

Why do we struggle to bring health information messages across?

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Not speaking the same language

How to know the right person?

Not wanting the same thing.

WHAT ARE YOUR STRUGGLES?

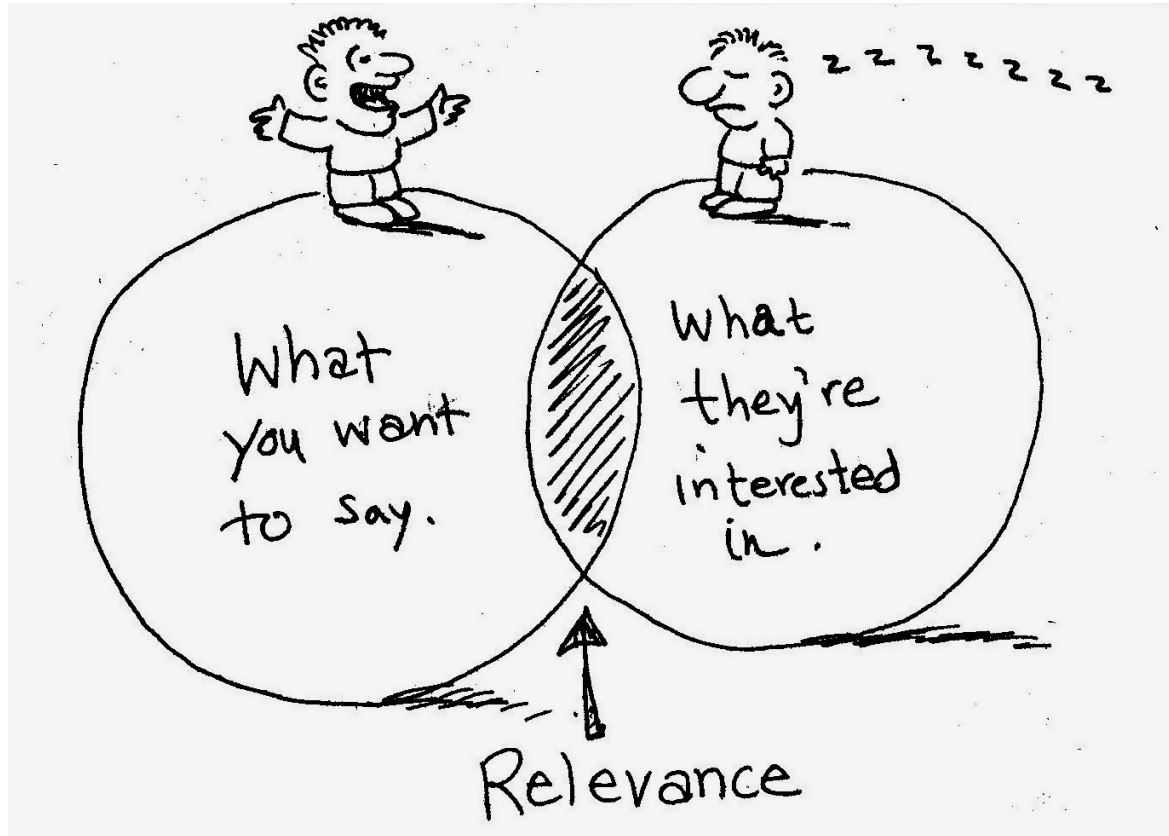
Not reporting the same way

How to find time for communication?

Not being understood

1. Different outcomes wanted

Researchers	Policy makers
Find answer to research question	Find evidence to support policies
Have uncertainties, distributions and standard deviations	Need exact figures
Evaluate trends and make predictions	Need certainties
Need years of data collection for results	Want immediate results
Have limited data	Need responses to many questions



