

# Making the Most of The Time You Have: Communicating Technical Food Safety Science in a Short Amount of Time

**Moderator:** Katie Overbey Johns Hopkins University, Maryland, USA

## **Presenters:**

- Laura Strawn Virginia Tech, Virginia, USA
- Benjamin Chapman North Carolina State University, North Carolina, USA
- Elizabeth Bradshaw NC Department of Health, North Carolina, USA
- Danielle Hennis Make It Memorable, North Carolina, USA

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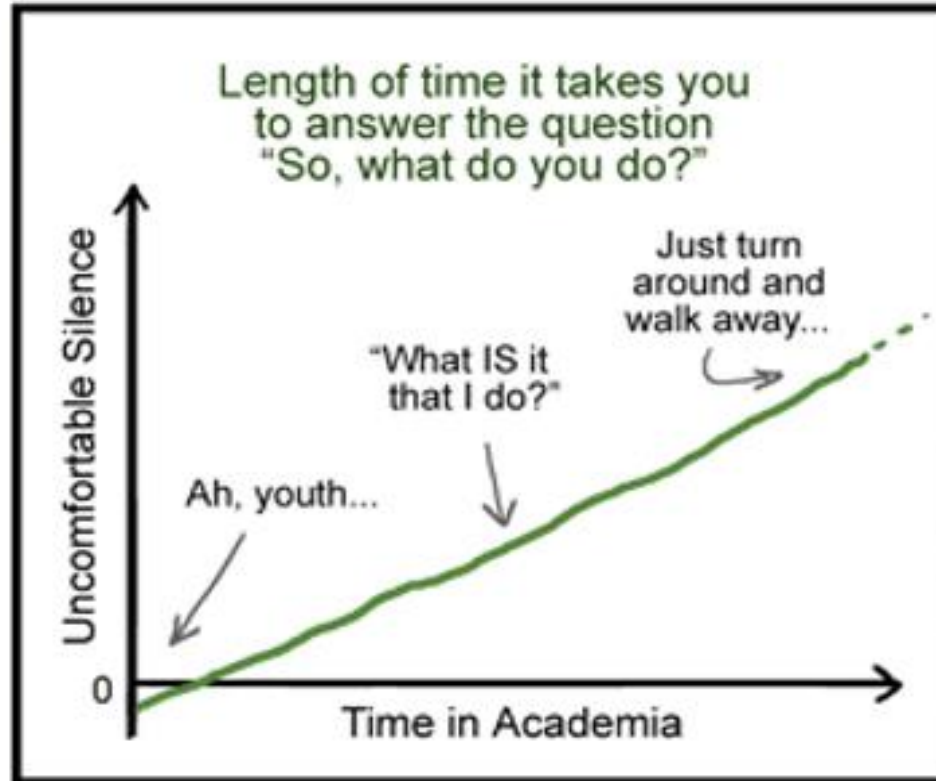


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# Communicating to Lay Audiences... Isn't Rocket Science



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# Short & Sweet - Tips & Tricks

- Credentials: wearer of many communication hats





# Tips and Tricks



- Know your audience
- Use trade journals or newsletters to understand real-world
- Be relatable



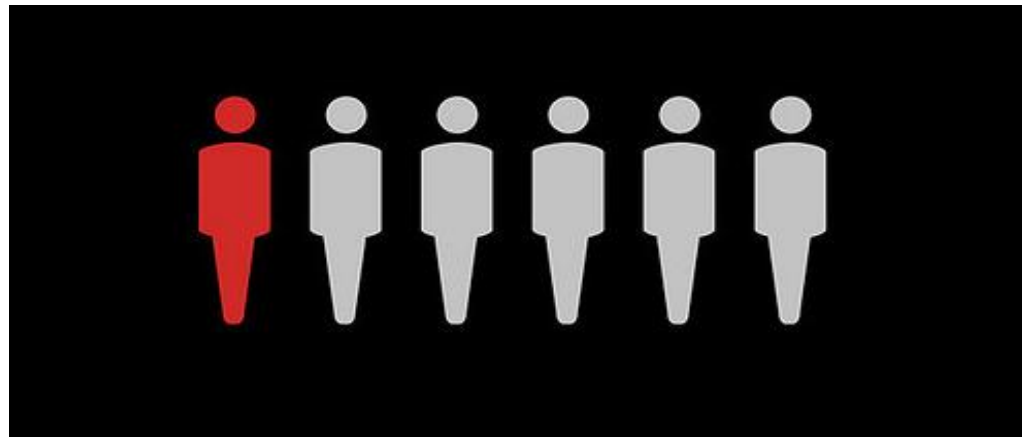
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# Tips and Tricks



- Engage your audience
- Let them interrupt you
- Ask open ended questions



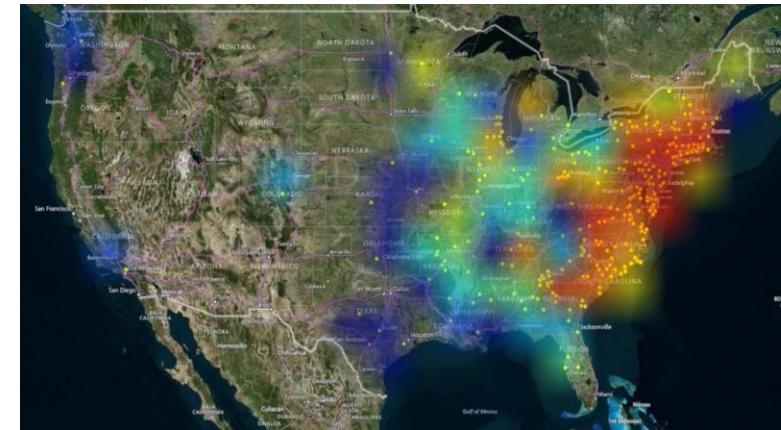




# Tips and Tricks



- Don't use jargon
- Put numbers or terms in context
- Make use of images & props



