

Communicating science in times of crisis

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- 2021 Policy White Paper
- Science Communication in Europe
- Delivered to European Commission and European Parliament
- Top-tier researchers in field of science communication
- Ed. David Budtz Pedersen



- Interdisciplinary research more urgent than ever.
- COVID-19 is as much a communication and social emergency as a health crisis
- Multi-dimensional challenges require multi-disciplinary solutions
- Trust, compliance, vaccine uptake etc. require citizen-centric communication



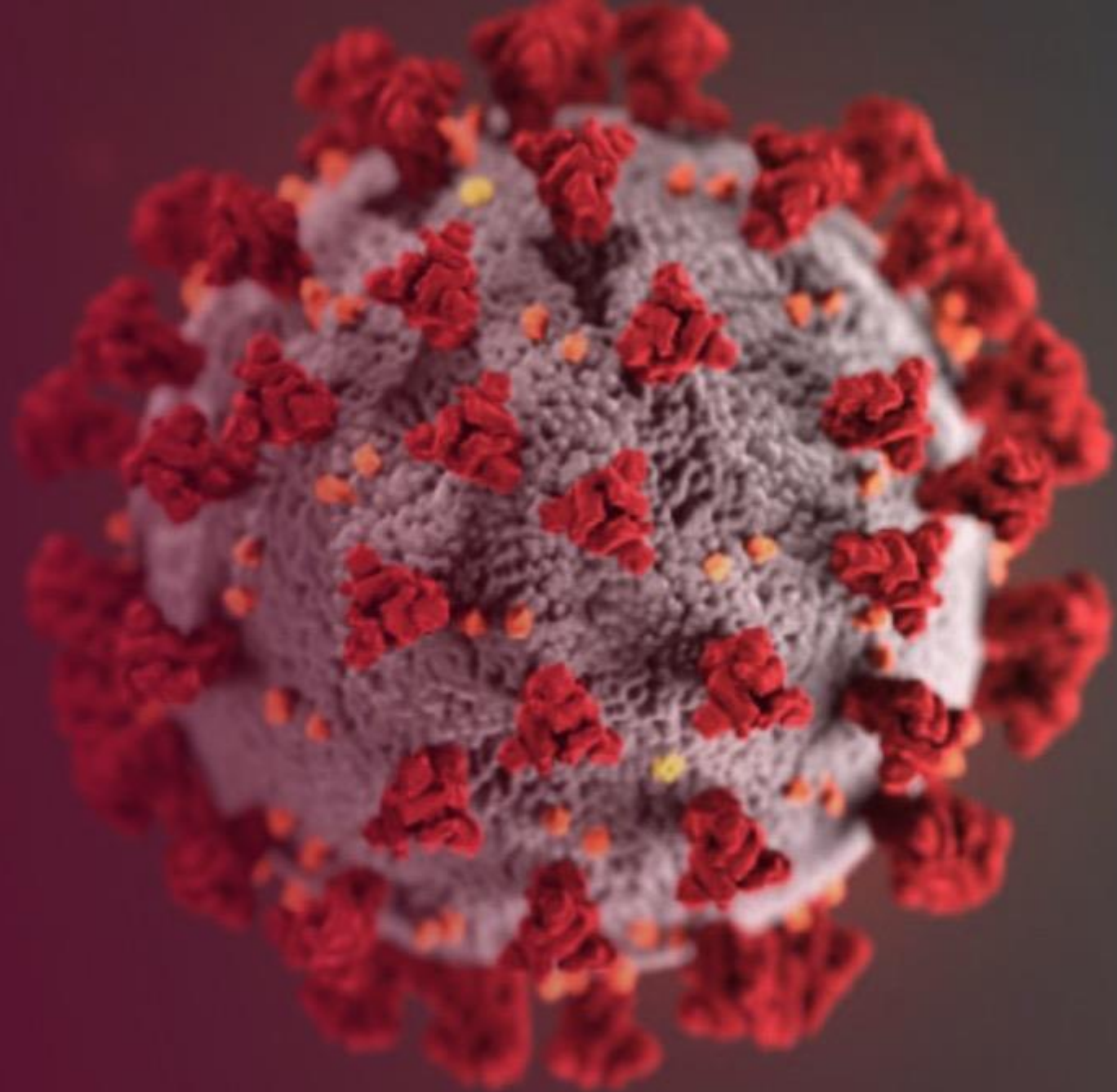
POLICY PAPER

**TIME FOR A DECISIVE COORDINATED
RESPONSE TO A COSTLY GLOBAL
COVID-19 SYSTEMIC CRISIS:**

TOWARDS A RESILIENT GLOBAL SYSTEM

RYM AYADI

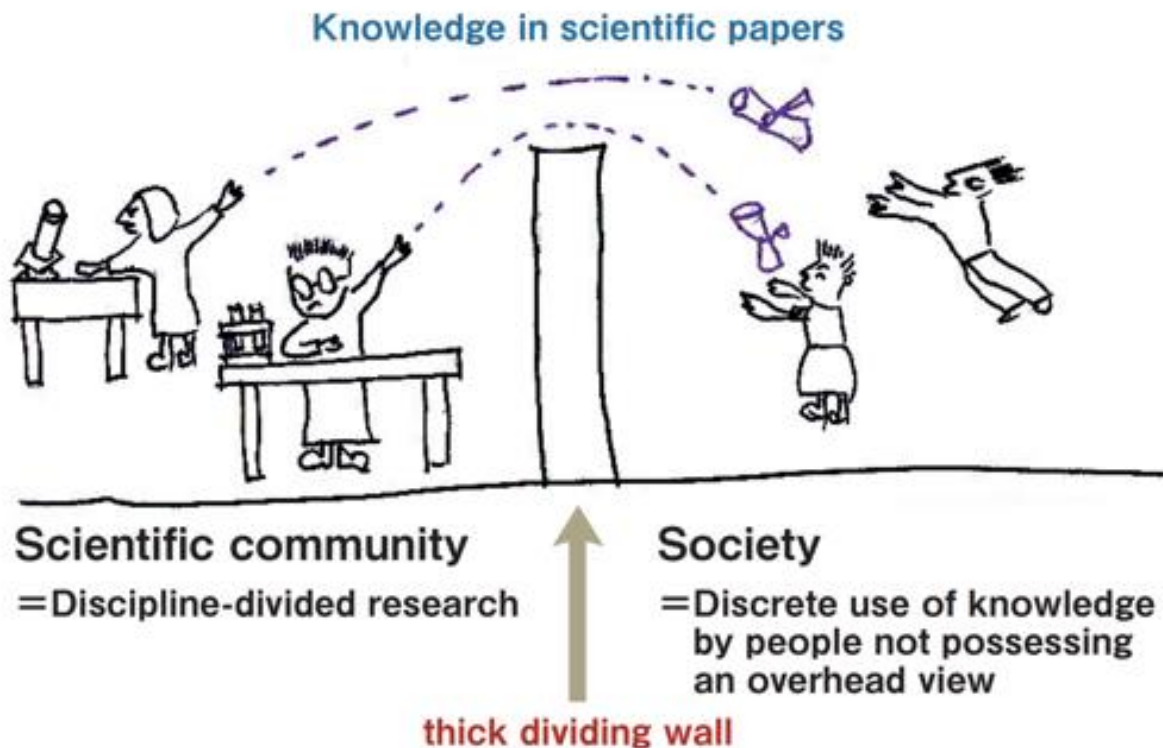
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“ The value of research is only realized with communication and translation of results into real-world settings.

Without closing the loop, there is no beneficiary to all the tireless efforts put in by those dedicating their lives to the advancement of science.

Breanne Everett



The facts don't speak for themselves.

In an age of misinformation, it pays to get your
news from a source you can trust.



Committed to the truth

Principles of evidence-based expert communication

- Provide the information in an accessible format
- Use clear and shareable content
- Reference trustworthy and independent sources
- If possible, underline scientific consensus (and that science evolves)
- Create authentic and humble advice and communication
- Build data and evidence into narratives
- More facts won't work – need context + translation
- Distinguish policy statements from expert statements



Thank you for the attention

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