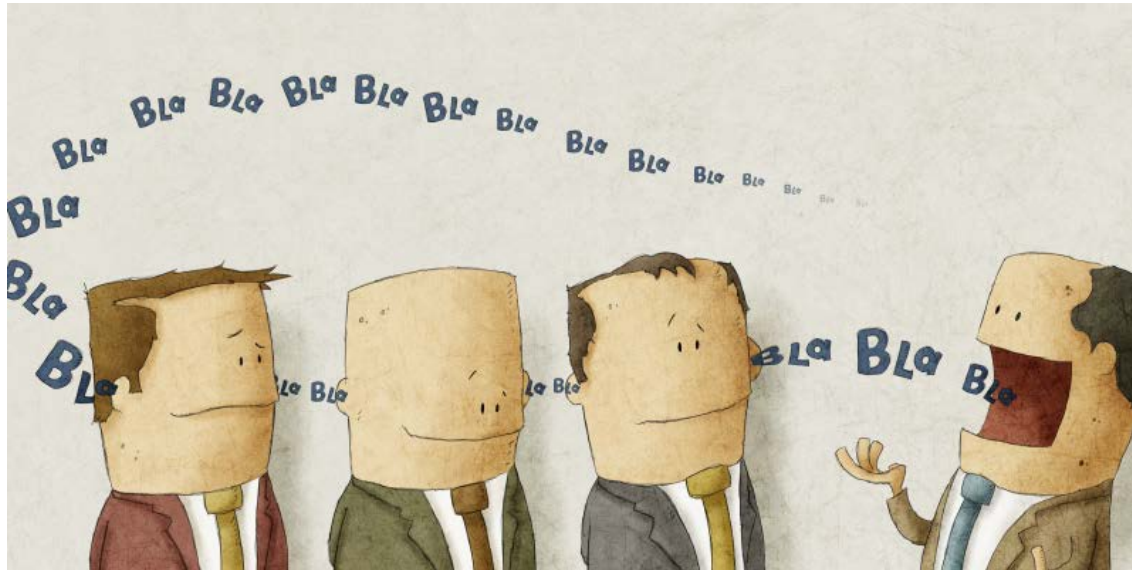
2. Different language

Terms that have different meanings for scientists and the public

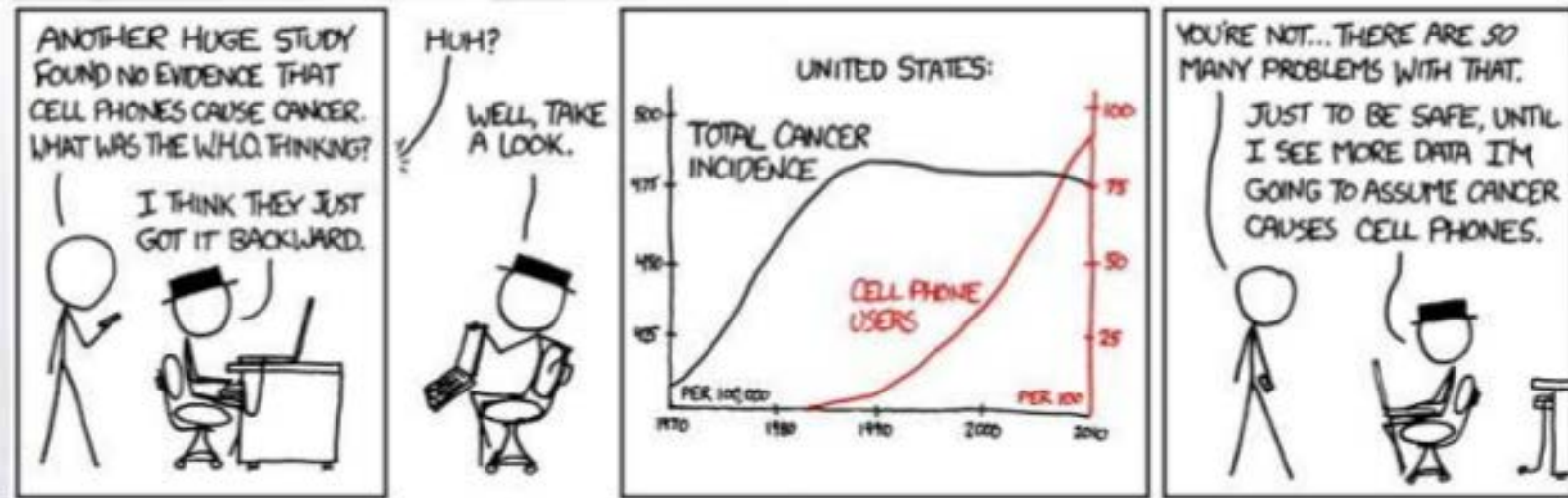
Scientific term	Public meaning	Better choice
enhance	improve	intensify, increase
aerosol	spray can	tiny atmospheric particle
positive trend	good trend	upward trend
positive feedback	good response, praise	vicious cycle, self-reinforcing cycle
theory	hunch, speculation	scientific understanding
uncertainty	ignorance	range
error	mistake, wrong, incorrect	difference from exact true number
bias	distortion, political motive	offset from an observation
sign	indication, astrological sign	plus or minus sign
values	ethics, monetary value	numbers, quantity
manipulation	illicit tampering	scientific data processing
scheme	devious plot	systematic plan
anomaly	abnormal occurrence	change from long-term average