Heat Map of *Salmonella* Newport Pattern 61 cases from 1998 to 2016





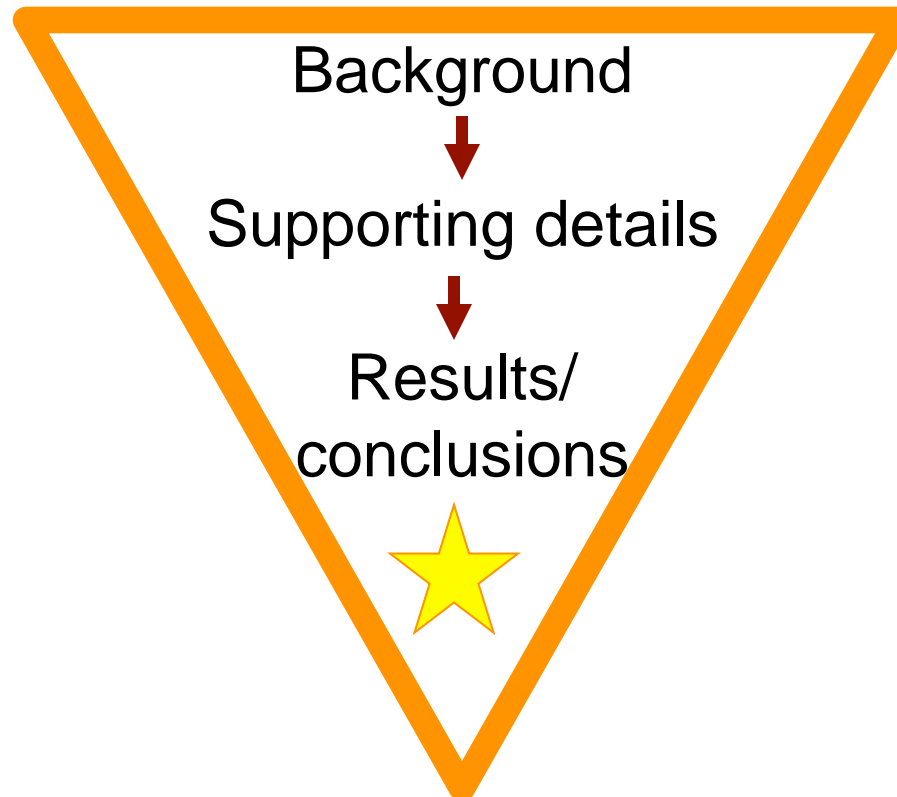


# Tips and Tricks

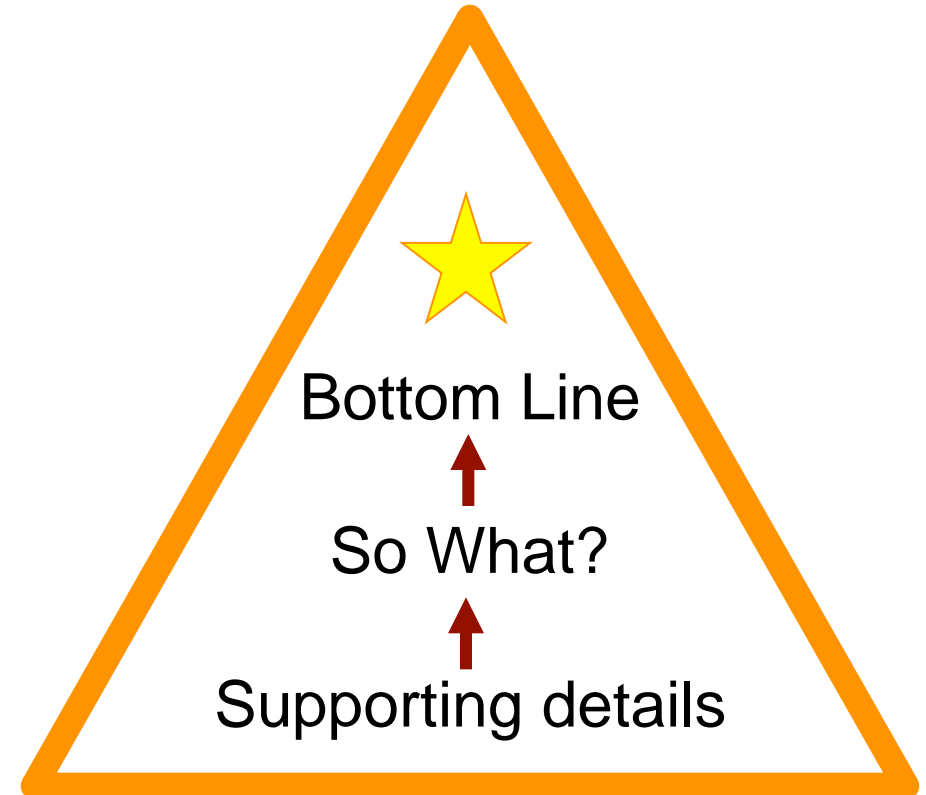


- Get to the point, stay focused

## Research



## Public





# Tips and Tricks



- Use analogies & metaphors
- Tell short stories or antidotes
- Link back to real-life / real-world applications





# Tips and Tricks



- Be confident
- You are the expert
- Don't be afraid to be bold





# Tips and Tricks



- Use social media to expand your platform & reach



- Channel your inner Ben Chapman







# Questions & Thank You

Dr. Laura K. Strawn

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lauraKstrawn (Twitter)

StrawnLabVT (Instagram)



# An evidence-based approach to communicating food safety

Dr. Ben Chapman

@benjaminchapman or enjamin\_chapman@ncsu.edu

NC State University

April 28, 2020

Food is risky



Get to know them.  
Figure out what competes with food  
safety.





They have to know why.



Storytelling matters.  
So does science.



Be surprising. Be a disrupter.



Make things all the time.  
Try everything.





Measure that it works.



The End

# Sharing Science: Beyond the Publication

Liz Bradshaw, DVM MPH

Former Extension Associate, NoroCORE

Outreach Coordinator, NC State Laboratory of Public Health

# Words of greatness

“If you are an expert in your field and not taking part in the conversations that are happening, someone else will fill that void and probably not do as good of a job.”

- Ben Chapman

# Overview

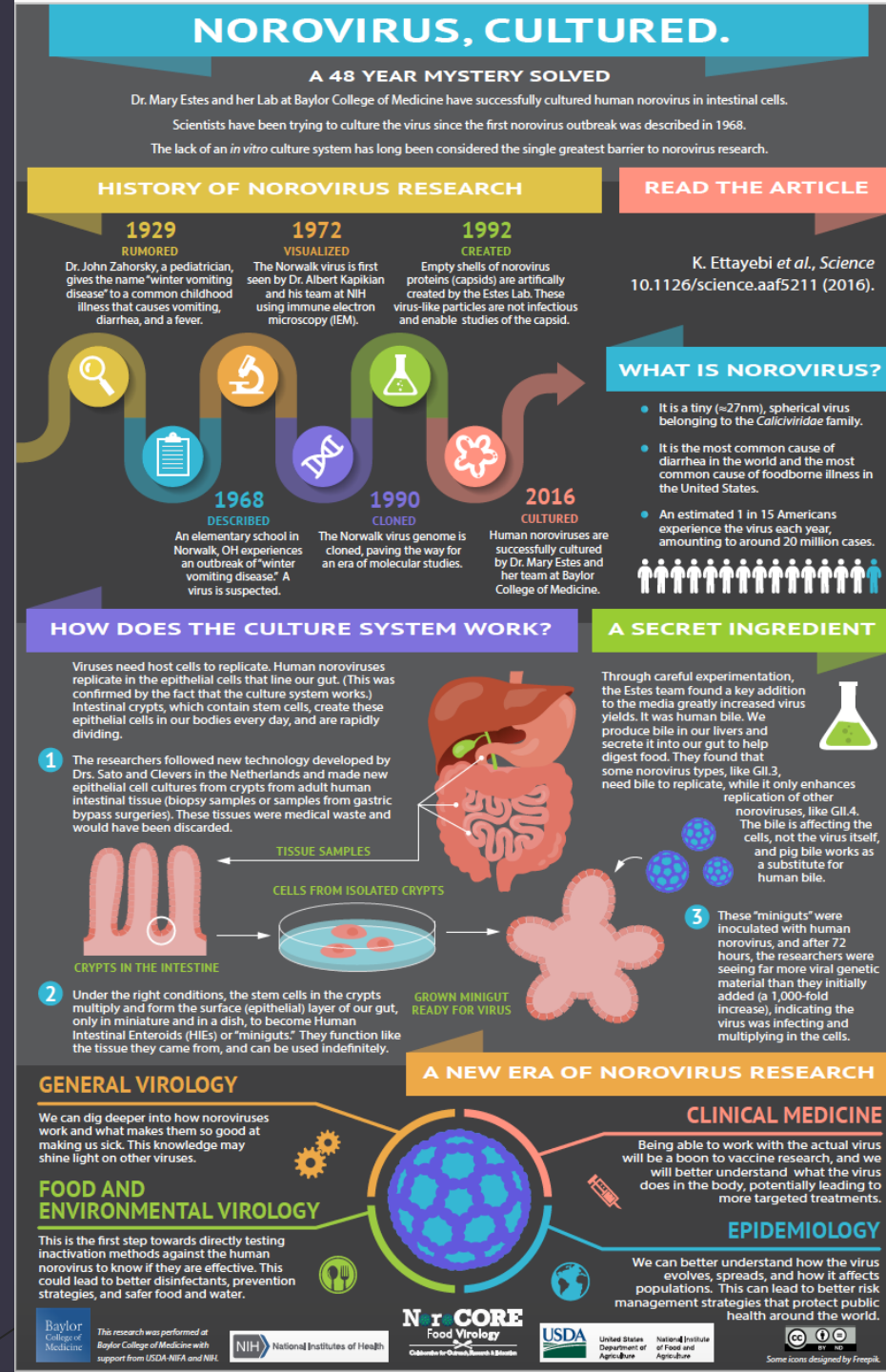
- ▶ Visuals and supporting materials can greatly expand a study's reach
- ▶ Why > How for general audiences
- ▶ Social media helps, if already invested
- ▶ Reach out to your communication experts
- ▶ Public health communication is interventionist



