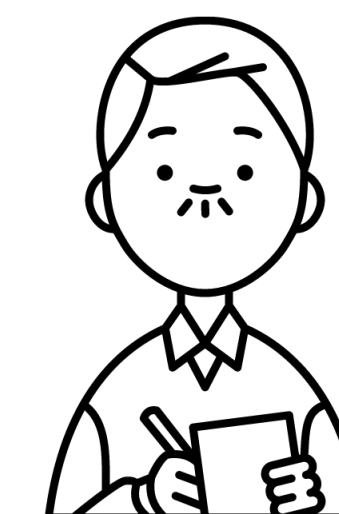
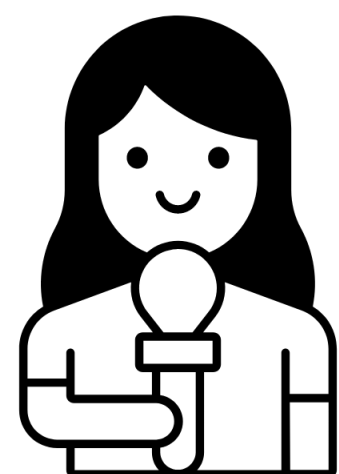


Paying attention to what journalists and media are doing...

Climate change offers new spaces, actors and global issues



To publicize new solutions



Provide accurate and accurate information to the public
discourse.

