



Science & Public Health Communication (SciCom)

Afternoons of 5 and 6 June 2025 (1 day)

Location : Carreire Campus
University of Bordeaux

Training fees:

Individual participation: €120

Institutional participation: €300

Coordinator:

Janet HART, Massachusetts College of Pharmacy & Health Sciences, Boston, USA

Objectives

- › Define key ideas & explore innovative tools for effective science & public health communication
- › Identify common challenges in science communication across various populations
- › Identify potential cognitive biases and misinformation traps in public health communication
- › Design and deliver more effective public health messages to diverse audiences that align with cultural and ethical considerations
- › Utilize social media and other communication channels effectively, while gaining a better understanding of psychological factors that influence health decision making
- › Evaluate the benefits and drawbacks (including mis- and dis-information) of using social media platforms for public health communication
- › Utilize storytelling & other creative techniques and best practices to craft compelling narratives for public health campaigns, promoting positive health behavior change
- › Contribute to improved public understanding and engagement with science and public health issues

Program

- › Exploring the fundamentals of science communication
- › The importance of inclusive science communication
- › The psychology of public health communication
- › Strategies for storytelling and other forms of public health persuasion
- › Advantages (& dangers) of social media in public health communication
- › Innovative ideas & tools for professional communication in public health
- › Mini communication projects (in French & English)

Requirements

- › None