



In Search of Better Health

SCIENCE COMMUNICATION BEYOND JOURNAL PUBLICATIONS WORKSHOP

"Science not shared is science lost!"

Date: 19-21 February, 2024

Venue: Uganda Virus Research Institute

www.eaccr.org



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Intersection between science communication and science engagement

Patience Kiyuka



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Public/community engagement? /Science communication

- Magnet Theatre (MT), a form of participatory community theatre
- We used Magnet Theatre (MT) as an entertaining forum where audiences learn about research, and where researchers learn about how the public views research.

Public/community engagement? /Science communication

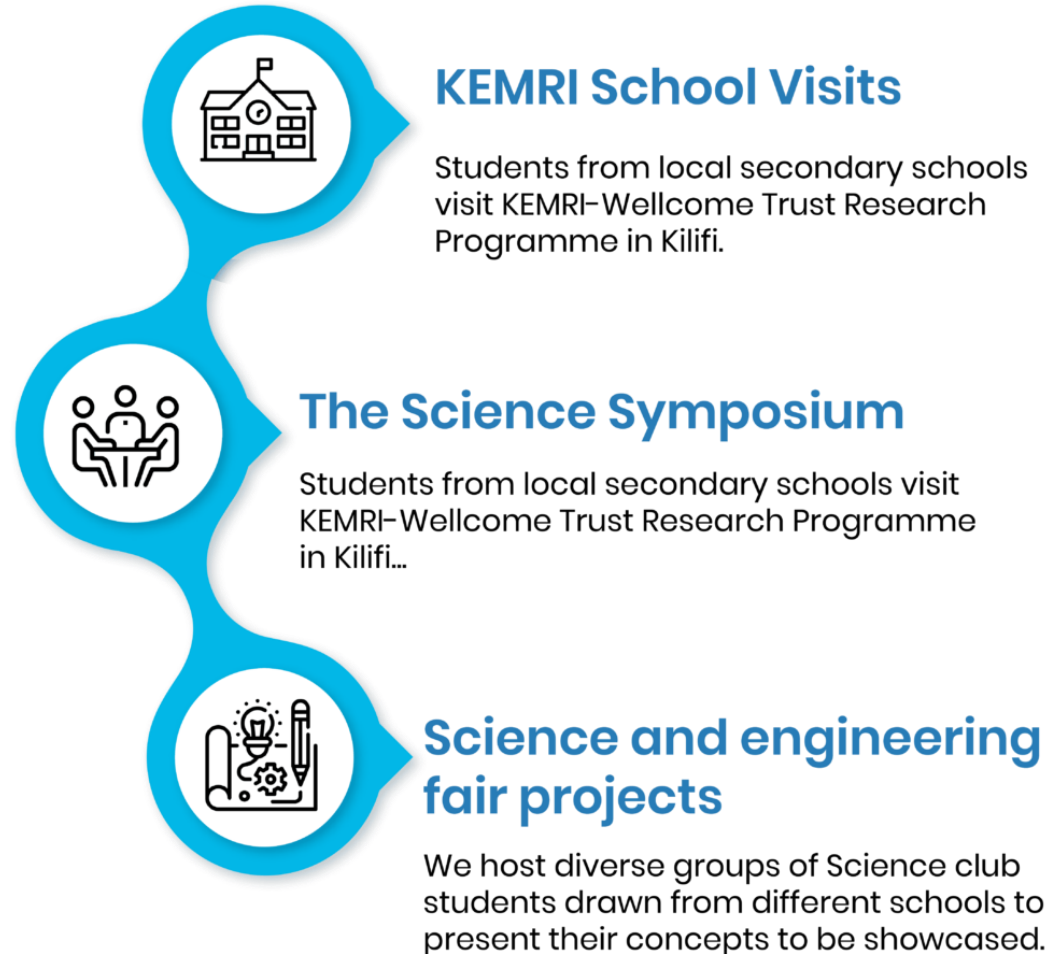
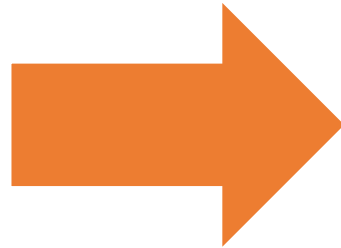
The Sick Cell Heroes project



- We did a focus group sessions with children and their families about their experiences of living with SCD.
- From the FGD, we evaluated the emerging themes from the experiences of the patients and their families. An illustrator used these themes and developed storylines. The four stories capture the myths, misconceptions as well as the success stories around people living with SCD. The stories were brought together in a 32-page comic book and a colouring book.