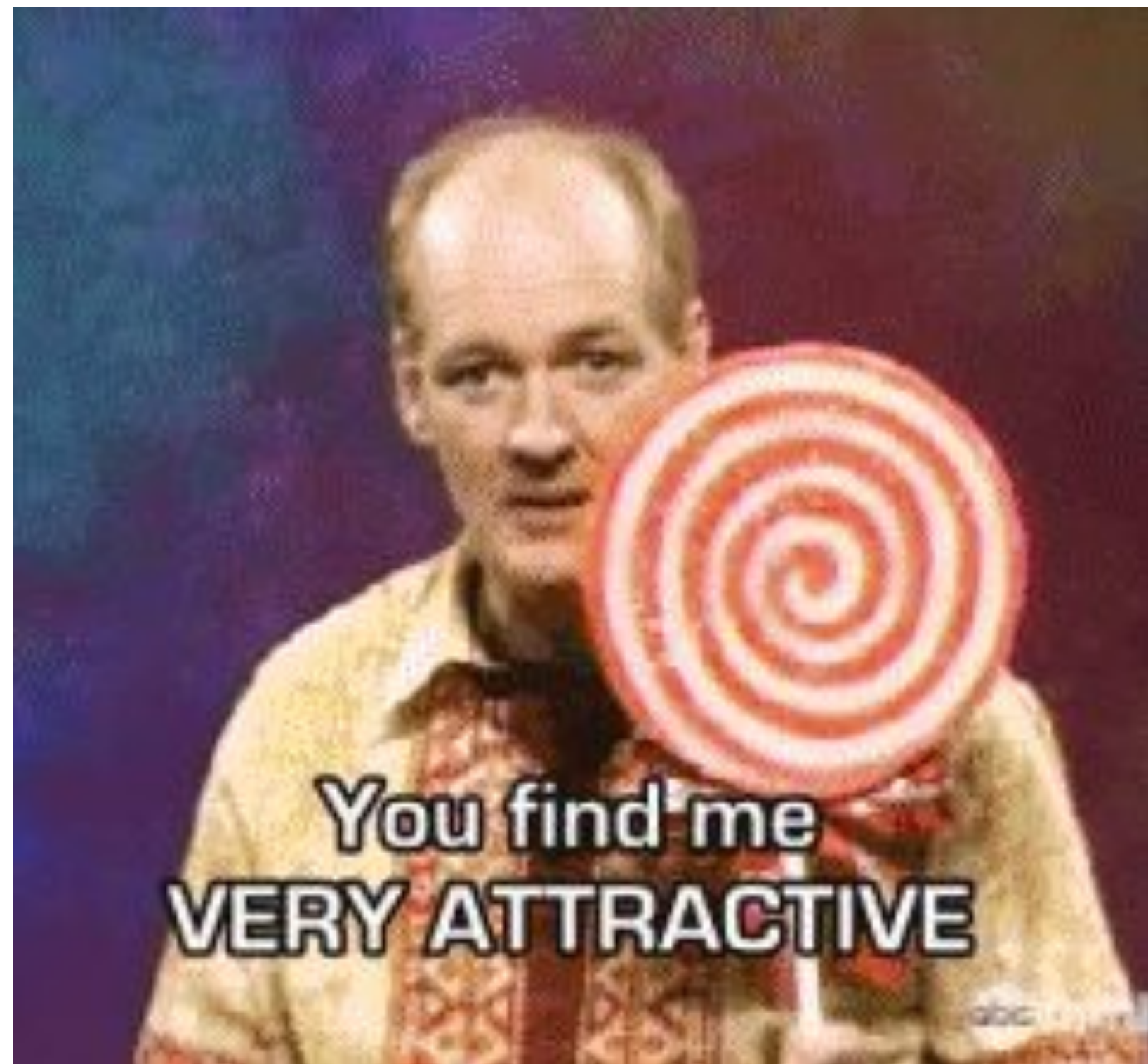
Educate the audience

Promote actions

If they can identify what journalists and audiences are needing and looking for, they can then choose or create content that best suits those needs.

the data

3 key points:



“the local”

The angle

(Working in collaboration with communication specialists)

Example:

1. Data: coastal stress
2. “The local”: Balneario Aguas Dulces (Uruguay), Quintana Roo (México)
3. Ángle: economic impact, difficulty in taking local action

Latinoamérica21.



3 OCTUBRE, 2021

El deterioro de las playas afectará a algo más que sus vacaciones

»» OMAR DEFEO

Coautora Irene Torres

Cuando nos imaginamos la playa nos viene a la mente el movimiento de las olas, los partidos de fútbol en la arena o las risas de los niños chapoteando en la orilla. Sin embargo, no somos conscientes de que nuestras playas

Impact



claro y raspao

☰

Playas deterioradas afectan a algo más que a sus vacaciones, por Omar Defeo e Irene Torres



Opinión TalCual | Octubre 7, 2021

Twitter: @Latinoamerica21

Facebook, Twitter, Instagram, Telegram, Email icons

☰ MENU ASSINE

FOLHA DE S.PAULO

★ ★ ★

colunas e blogs

Latinoamérica21

www.latinoamerica21.com é uma mídia pluralista comprometida com a disseminação de informações críticas e verdadeiras sobre a América Latina.

Facebook, Twitter icons, SEGUIR + button



OPINIÃO • CLIMA • CHUVA

A deterioração das praias afetará mais do que apenas suas férias

Não temos consciência de que nossas praias estão sofrendo com o estresse costeiro

Facebook, WhatsApp, Twitter, Bookmarks, F, Comments (5), More icons

3- How to communicate?



1- identify the audience and define the objectives

Objetivos

- Funding
- Lobbying for more support from politicians and institutions
- Use of public funds
- Informed decision making
- Fight misinformation
- Validity of science



Audiencias

- Decision makers
- Private investors
- Public funding agencies
- General public
- Education sector
- Potential employees
- Other scientists

2- Speaking well

1. Choose the most appropriate language:
 - a. Use scientific data and thermals but avoid technical jargon.
 - b. Check that what you say is correct
 - c. Cite sources
2. Find the angle
3. Work on the content first, then create a story
 - a. Be authentic, honest, straightforward, simple
 - b. Use analogies
 - c. Surprise!
4. Choose a good title!

3- Take the initiative

If communication tools are scarce, plan well and seek help:

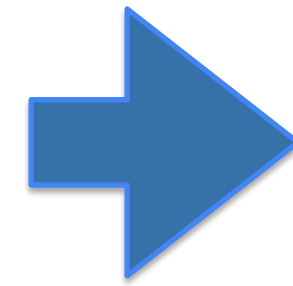
Communication offices

Specialized journalists

News agencies

Media interested in science

Politicians with interest



Owning communication

Create collaborative networks to communicate science to the public

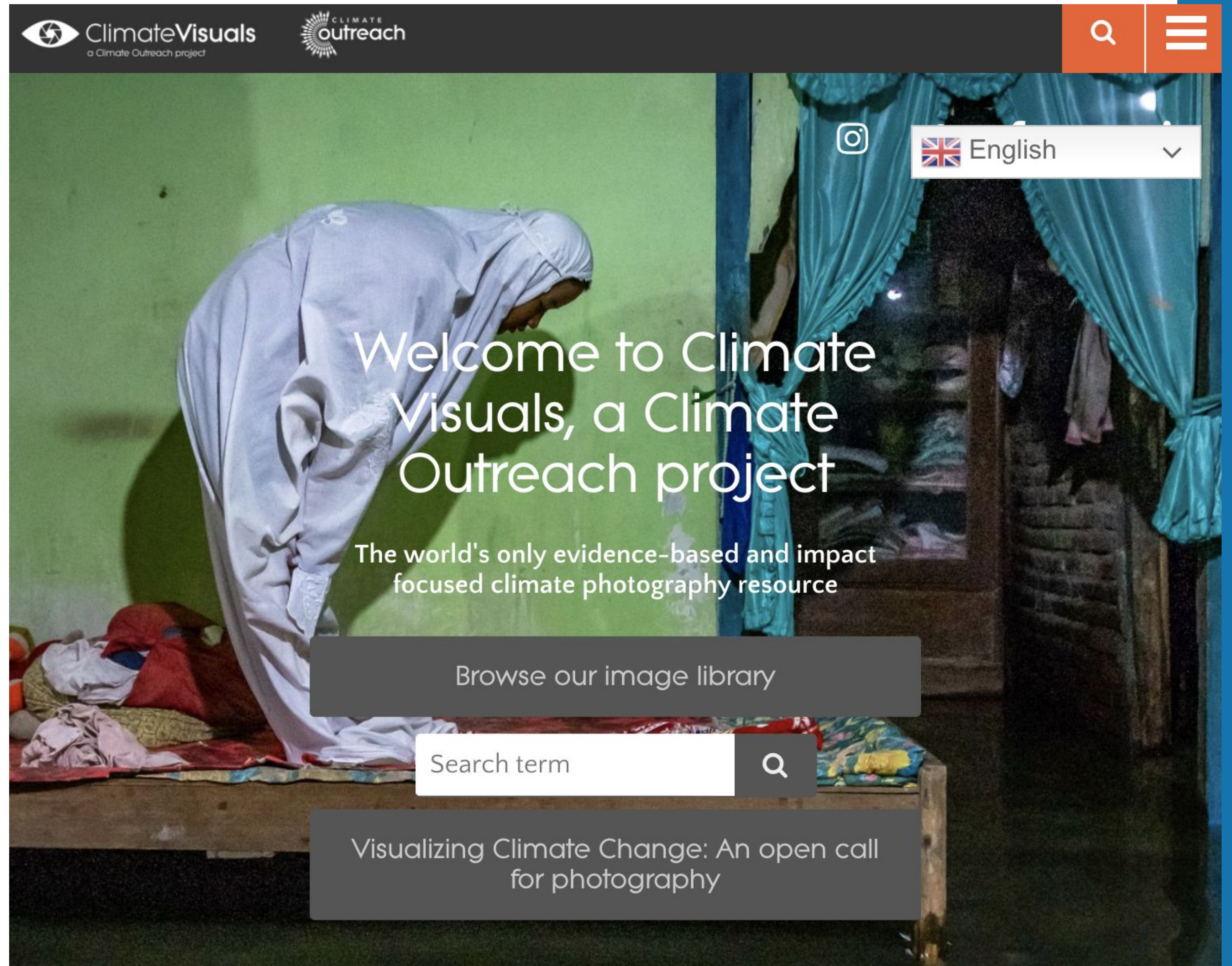
Seek advice from other more experienced research areas/groups

Changing the role of researchers in communicating to the public

Preparing to communicate

1. Share communication tasks
2. Participate in social networks
3. Update your online presence
4. Organize your own content
5. Prepare responses
6. Approach the media
7. Invest in communication equipment
8. Train journalists to communicate your science

We can then focus on creating attractive content and formats (visualization and multimedia).





7 core principles for climate change communication



Show real people



Tell new stories



Show climate change causes at scale



Show emotionally powerful impacts



Understand your audience




Show local (but serious) impacts





Be careful with protest imagery


Show the local impact

 This Climate Does Not Exist Visualize climate change What

These images are generated by artificial intelligence (AI)