# Case Study 1: Significant Science

- ▶ Cultivation of norovirus
- ▶ A few days' lead time
- ▶ Infographic, social media campaign, t-shirts
- ▶ 1,500 downloads, 30k Facebook views
- ▶ 99<sup>th</sup> percentile of visibility, Altmetric.com

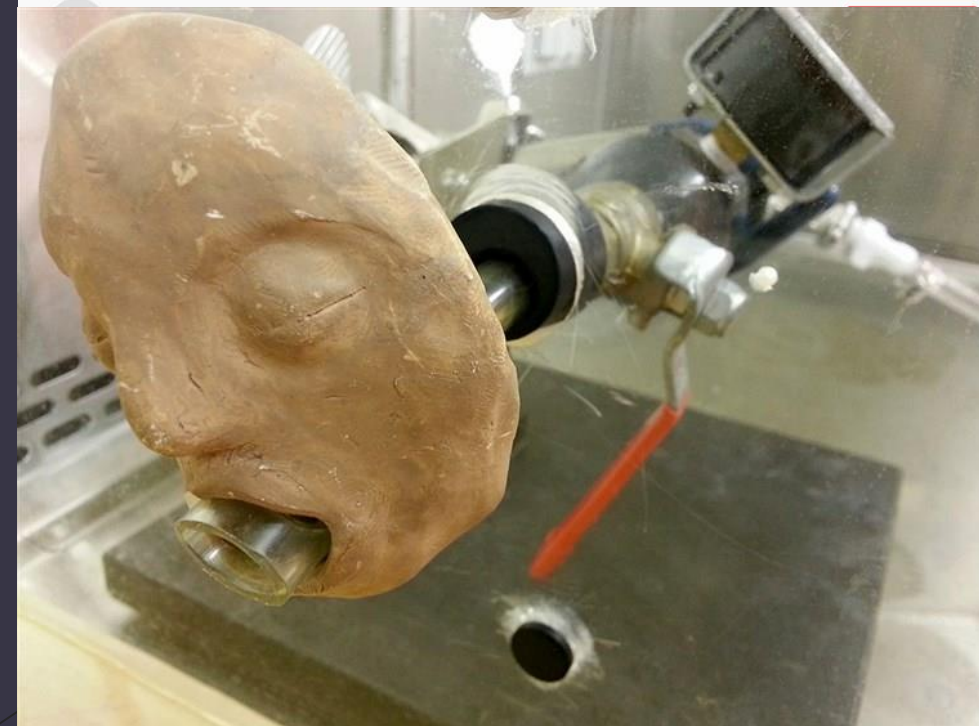
Ettayebi, K. *et al.* (2016). Replication of human noroviruses in stem cell-derived human enteroids. *Science*, 353(6306): 1387-1393.



# Case Study 1: Approachable Science

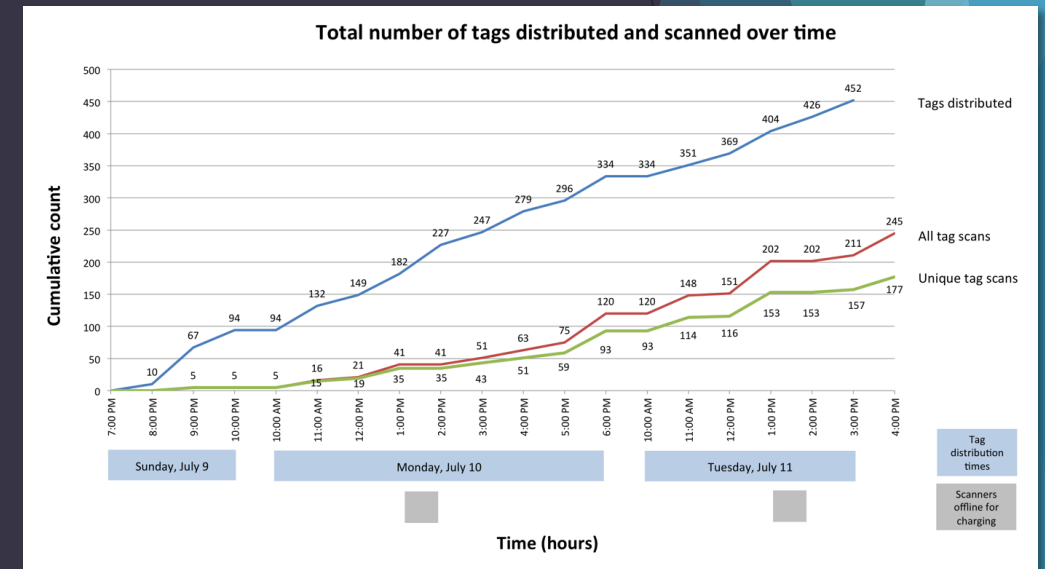
- ▶ Vomiting machine
- ▶ Homemade YouTube video, 45k views
- ▶ 116 original news stories and 120+ reposts
  - ▶ BBC, New York Times, SciShow, BuzzFeed
- ▶ 99<sup>th</sup> percentile of visibility, Altmetric.com

Tung-Thompson, G. *et al.* (2015). Aerosolization of a human norovirus surrogate, bacteriophage MS2, during simulated vomiting. *PLoS One*, 10(8): e01342777.



# Case Study 3: Interactive Science

- ▶ NoroCORE exhibitions at IAFP
- ▶ Button Experiment, 2015; Find the Host, 2017
- ▶ Strive for real-time data and simple mechanics







**Liz Bradshaw**

Laboratory Outreach Coordinator  
NC State Laboratory of Public Health

[elizabeth.bradshaw@dhhs.nc.gov](mailto:elizabeth.bradshaw@dhhs.nc.gov)

