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

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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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Communicating to Lay Audiences… Isn't Rocket Science

Dr. Laura K. Strawn
Virginia Tech
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
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
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

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An evidence-based approach to communicating food safety

Dr. Ben Chapman
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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
“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
- 99th percentile of visibility, Altmetric.com

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
- 99th percentile of visibility, Altmetric.com

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

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Redesigning Presentations
Using Science and Art to Make Presentations more Memorable

Danielle Hennis
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Curse of Knowledge
Curse of Knowledge
Dual Coding Theory & The Multimedia Effect

Auditory

Visual
Dual Coding Theory & The Multimedia Effect

Auditory

Visual
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
74% of people like dogs
96%  90%  70%
remembered

66%
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Try it out
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The internet's source of freely usable images.
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Search free high-resolution photos

Trending: flower, wallpapers, backgrounds, happy, love
Thank You

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