But the environmental disasters they portray are very real

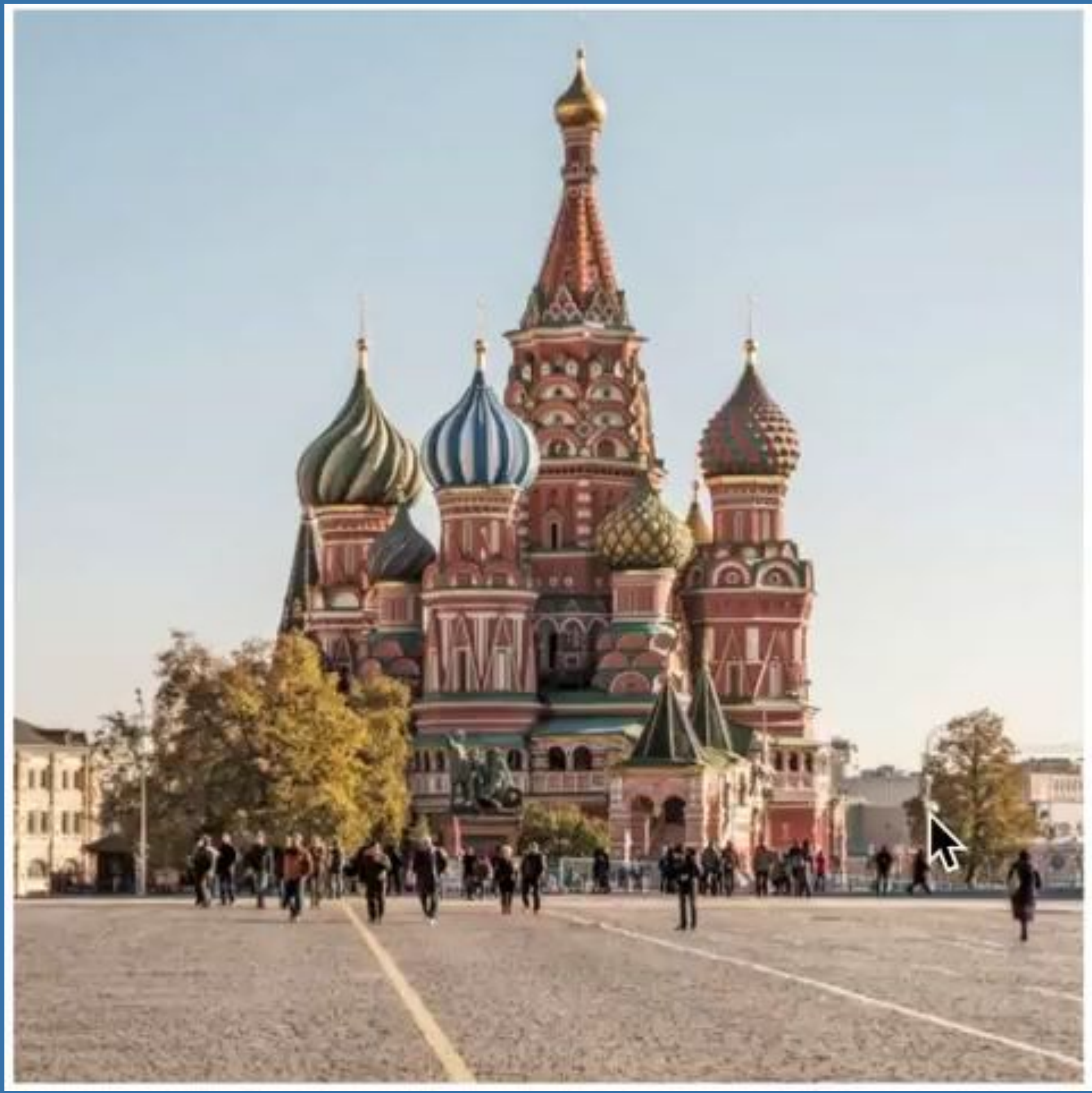


Can you imagine these kinds of disasters happening in your own backyard?

[Scroll](#)

Show the local impact

Video



thisclimatedoesnotexist.com

Show the local impact

Before and after

Video



CLIMATE CO CENTRAL

TORRE MONUMENTAL, BUENOS AIRES, ARGENTINA

Which Future Will We Choose?

At the UN Climate Conference in November, decisions by world leaders will set a path for Buenos Aires's ultimate sea level.

TORRE MONUMENTAL (TOWER OF THE ENGLISH), BUENOS AIRES, ARGENTINA

Download Share Embed View on Map



If we sharply cut carbon pollution (1.5°C global warming)

If we allow unchecked carbon pollution (4°C global warming)