# *Redesigning Presentations*

Using Science and Art to Make  
Presentations more Memorable

Danielle Hennis

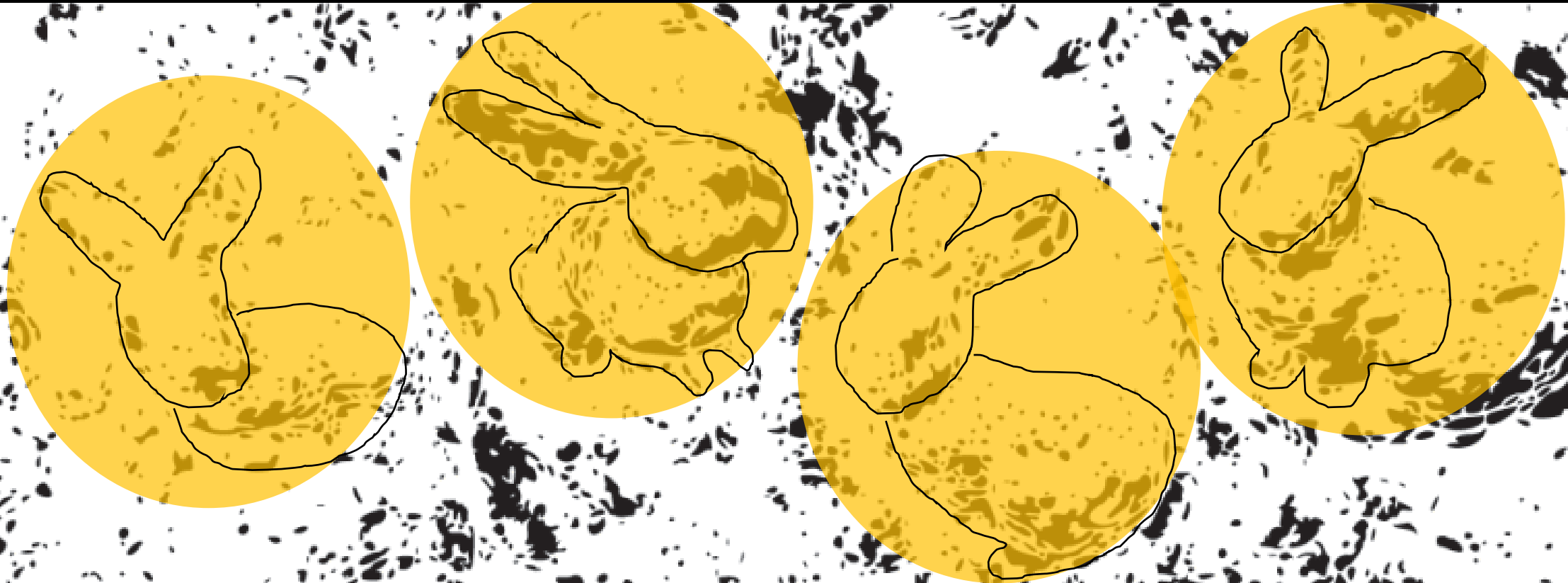
[drhennis@gmail.com](mailto:drhennis@gmail.com)

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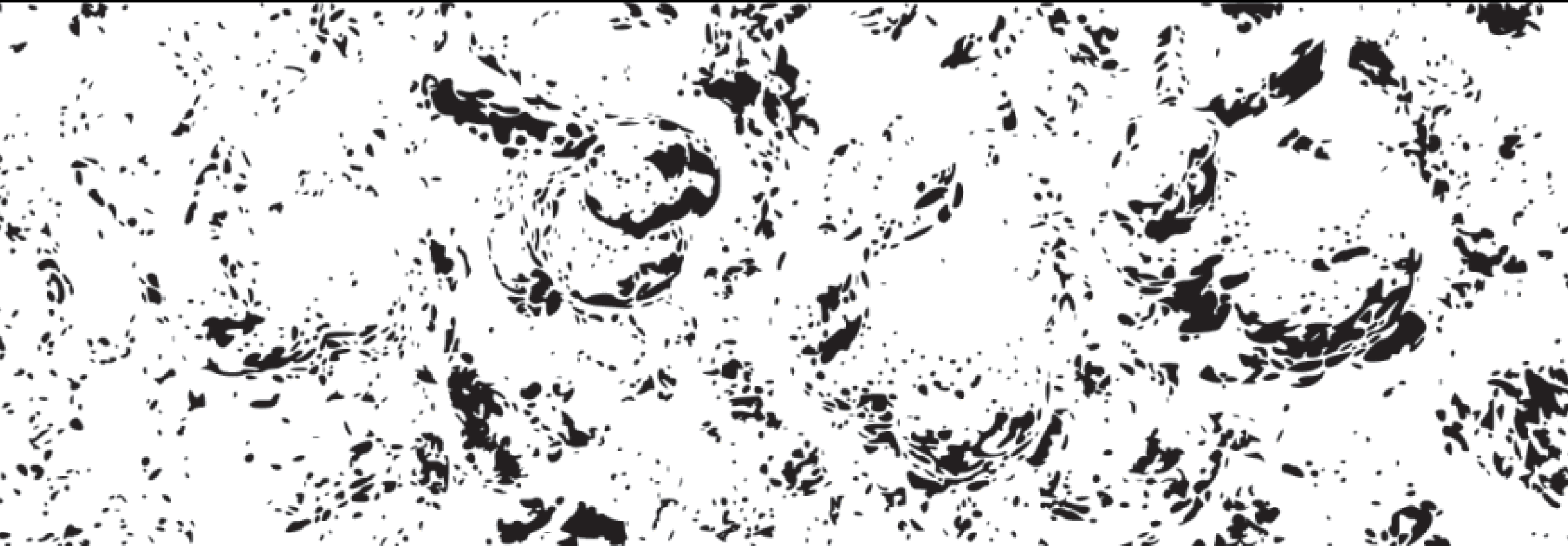


