

Scientist to Storyteller

Communicating Public Health Science

Scientists spend significant time learning how to design and conduct research, but far less time learning the science and art of communicating their results. This multidisciplinary course is designed to help scientists improve their communication skills.

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Improving Communication

In a study by Truck, et al., 2014, an audience **PREFERRED** looking at data via infographic format compared to a traditional scientific abstract at a conference...



Know Your Audience



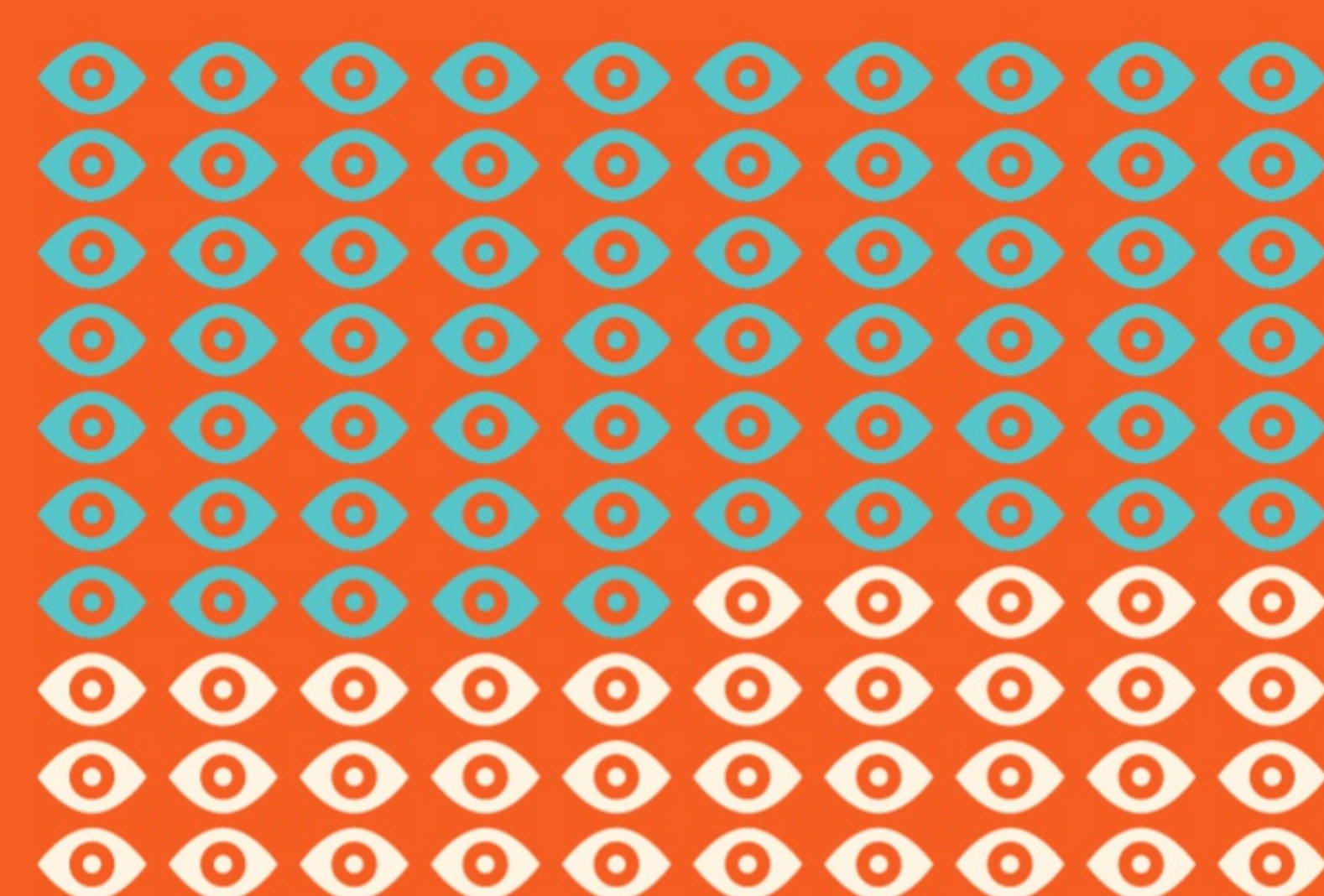
Key Messages



Use Everyday Language



Tell a Story



65% of people are VISUAL Learners...



6-8 seconds online



10 seconds via poster



100 Million Users



1 Billion Views/Day



800 Million Likes/Day

Rules of Engagement

About the Course



Syllabus

Our course helps students:

- Learn techniques that focus on communicating science clearly and vividly.
- Practice delivering written and oral scientific messages effectively for different audiences.
- Develop and deliver an engaging short oral presentation on a scientific topic.
- Actively participate, not only as writers and speakers, but also as active peer listeners and constructive peer critics.



Skills

The course will help the student develop skills in critical thinking, interpersonal relationships, communication, and leadership



Faculty

Course faculty members represent expertise in research, theater arts, business, and marketing.

More Information



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