

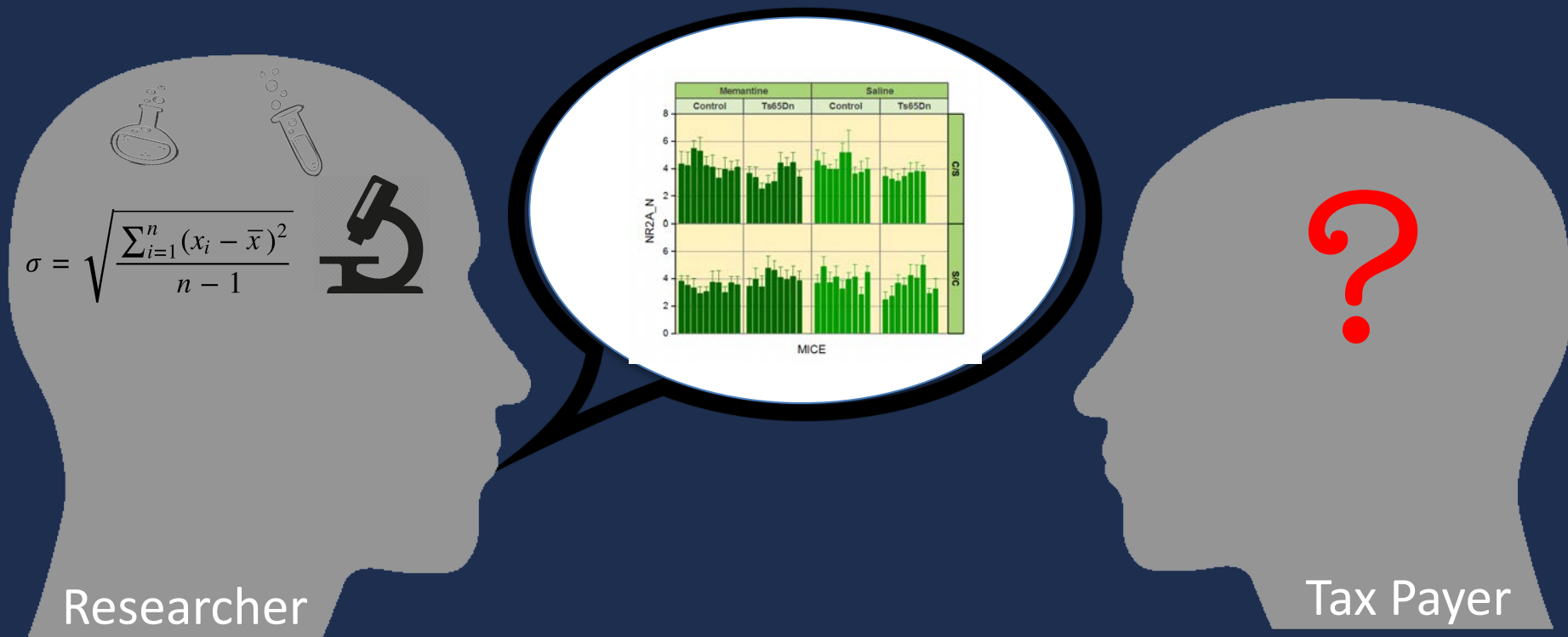
An underwater photograph showing a large school of silver fish swimming through clear blue water. In the background, there are large, bright yellow-orange seaweed fronds. The foreground shows darker, greenish-brown seaweed. The overall scene is vibrant and natural.