# *Curse of Knowledge*

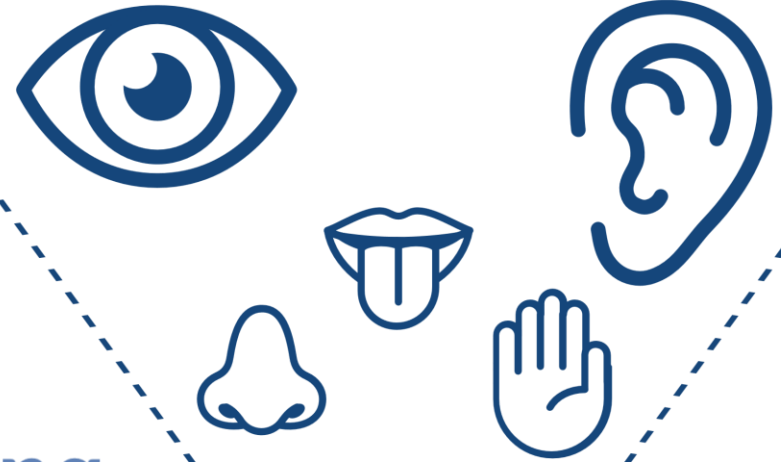




# *Curse of Knowledge*



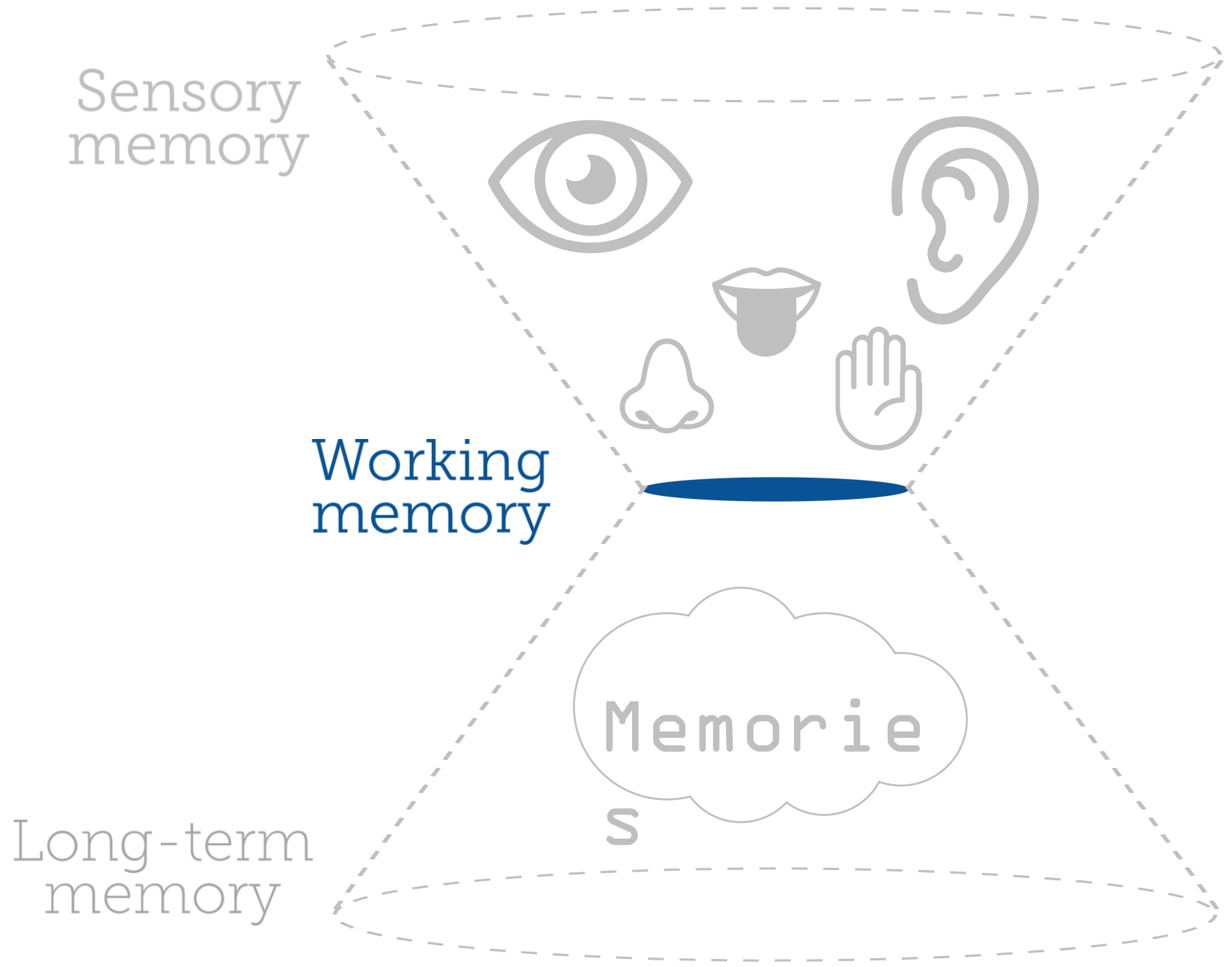
Sensory  
memory



Working  
memory

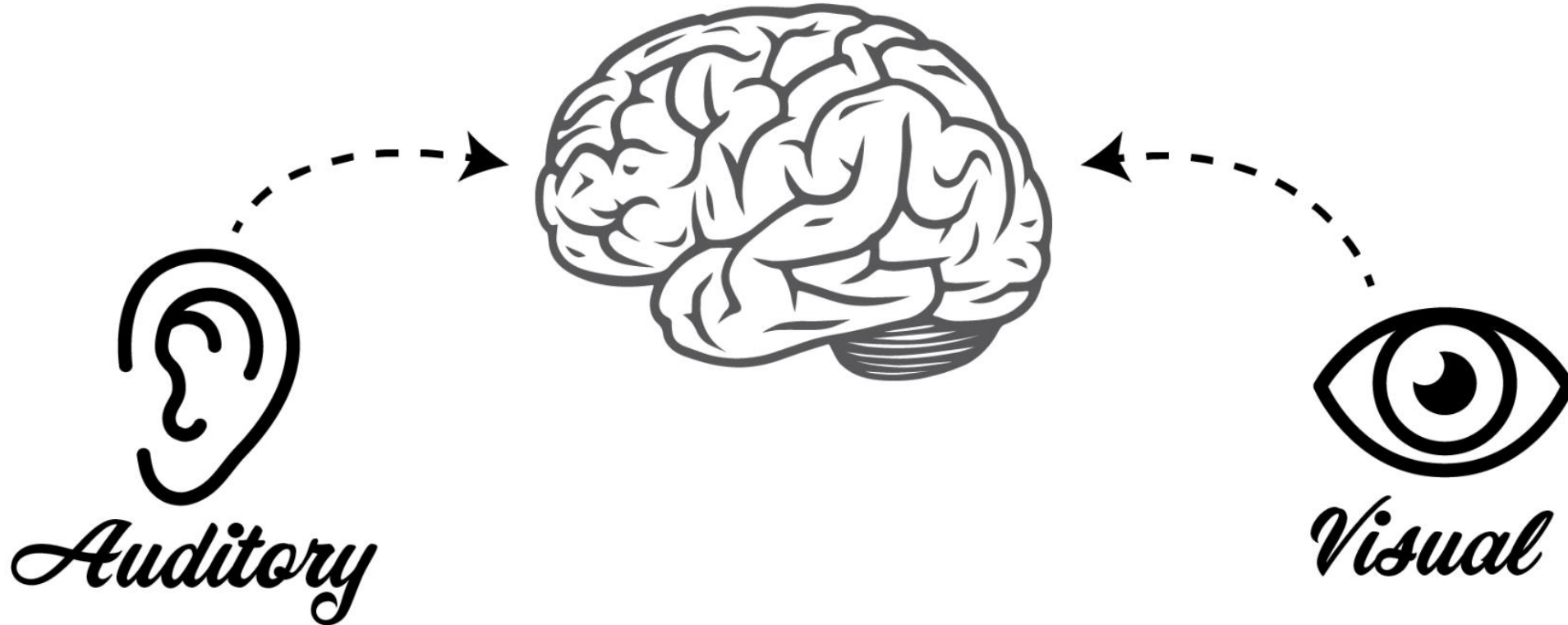


Long-term  