How to speak simply?

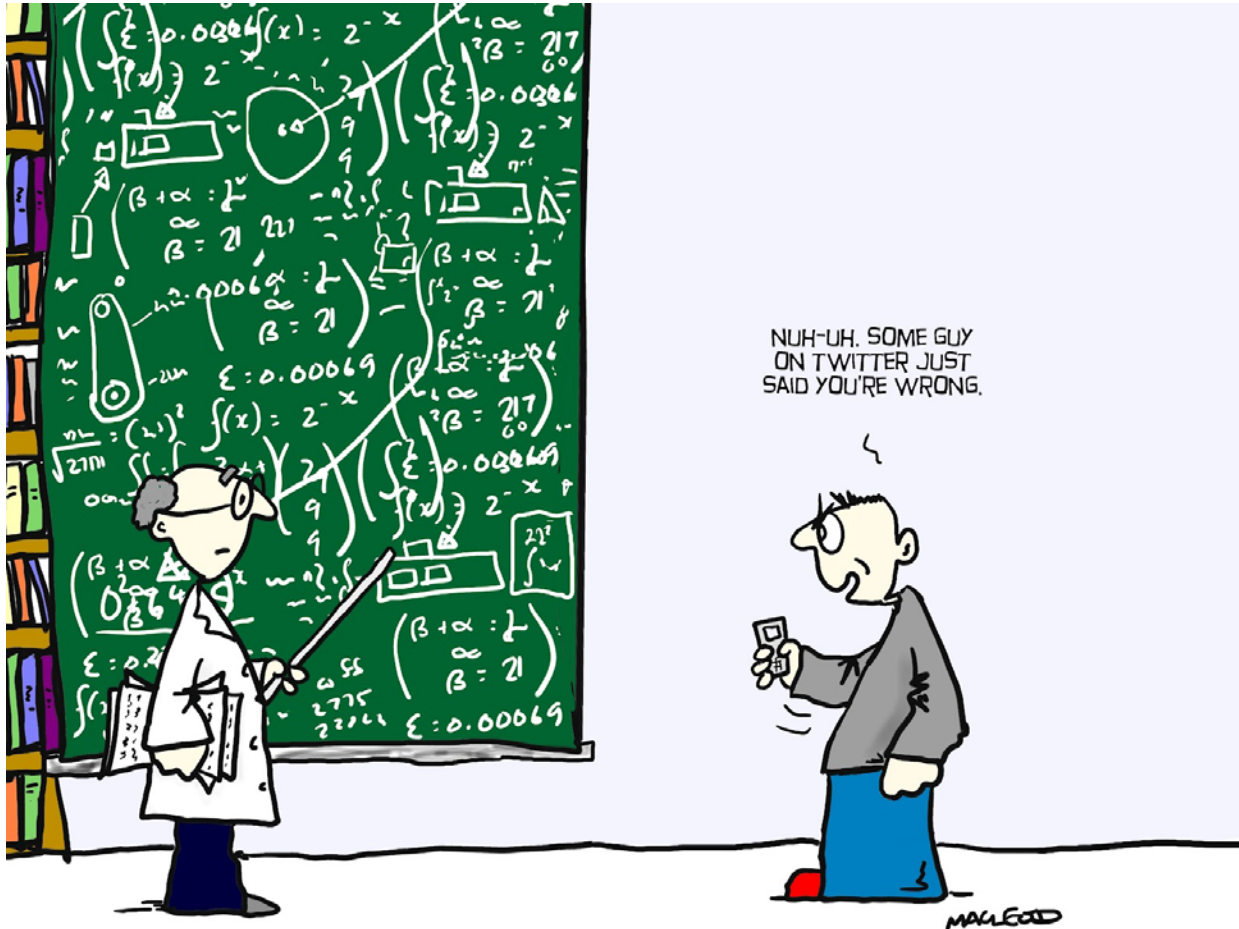
Most fundamental ideas of science are essentially simple, and may, as a rule, be expressed in a language comprehensible to everyone – Albert Einstein.



