#### MRC/UVRI and LSHTM Uganda Research Unit



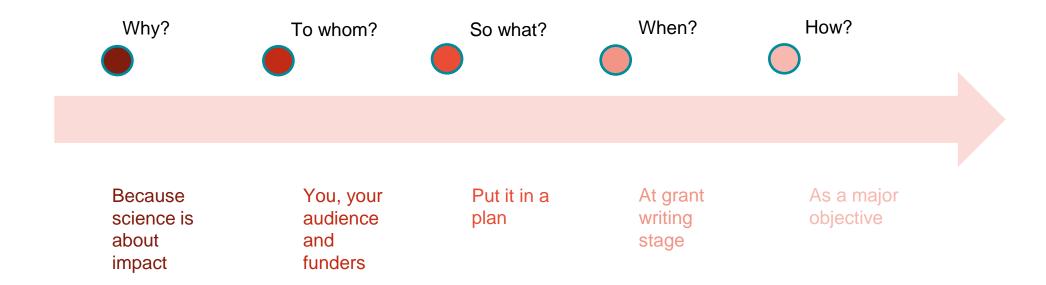




# Developing a Science Communication Plan for your Research Project

Nancy Nandudu, Head of Communications and Engagement Science communication beyond journal publications workshop, 20.02.2025

### **#ScienceCommunicationMatters**



### The Theory of Change

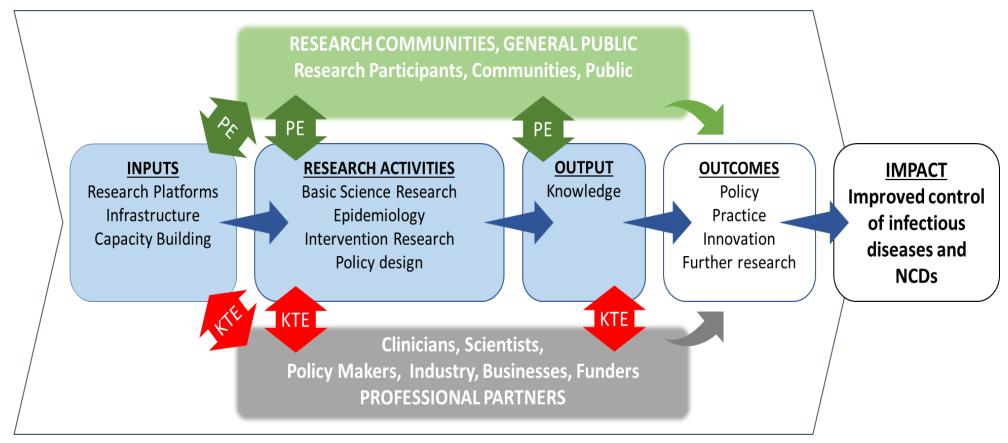
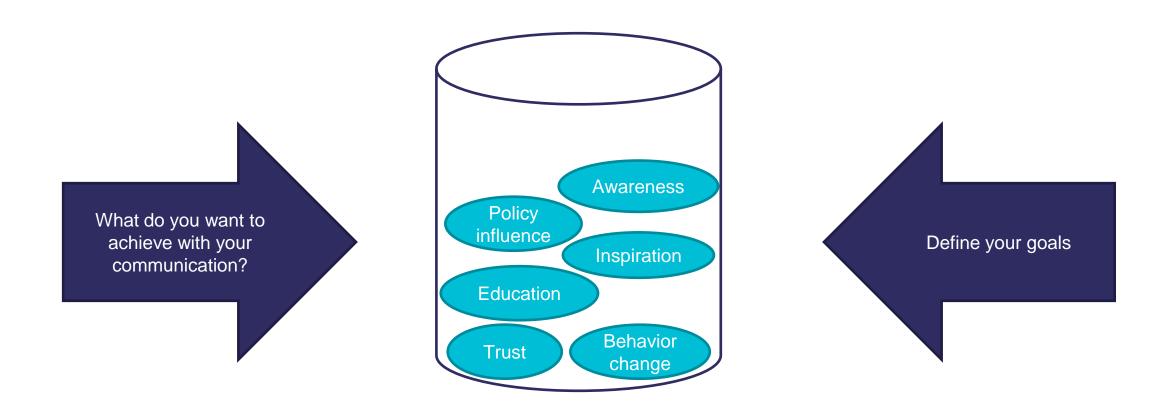


Figure A2.1. Theory of change roadmap to be used by each project to plan and evaluate their KTE (Knowledge Transfer and Exchange) and PE (Public engagement) activities. The Unit's primary activities are shown in blue, key stakeholders where emphasis is KTE in grey, and key stakeholders where emphasis is PE in green.