memory

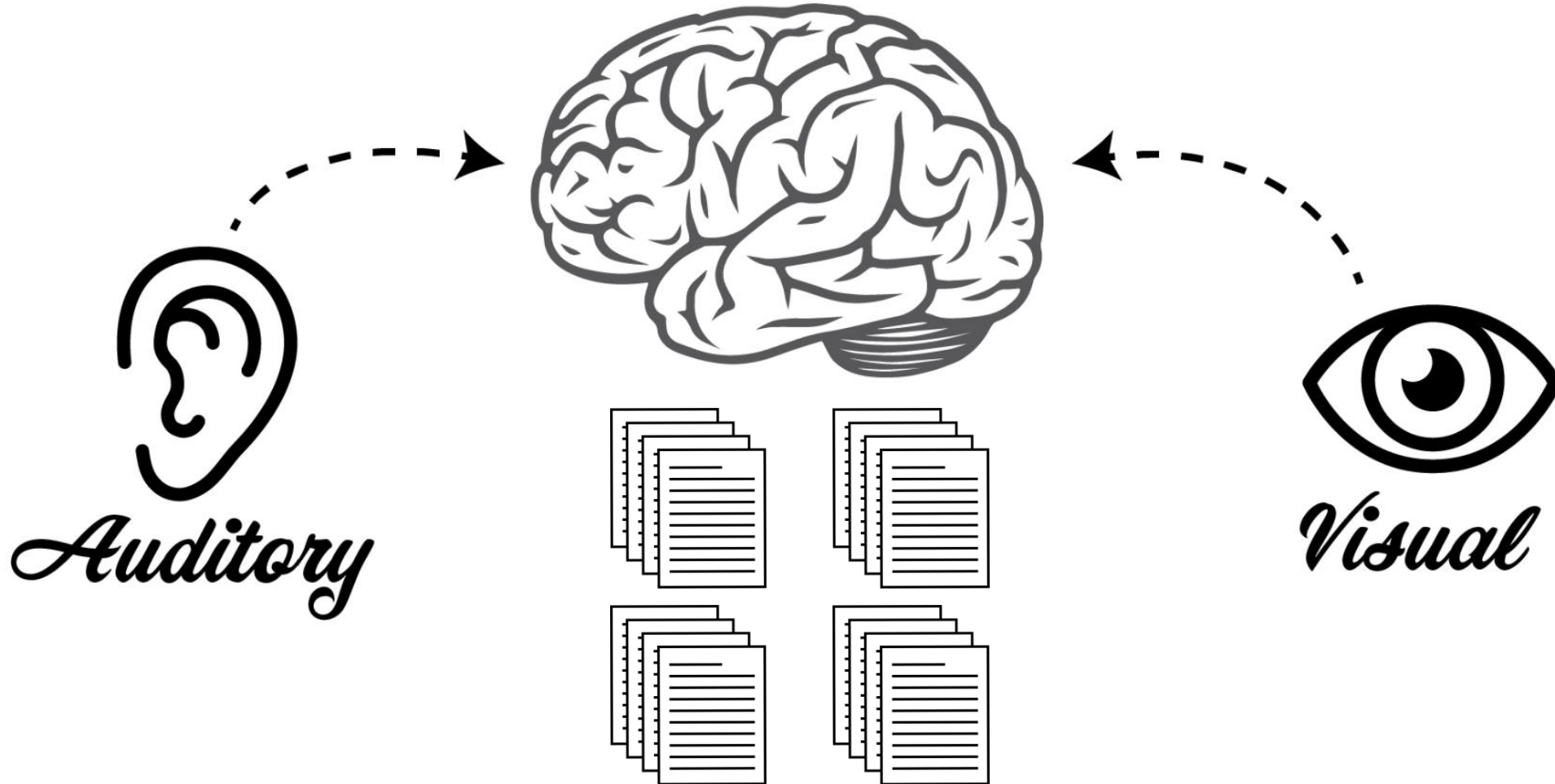




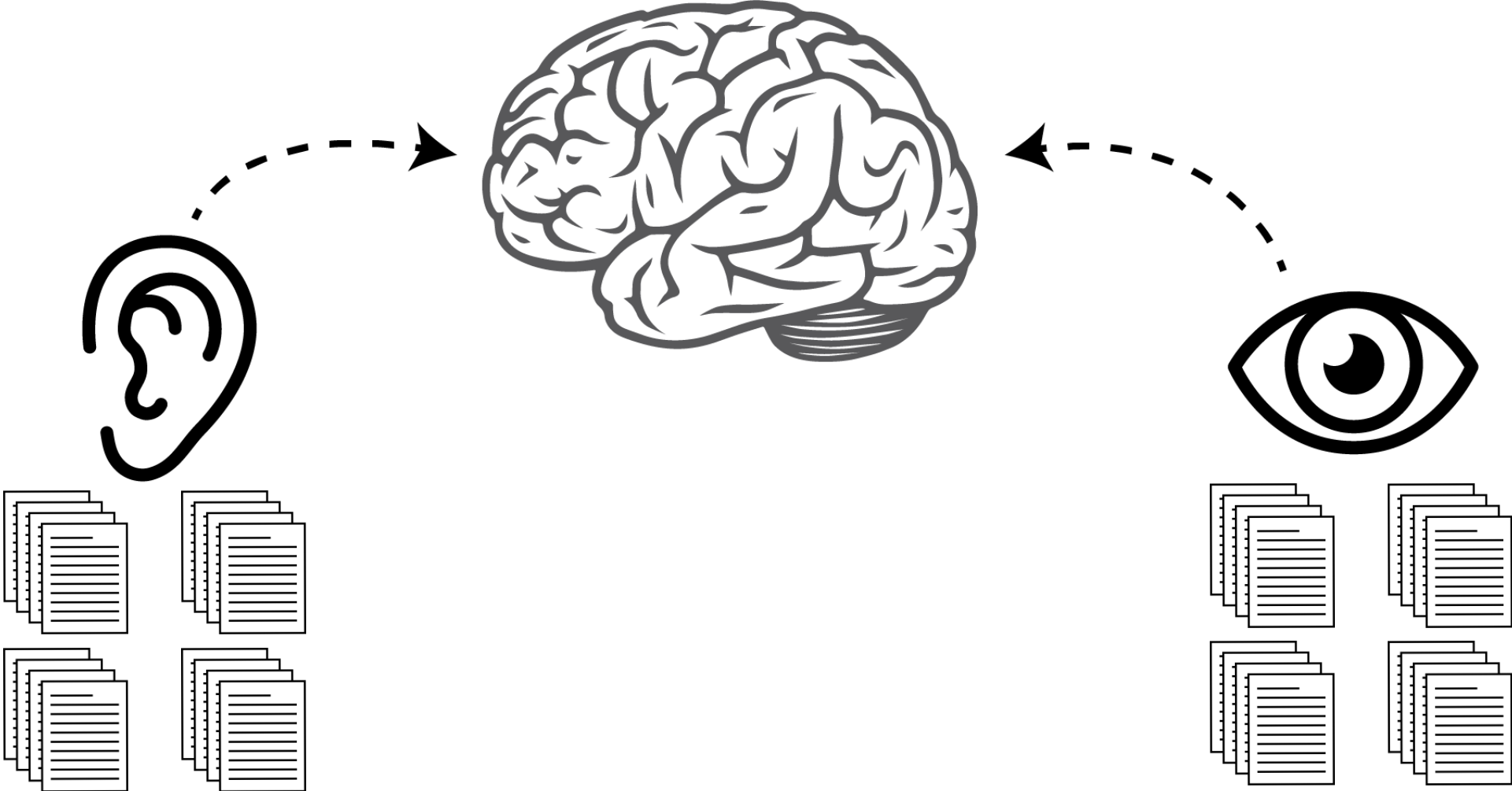
# Dual Coding Theory *& The Multimedia Effect*



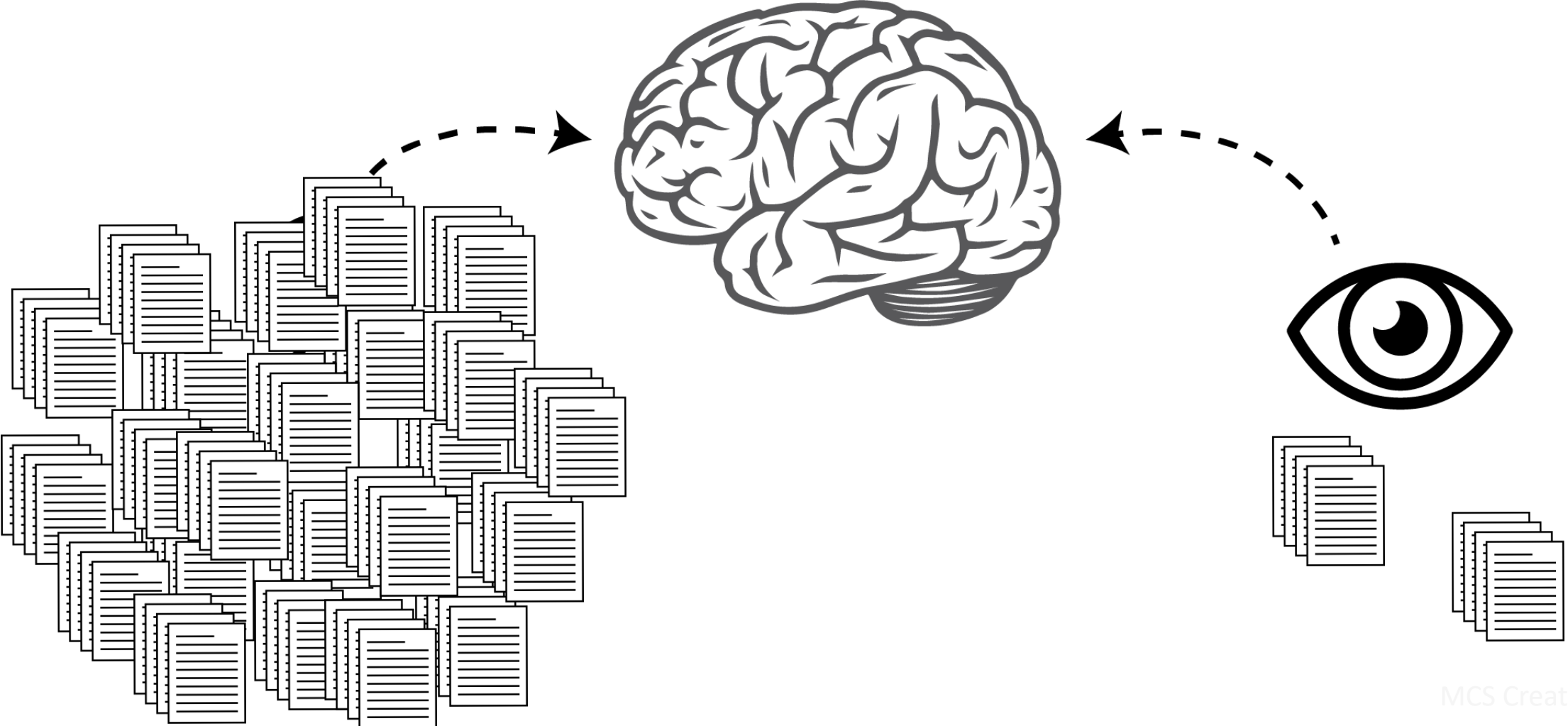
# Dual Coding Theory & *The Multimedia Effect*



