

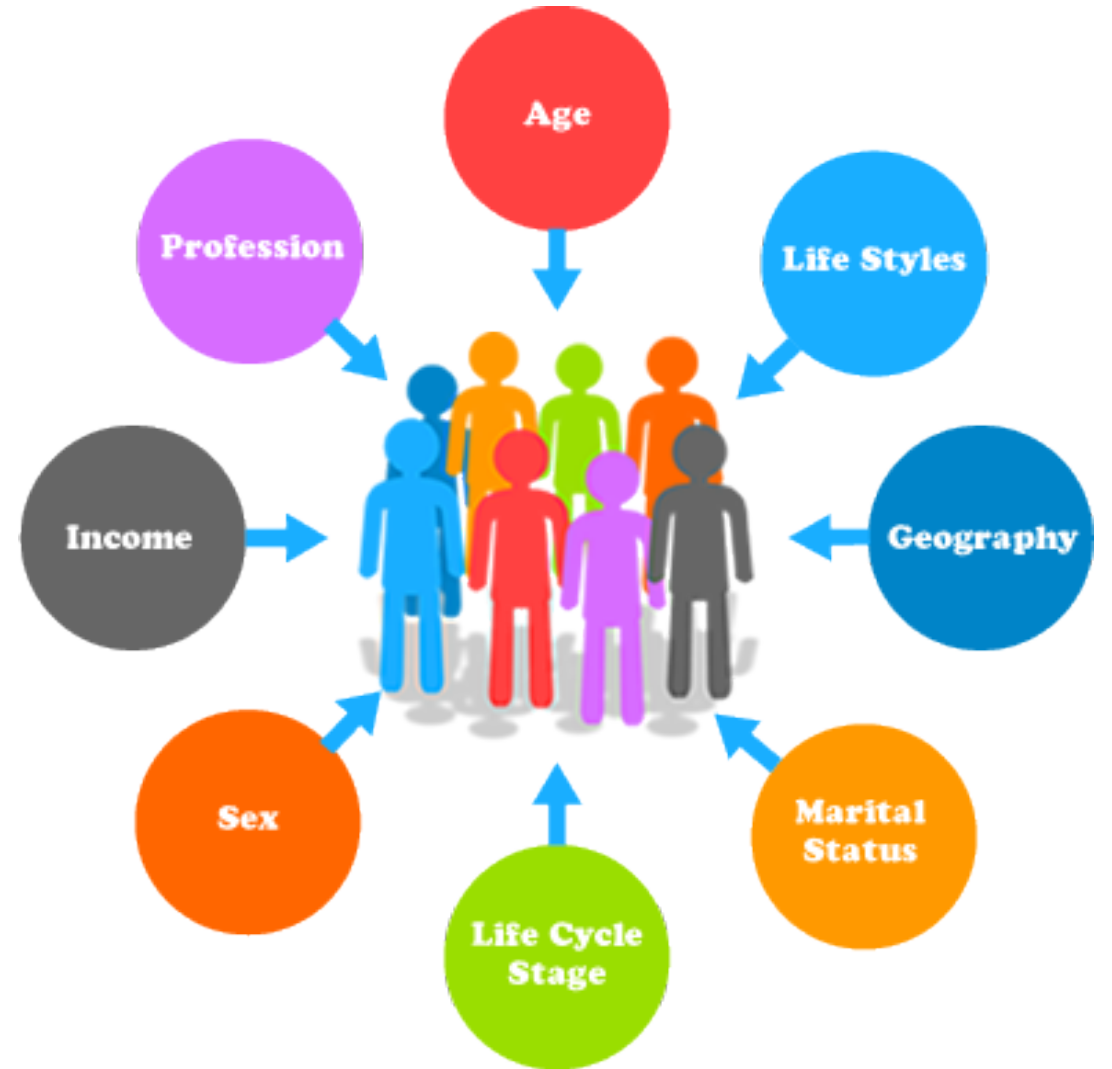
Why is science communication and outreach important?



Demographics

Who are we likely to talk to?

Who do we learn from?



How would you, in 1 or 2 sentences explain your science to:

1. The person sitting next to you?
2. Your mum/dad/ non-scientist adult?
3. A teenager, taking science highers?
4. A primary school age kid?

10 minutes!

End



What type of media is effective



Midlothian Science Festival

- Run science activities in Midlothian to a diverse audience of all ages, backgrounds and experience – Increase SCIENCE CAPITAL!
- Prioritising deprived and rural areas
- Provide science role models (festival staff, volunteers, presenters) from the local area
- **2018** – 8000 people attended 125 events in schools and community venues

Midlothian Science Festival

Dino and Rocks day!



Midlothian Science Festival



Royal
Botanic Garden
Edinburgh



National
Museums
Scotland

- Organising an event which attracts 300+ people
- Securing external sponsorship
- Establishing new partnerships with organisations and companies
- Recruiting volunteers to run and supply activities
- Creating activities



The
Geological
Society

serving science, profession & society



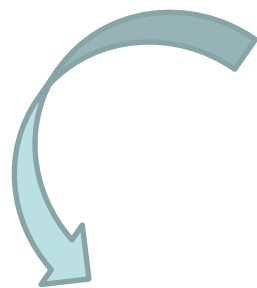
British
Geological Survey
NATURAL ENVIRONMENT RESEARCH COUNCIL



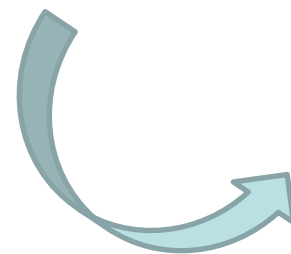
Meet a scientist!



STEM Ambassadors are an important and exciting free of charge resource for teachers and others engaging with young people inside and out of the classroom



Career talks



After school clubs

Sign up: <https://www.stem.org.uk/stem-ambassadors>

Make your PhD into a science outreach activity for a 10 year old

- Age appropriate
- No jargon or complicated language
- Engaging
- Timing...