Public/community engagement? /Science communication

School engagement program in KEMRI





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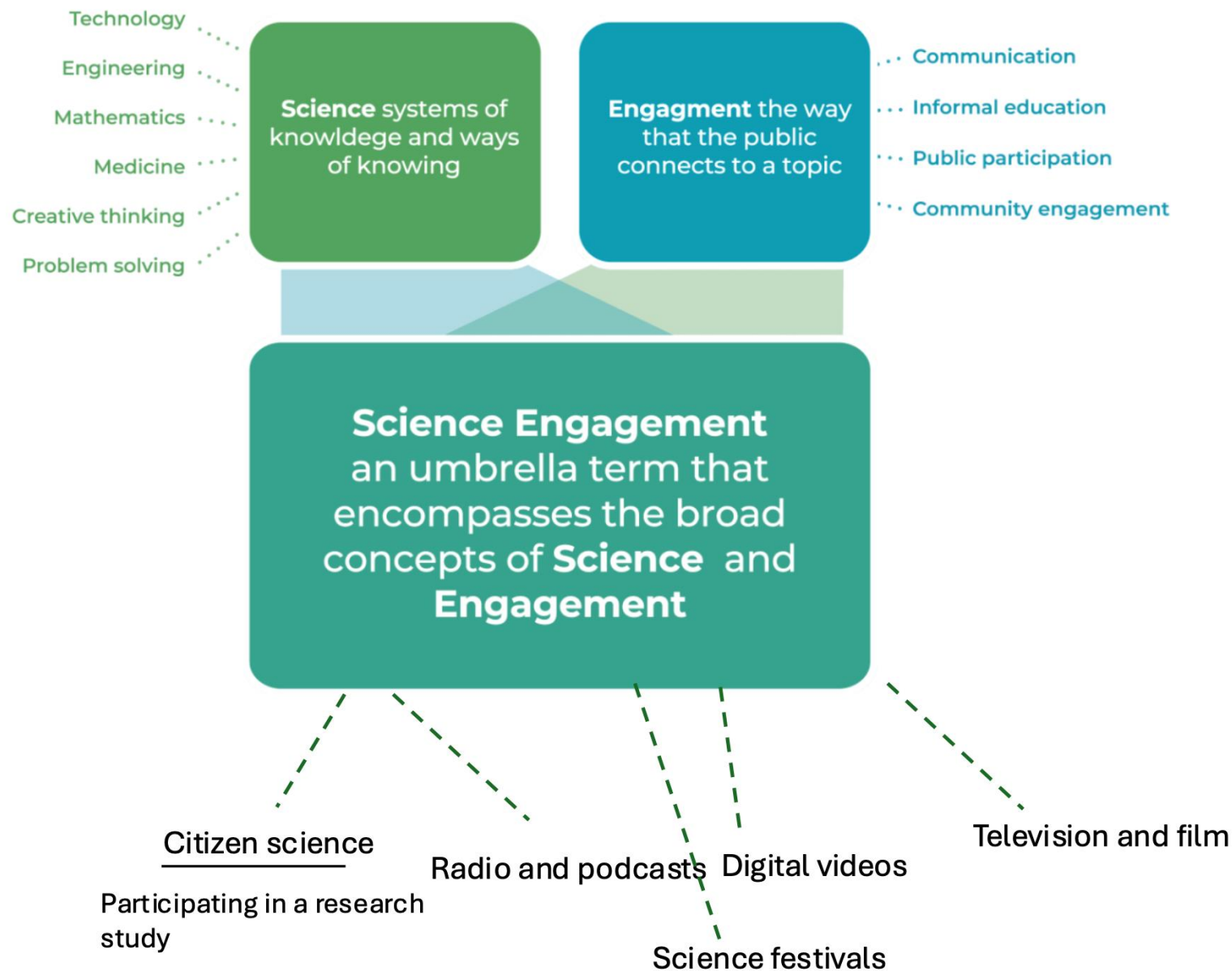
Public engagement is a two-way process, involving interaction and listening, with the goal of generating mutual benefit.