Google Earth

CLIMATE CO CENTRAL

Present-day sea level 1°C 1.5°C 2°C 3°C 4°C

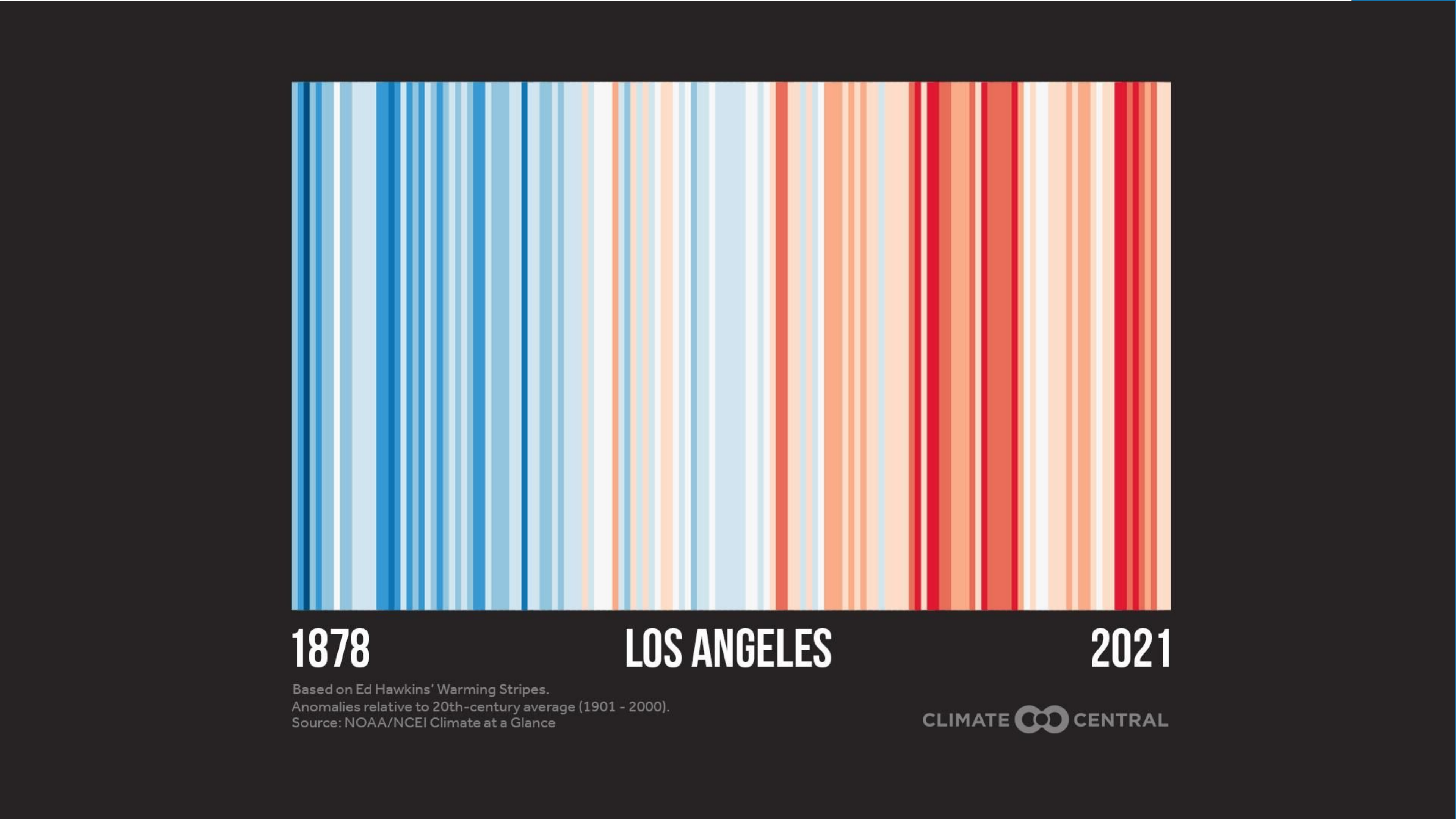
These images show projected future sea levels at Torre Monumental (Tower of the English) in Buenos Aires, Argentina due to human-caused global warming under two different scenarios. Climate and energy choices in the coming few decades could set the destination, but the timing of rise is more difficult to project; these sea levels may take hundreds of years to be fully realized.