Making Science Accessible & Actionable



Paula Jasinski
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Value of Science Communication



Scientists tend to communicate like this



How Science Communication Can Have an Impact

Inform

- Educate
- Literacy

Engage

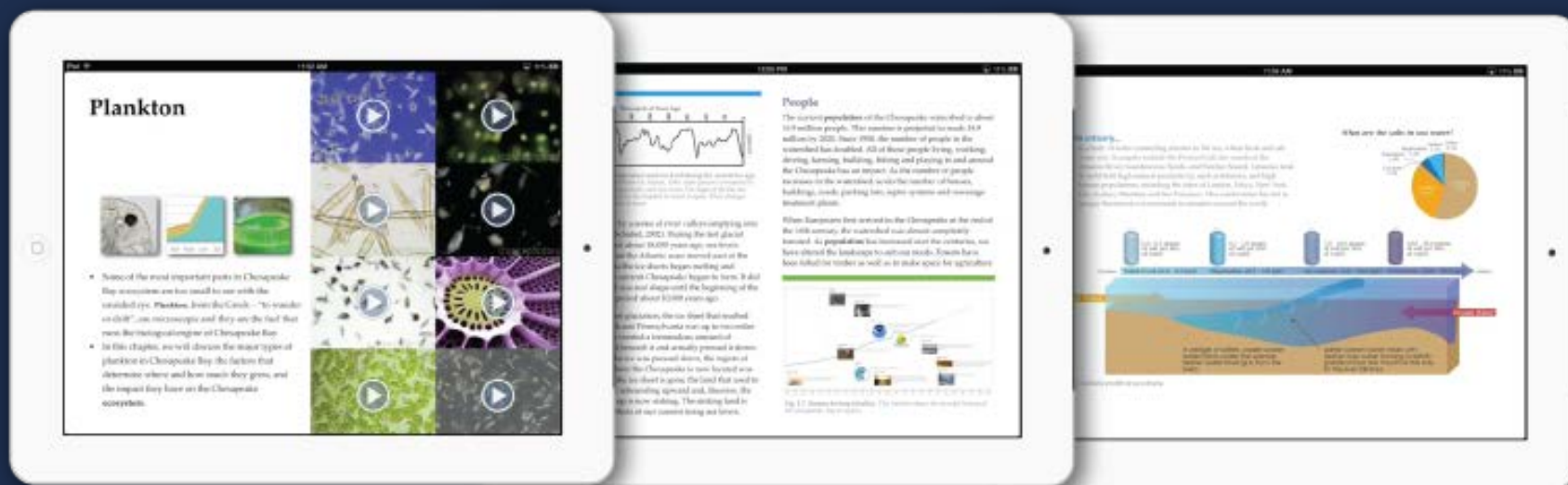
- Awareness
- Support

Persuade

- Advocate
- Action



Connecting science with societal needs

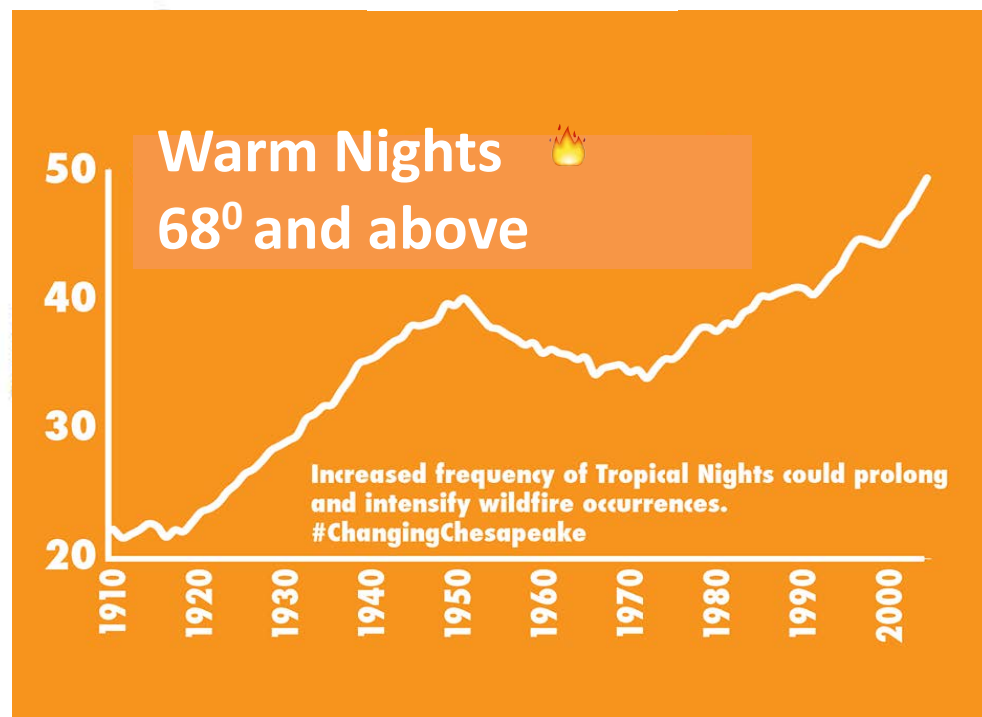
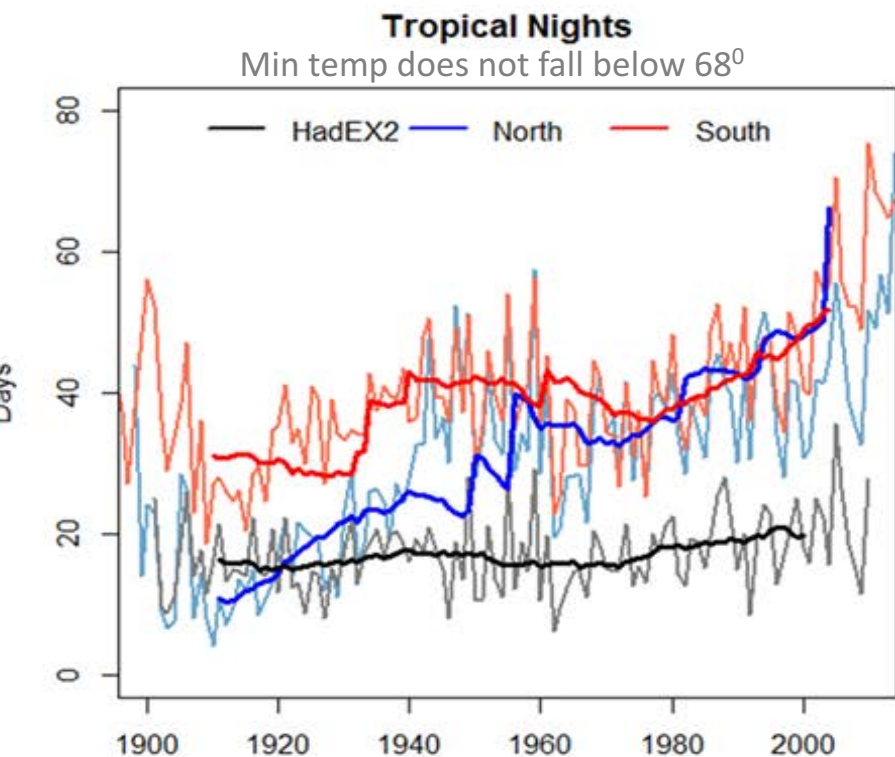


- Connects users with what NOAA does
- Schools, informal educators, graduate students, public
- Free download from iTunes- <http://bit.ly/chesbayatlas>
- Teacher's Edition at <http://bit.ly/chesbayatlase>



Making science more accessible

- Partnership with NOAA, CBNERR and CEC
- Creating storylines from large & multiple datasets
- 4 Climate change stories: SAV, Vibrio, Seasonality, runoff from increased precipitation - <http://www.chesapeakeclimate.com/changingchesapeake/>
- 2 websites, 1 Atlas chapter, social media and summary fact sheet



Making science actionable



- Roundtable Groups: Researchers, Regulators, Regulated & conservation advocates
- Developing consensus recommendations for policies based on science
- Builds trust and appreciation among stakeholders



What you can do

- Appreciate the value of communication
- Take advantage of communication training opportunities
- Look for examples & mentors across disciplines and platforms
- Build your own library: Hans Rosling, Edward Tufte, Randy Olson, David McCandless (Information is beautiful), ESRI, etc.
- Keep at it- consider the alternative



A vibrant underwater scene featuring a large school of silver fish swimming over a dense bed of yellow and orange seaweed. The water is a clear, deep blue.

Thanks!



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Custom graphics