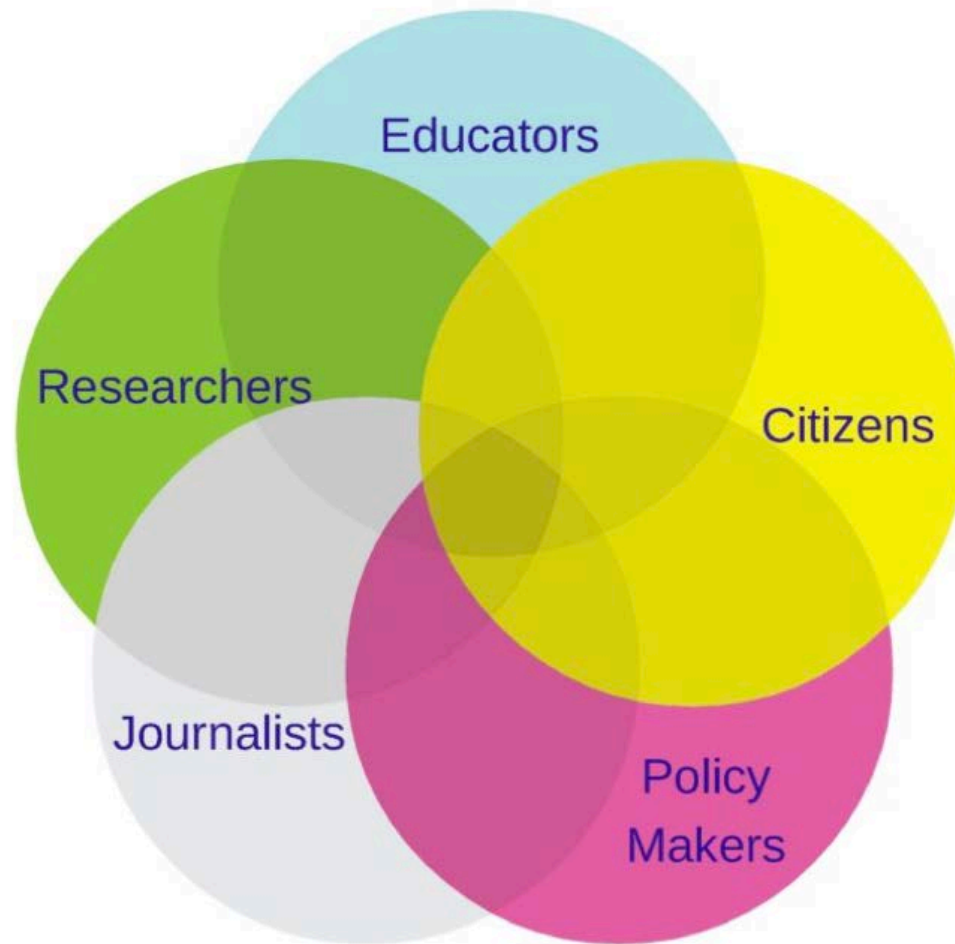
How to make sure you are understood correctly?