### Steps to develop a science communication plan



## Mapping Your Stakeholders

- High power and not interested
- Keep satisfied

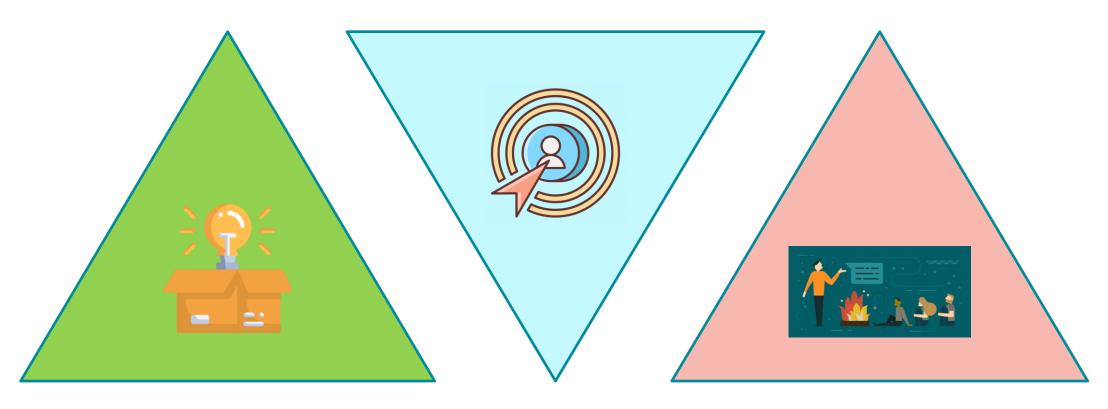
- High power and interested
- Manage closely

- Low power and not interested
- Monitor

- Low power and interested
- Keep informed

### Key Principles for Developing Effective Key Messages

#### **Highlight relevance and impact**



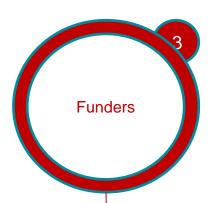
Use clear, concise and engaging language

Use storytelling techniques to enhance memorability

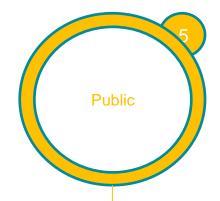
### **Selecting Appropriate Communication Channels**











Value timeliness. clarity, feasibility, direct engagement, political alignment

Visual data, policy briefs, executive summaries, infographics, round tables

Open days, policy forums, white papers, expert consultation, evidence based reports, industry round tables, expert panels, applied research networks, innovation hubs, journals, conferences

reports, newsletters. Value credibility, accessibility, and infographics, blogs, social the potential for collaboration

Journals, conferences. preprint servers, media, websites. panel discussions

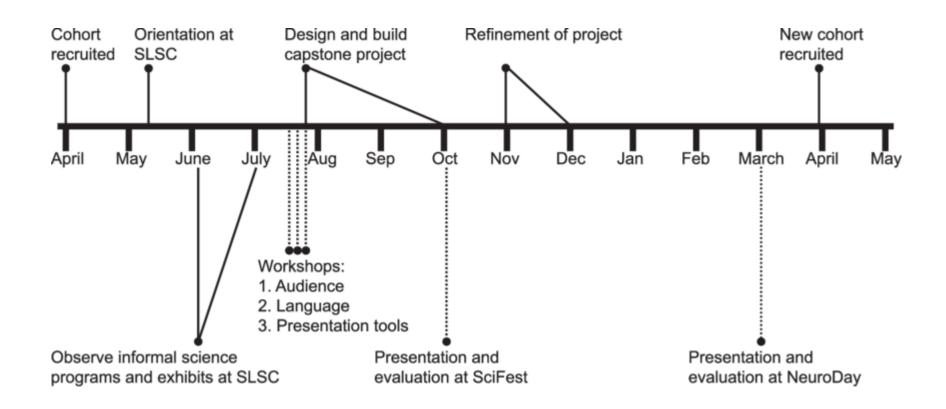
Value ROI, impact, reputation, visibility, alignment with their priorities, transparency, collaboration, innovations

Foresight reports, global conferences, independent evaluation, open access data, major journals, policy briefs, case studies

Value relevance to daily life, trust, clarity, learning, crisis awareness, participation, entertainment

Demos. documentaries. public lectures, exhibits, festivals, public discussions. mobile apps, surveys, talk shows, storytelling, visuals, traditional media, social media

### **Timing and Resource Allocation**



### **Evaluating Your Communication**

Surveys and feedback from stakeholders

Case studies of how communication influenced decisions or actions.

#### Throughout the project life

Metrics: audience reach, media coverage, engagement rates

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# Thank you