Show the local impact

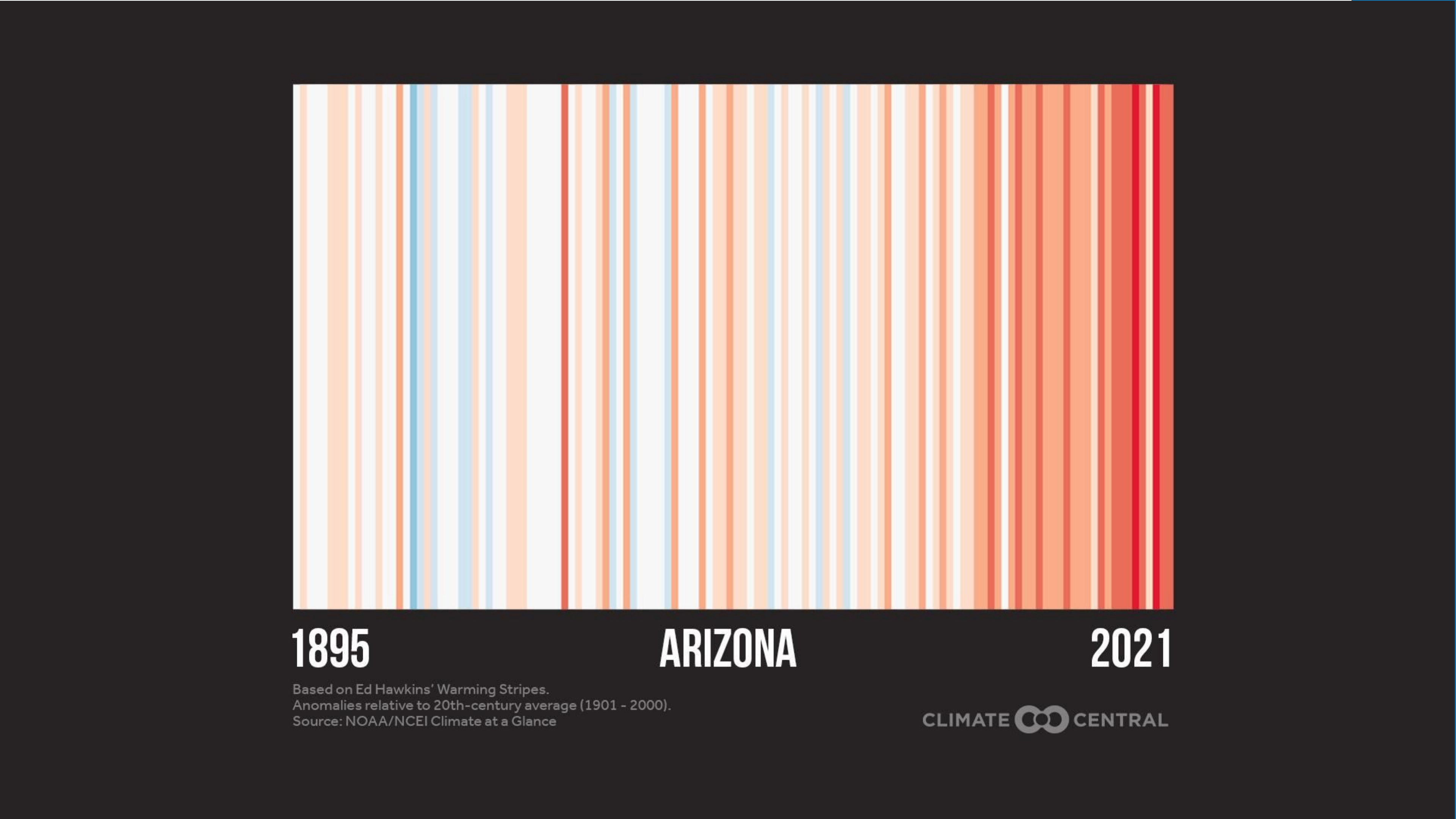
Local data year after year



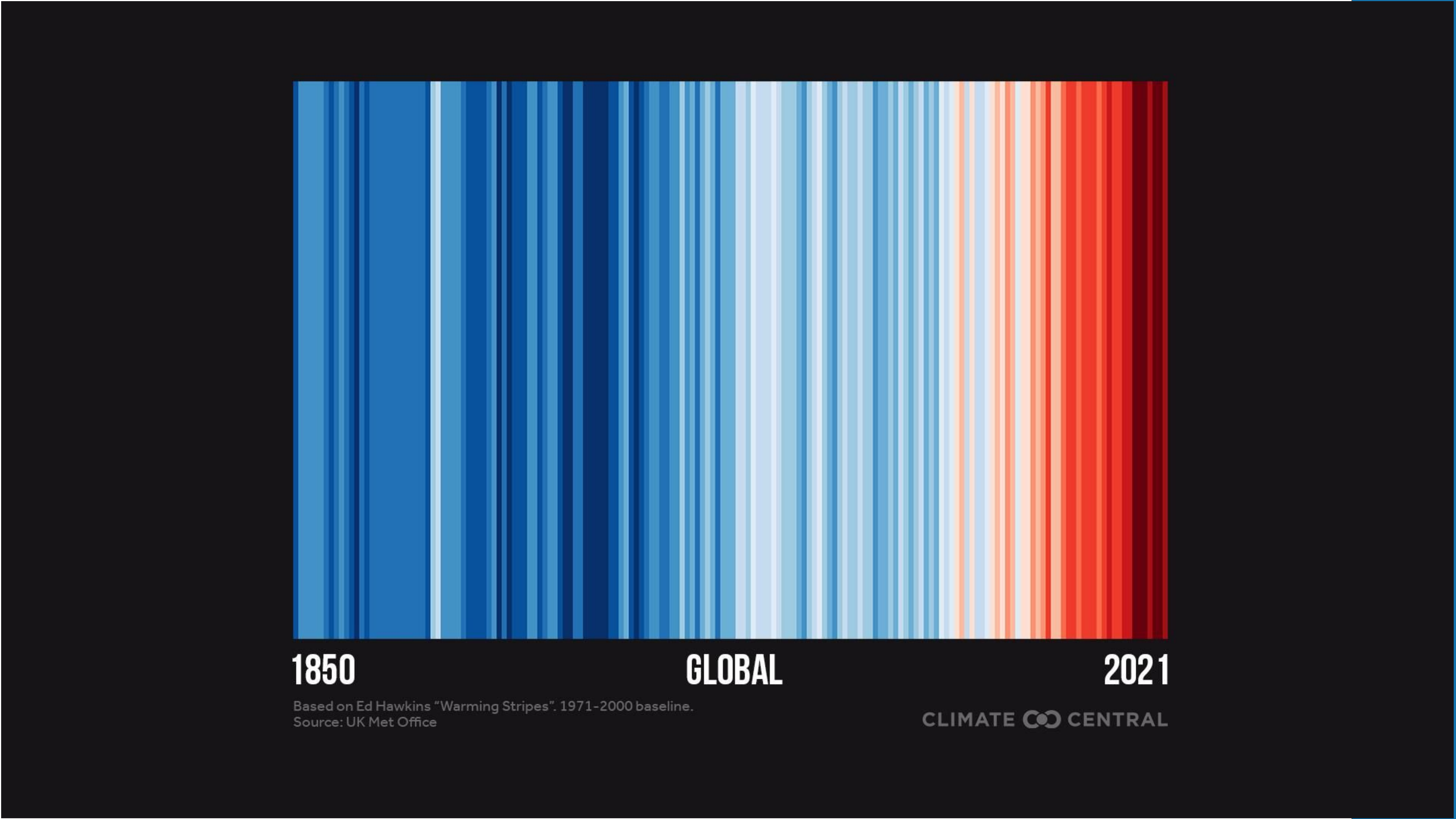
CLIMATE  CENTRAL



Local data year
after year



Local data year
after year



CLIMATE CENTRAL

Attractive content +
innovative formats +
local needs +
collaboration



Attractive content +
innovative formats +
local needs +
collaboration



The image shows a virtual reality interface. On the left, a vertical navigation menu contains a home icon at the top, followed by three chapter options: 'Suelos Capítulo 1', 'Bosques Capítulo 2', and 'Agua Capítulo 3'. At the bottom of this menu is an information icon 'i'. The main area features a woman wearing a VR headset, looking upwards. To the right of the woman, the title 'REconectando' is displayed in a large, white, serif font. Below the title, a subtitle in a smaller white font reads: 'Acompaña a Nani en el viaje para recuperar la conexión con su pasado y la naturaleza.' At the bottom right of the interface, there is a small icon of a hand with the text 'Desplázate hacia abajo' (Scroll down).



Understanding our planet to benefit humankind

Carbon Dioxide

↑ **419** parts per million (current)

+

Global Temperature

↑ **1.01** °C since 1880

+

Arctic Sea Ice Extent

↓ **13** percent per decade since 1979

+

Ice Sheets

↓ **427** billion metric tons per year

+

Sea Level

↑ **4** inches since January 1993

+

Ocean Warming

↑ **337** zettajoules since 1955

+



Impact can take countless forms

ÚLTIMAS NOTICIAS Hemeroteca Código de ética Contáctenos

6°
mas info

Página SIETE
Diario Nacional Independiente

SECCIONES OPINIÓN CAMPEONES SUPLEMENTOS RASCACIELOS

ANÁLISIS INTERNACIONAL

Bolsonaro desmantela la política ambiental

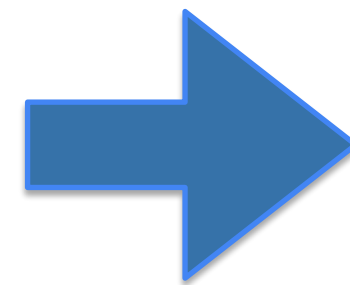
La degradación de las políticas medioambientales en Brasil ha provocado que la Amazonia emita más carbono del que absorbe.