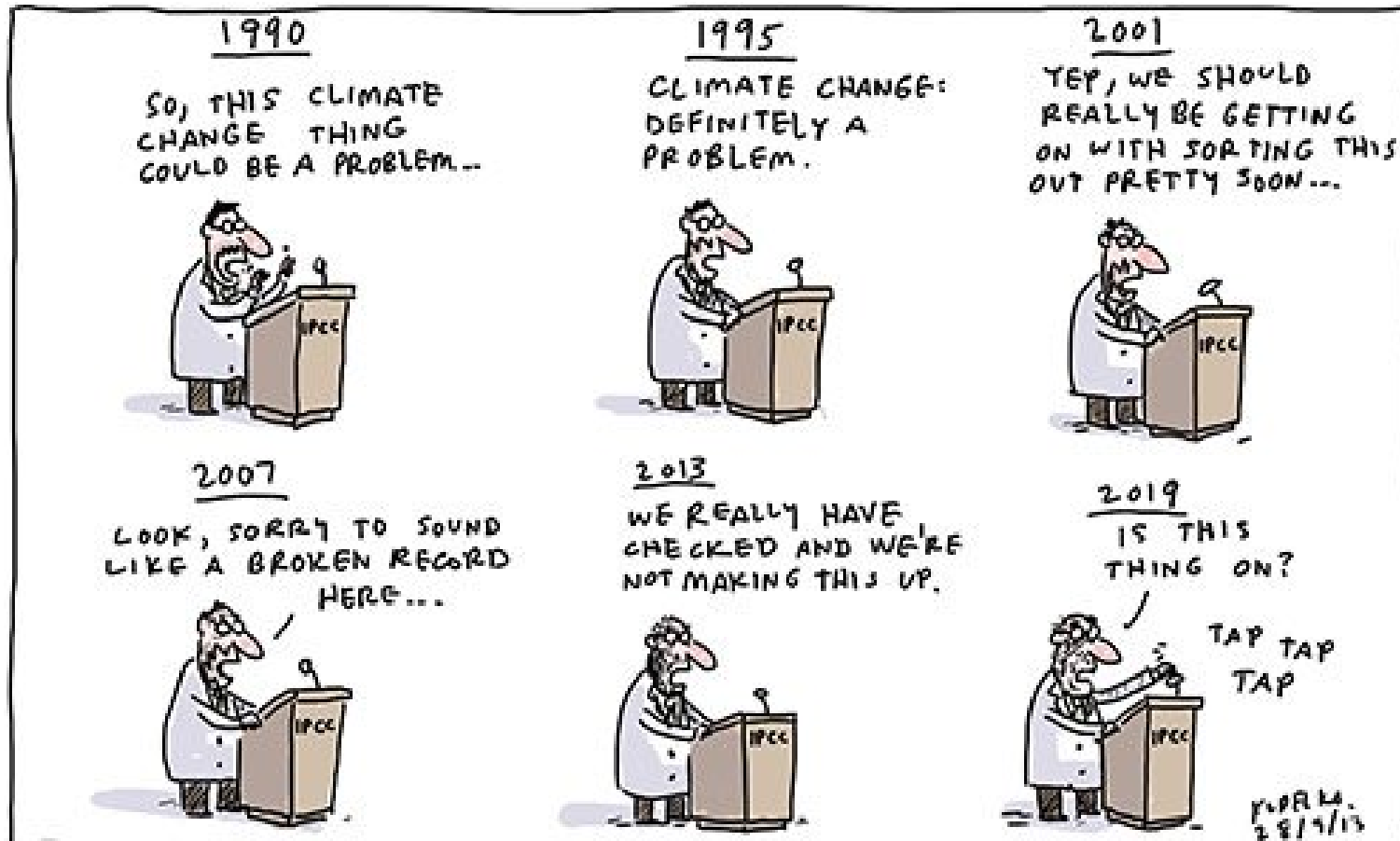
4. Different reporting



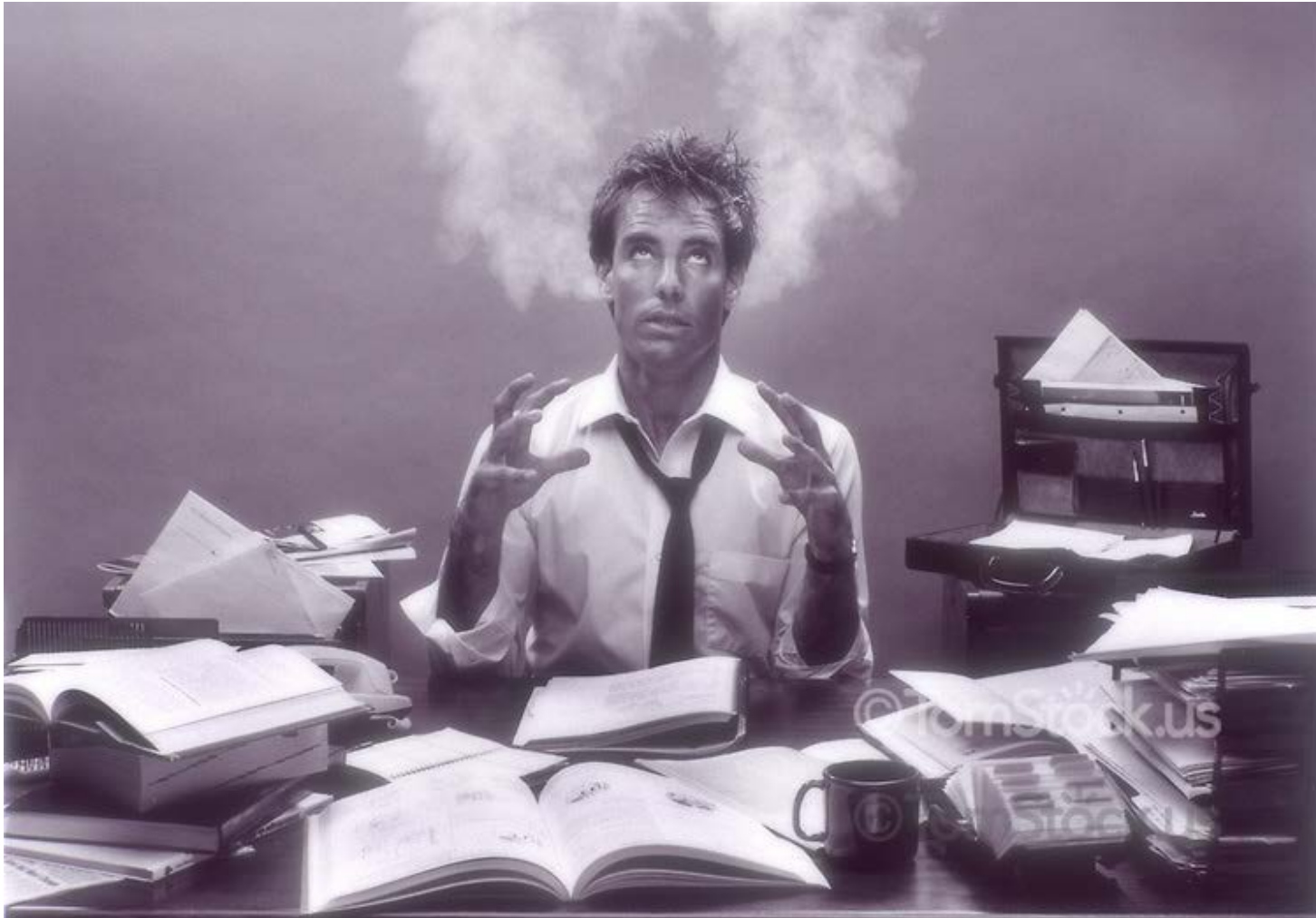
Change our message with the audience



5. Who to talk to, to have impact?



6. Communication is a full time job



What we will learn today:

PRESENT INFORMATION AND SYNTHETIZE EVIDENCE