# Dual Coding Theory *& The Multimedia Effect*



# Dual Coding Theory *& The Multimedia Effect*

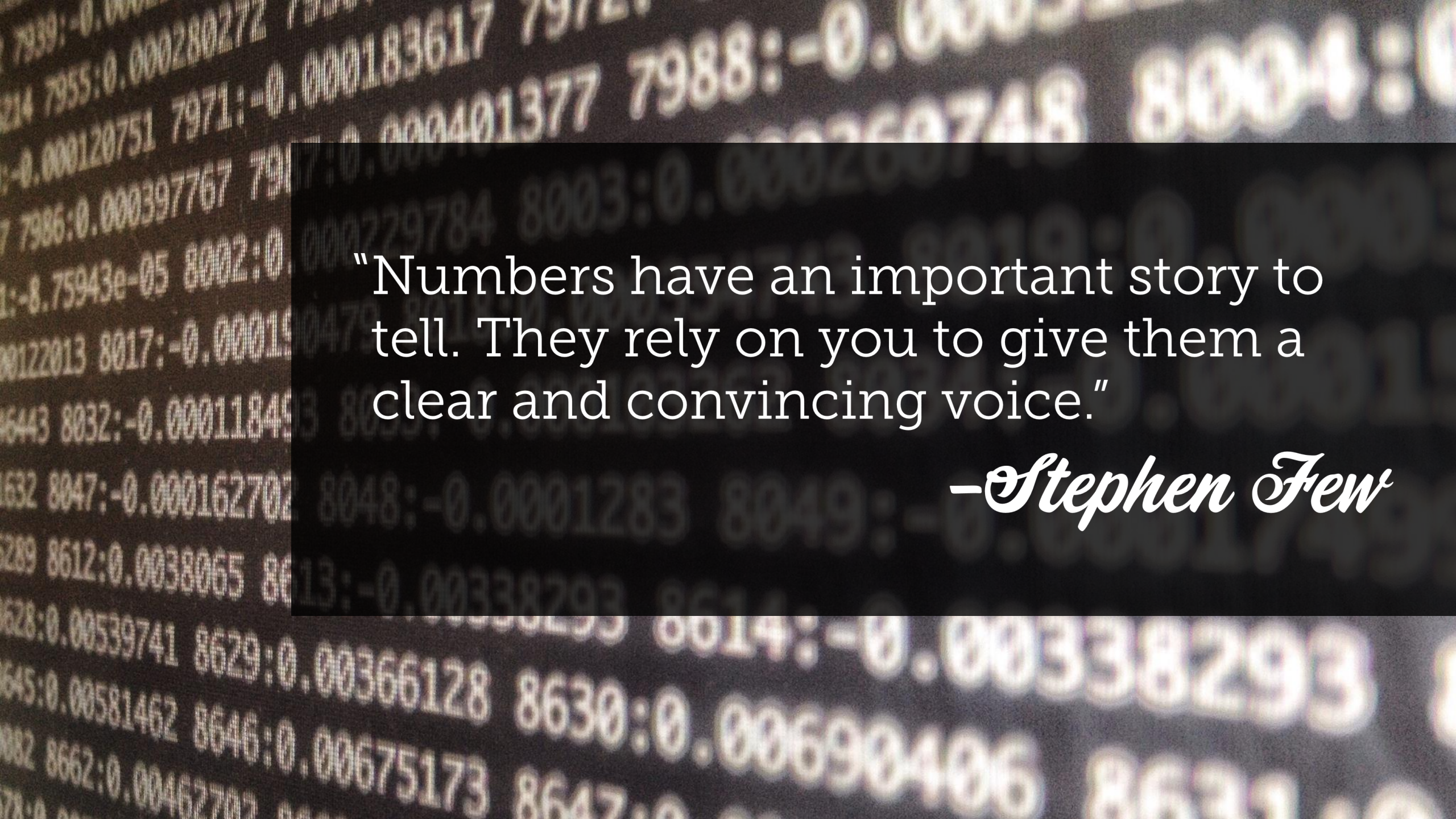




## *Why is this important?*

**Using visuals** adds depth to what you're saying without creating cognitive overload. Only add relevant visuals to your slides.