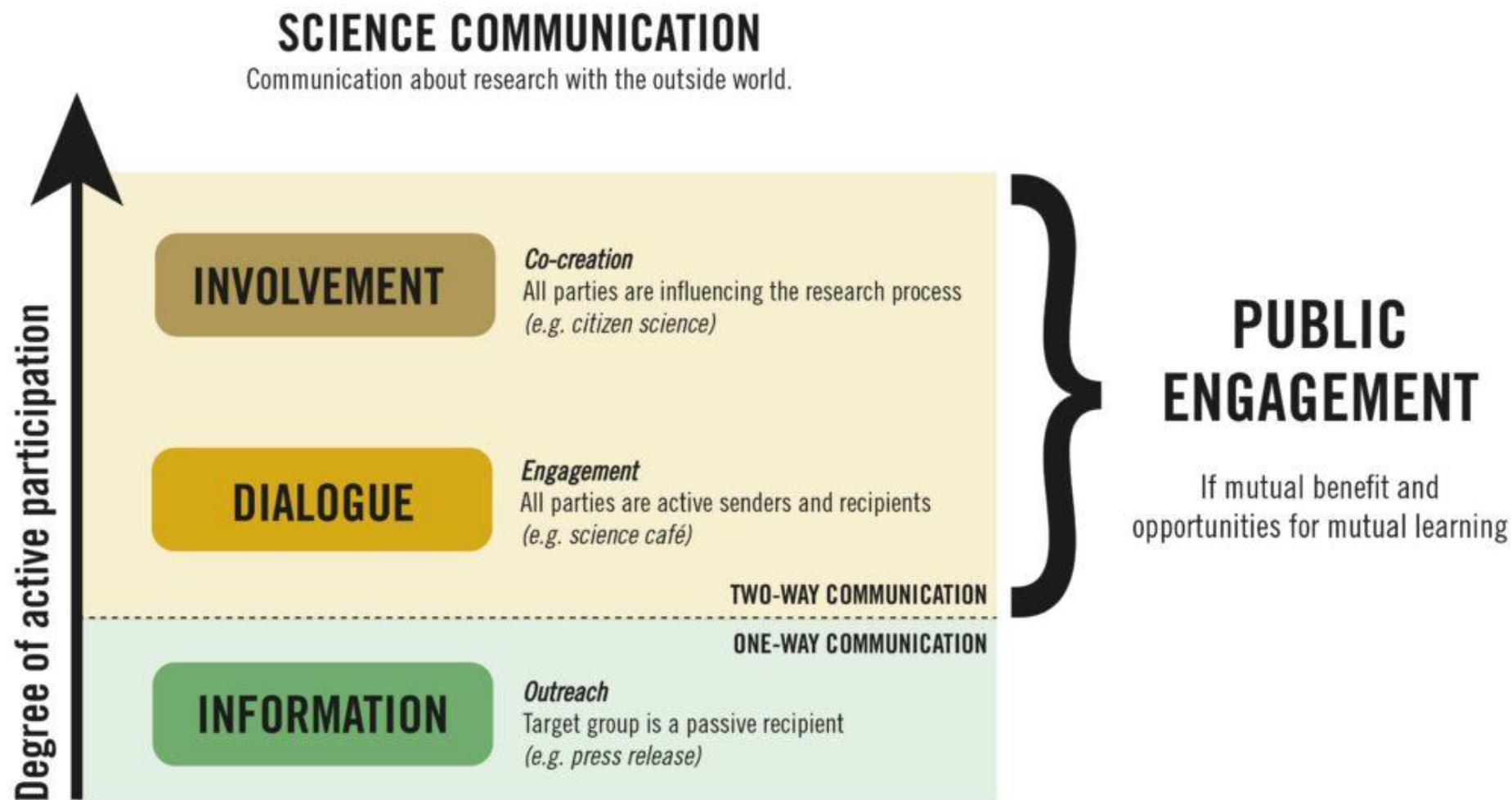


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Why should we care about public/community engagement?

Class discussion



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Why should we care about public engagement?



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- Fosters trust in science and scientists
- Increases uptake of research findings and policies
- Inspires future generations of scientists
- Creates an environment in which research can flourish



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Citizen science

Involves the public participating in scientific research

Example

Develop a poster or art project on a science topic for display, in collaboration with a religious community and participate in a discussion about your work.

Can you think of a citizen science project? Class discussion



Why do you think scientist are not actively involved in science engagement?



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- Class reflection and discussion



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Practical limitations of engagement: e.g. lack of time and resources, constraints of group size

Evaluation: shortage of evaluation conducted and or difficulties in operationalizing evaluation

Scientists are not prepared/trained for engagement: being in the public eye or addressing the general public runs counter to the established norms of science

Deficit model persists beneath engagement rhetoric

The true intentions of engagement: public views should have impact, effect decision-making and be more than a mere tokenistic gesture

Diversity of audiences and their needs: a 'single public' for engagement does not exist

Factors that deter scientists from getting involved in engagement: lack of incentives for scientists to participate; lack of recognition and professional reward; engagement considered at odds with an academic career and not well-regarded in the scientific community; lack of institutional support