Por Redacción Diario Pagina Siete *domingo, 22 de agosto de 2021 · 05:00*

IDEAS

El 9 de agosto, el Grupo Intergubernamental de Expertos sobre el Cambio e.bo/u/fotoografias/fotosnoticias/2021/8/21/367016.jpg



6°
mas info
Domingo 7 de Noviembre 2021

Página SIETE
Diario Nacional Independiente

DESARROLLO SOSTENIBLE EN LA AMAZONIA

Protección ambiental, un compromiso brasileño

El embajador de Brasil responde al artículo "Bolsonaro desmantela la política ambiental", firmado por la politóloga Marianna Albuquerque.

f t w a



Por Redacción Diario Pagina Siete

IDEAS *domingo, 29 de agosto de 2021 · 05:00*

Página Siete publicó en este espacio, en la edición del 22 de agosto corriente, un artículo firmado por la politóloga Marianna Albuquerque que critica la política



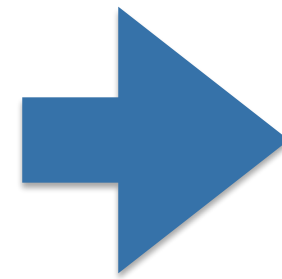
24 JUNIO, 2021

Una agenda ambiental para el Perú

» ANA WATSON

Coautora Deborah Delgado

La segunda vuelta de la campaña electoral peruana estuvo marcada por el miedo, la polarización y la abundancia de propuestas económicas vinculadas a la extracción de recursos naturales. A pesar de la pronunciada conflictividad socio-ambiental y la creciente importancia global de las crisis ambientales, las propuestas de ambas tiendas políticas vinculadas al medioambiente fueron tratadas de forma muy superficial.



FOLHA DE S.PAULO

colunas e blogs OPINIÃO

Latinoamérica21

www.latinoamerica21.com é uma mídia pluralista comprometida com a disseminação de informações críticas e verdadeiras sobre a América Latina.

SEGUIR

Latinoamérica 21

Uma agenda ambiental para o Peru

Propostas de ambos os campos políticos ligadas ao meio ambiente são tratadas com superficialidade

EL UNIVERSO

OPINIÓN EDITORIALES CARICATURAS COLUMNISTAS

1º jul. 2021 às 9h30

Ouvir o texto

Ana Watson
Doutoranda em geografia
Ambiental e Governança

Deborah Delgado
É socióloga e professora
políticas ambientais e

Una agenda ambiental para el Perú



Latinoamérica21

24 de junio, 2021 - 00h01

Por Ana Watson y Deborah Delgado *

INGRESÁ



Cosecha de papa en la comunidad Willoc, Perú.

Foto: Luis Fabini

Una agenda ambiental para Perú

28 de junio de 2021 · Escribe Ana Watson, Deborah Delgado en Debates

1- Why is it important to communicate the science we do?

2- What should be communicated

3- How to communicate?

Become communicators

Identify new CONTENT and communicate it in a different way.

Focus on the local impact of your communication.

The final result may have little to do with the original
research...

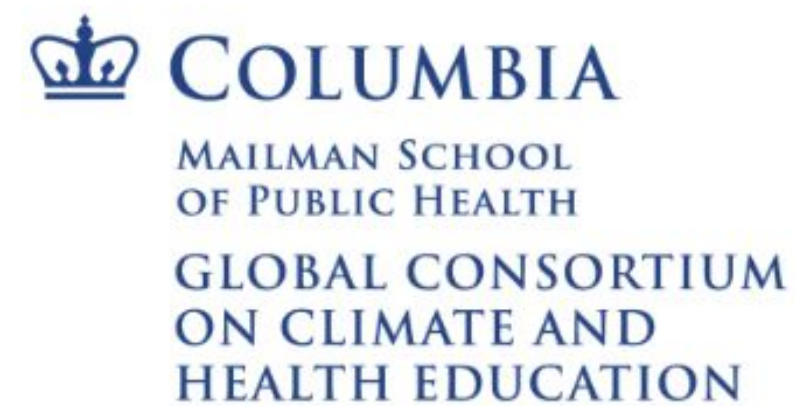
And that's a good thing!

Scientific communication tools



!Muchas gracias!

Juan Manuel Sarasua / latinoamerica21.com
Sept 22, 2022



#CambioGlobal

#DivulgaciónCientífica

#ComunicaCiencia