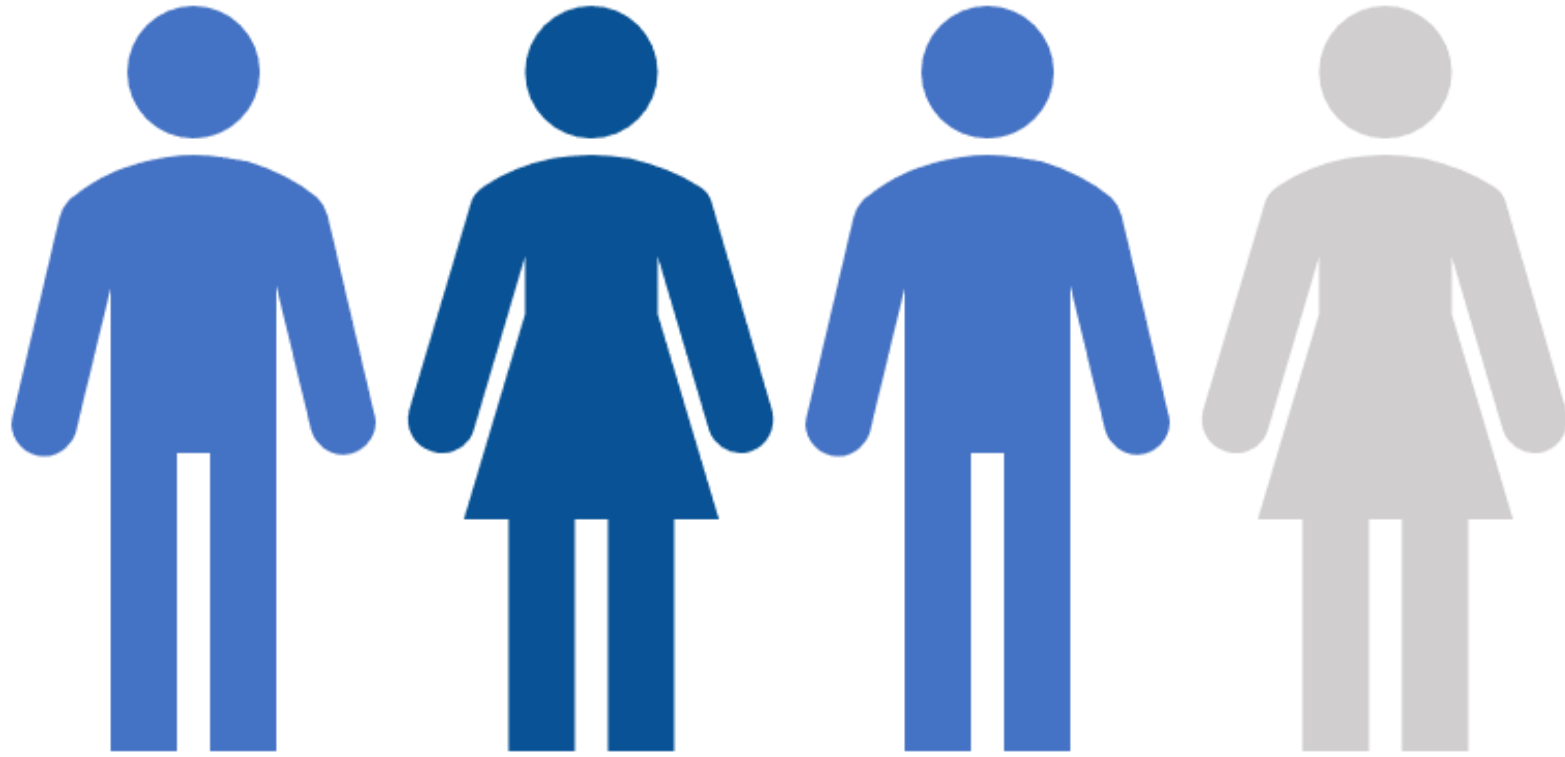
"Numbers have an important story to tell. They rely on you to give them a clear and convincing voice."

*-Stephen Few*



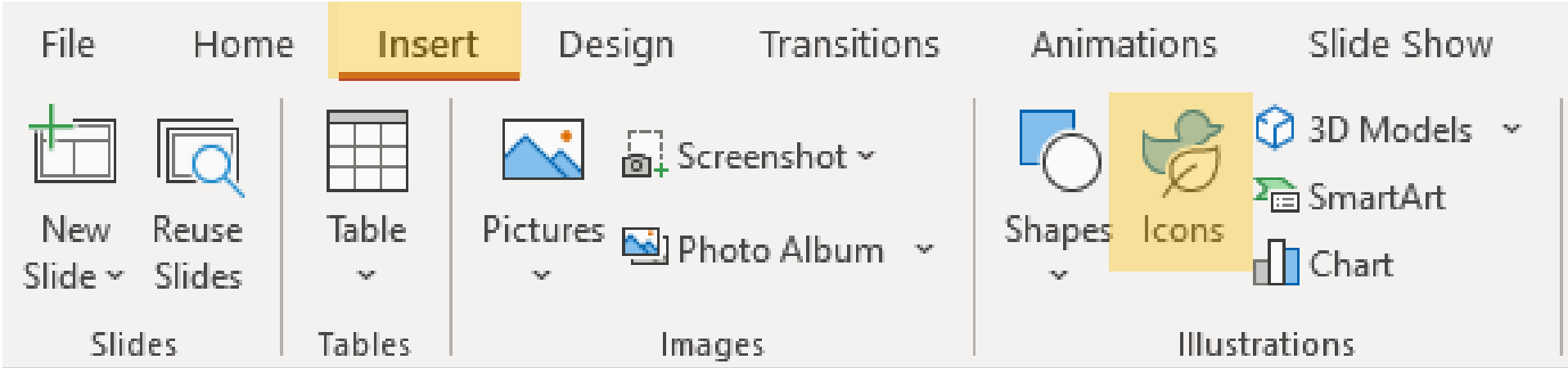
# Dogs are amazing

- 74% of people like dogs
- 41% of people like cats
- 10% of people like rabbits
- 5% of people like gerbils
- 3% of people like fish



*3 out of 4*

people like dogs





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**74%**

of people  
like dogs

---





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*3 out of 4*  
people like dogs



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**96%**



**90%**

**Flamingo**

**70%**



remembered

**66%**





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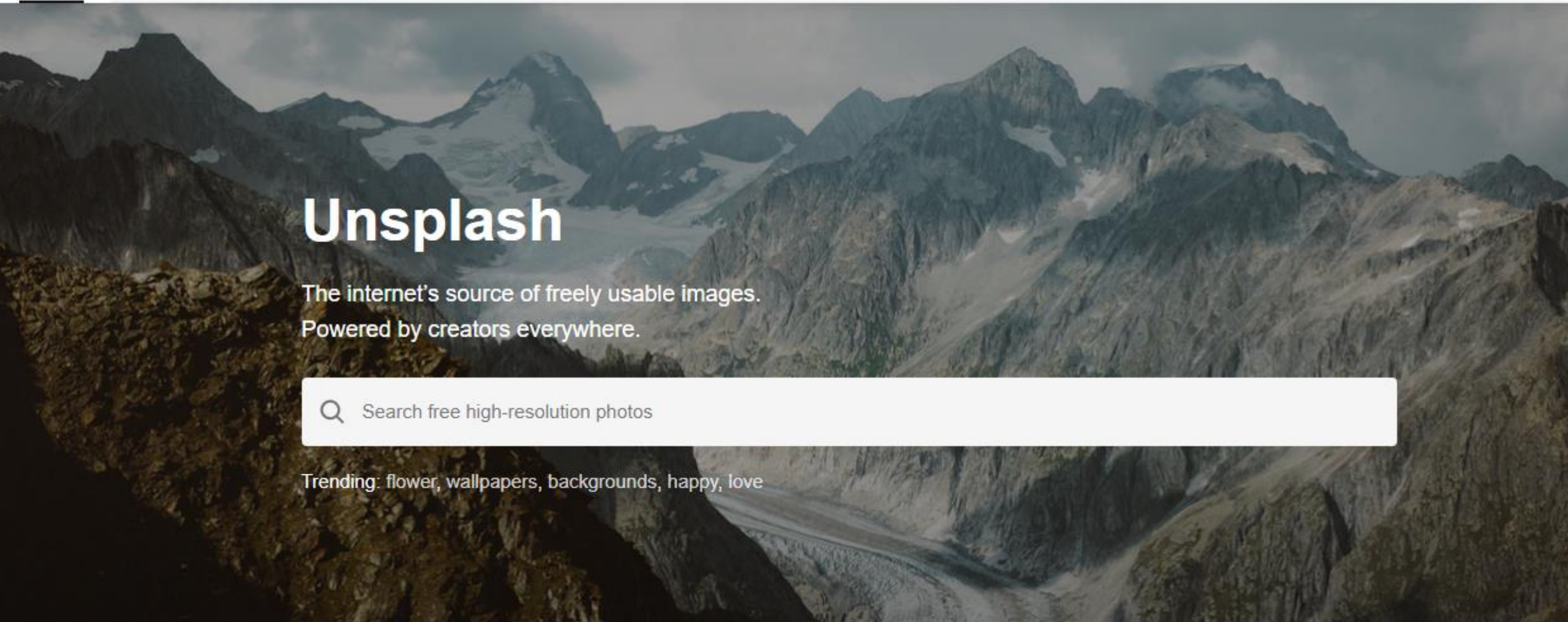
 

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