

Why do we do outreach and engagement?

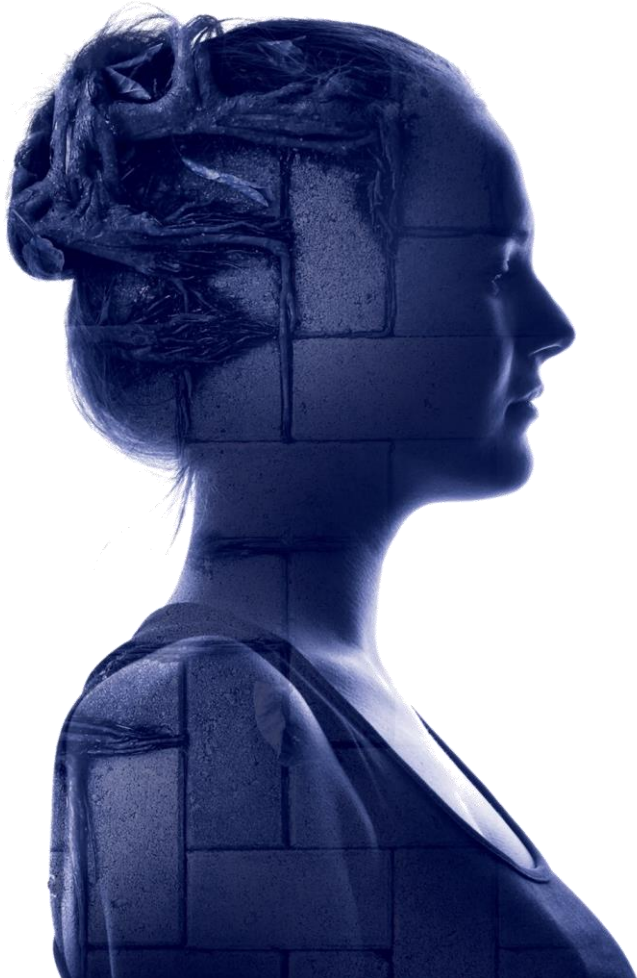
Sarah Cosgriff

**Freelance science
communicator and trainer**

**Professor Kevin Moffat
FRSB**

University of Warwick

@RoyalSocBio | #BiosciencesForAll



Why do Outreach and Engagement?



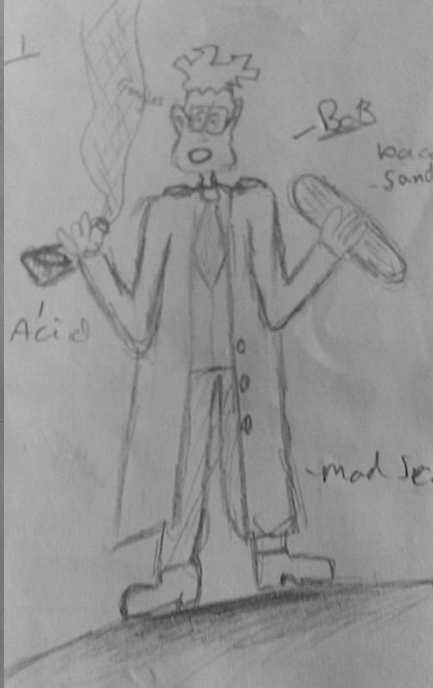
Derick



Fred
the
S



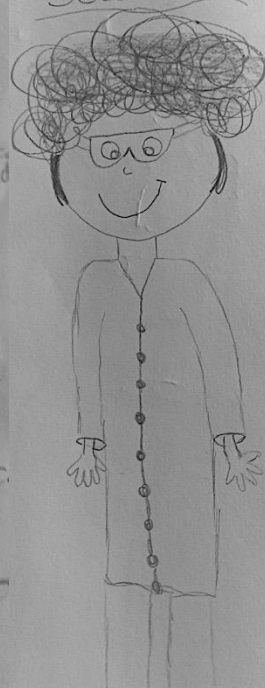
Scientist



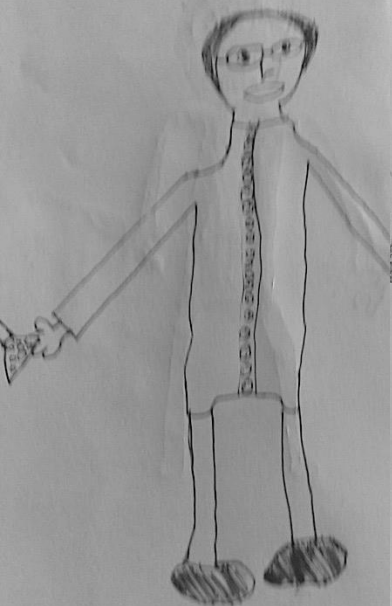
Acid

-Bob
korea
-Sand

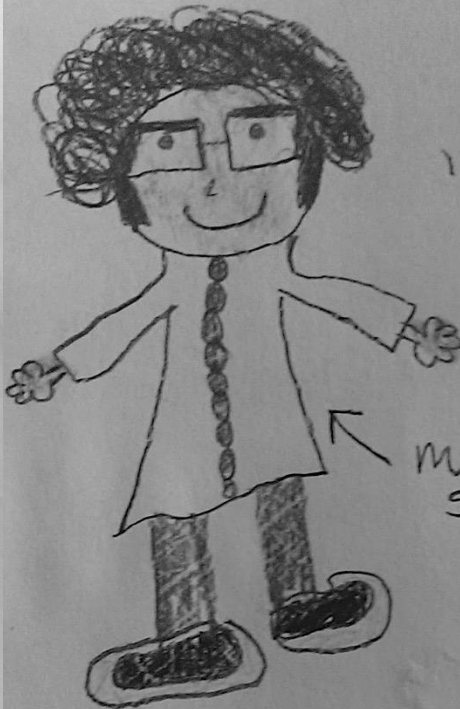
-mad se.



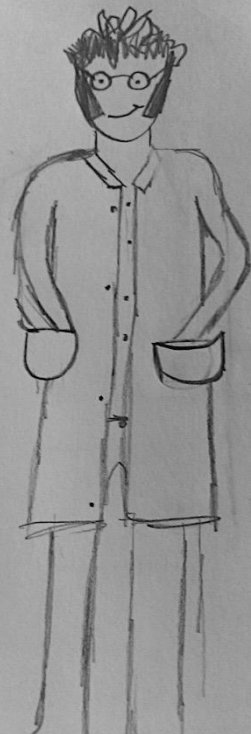
Doctor
Henrique Jenkinson the
Scientist



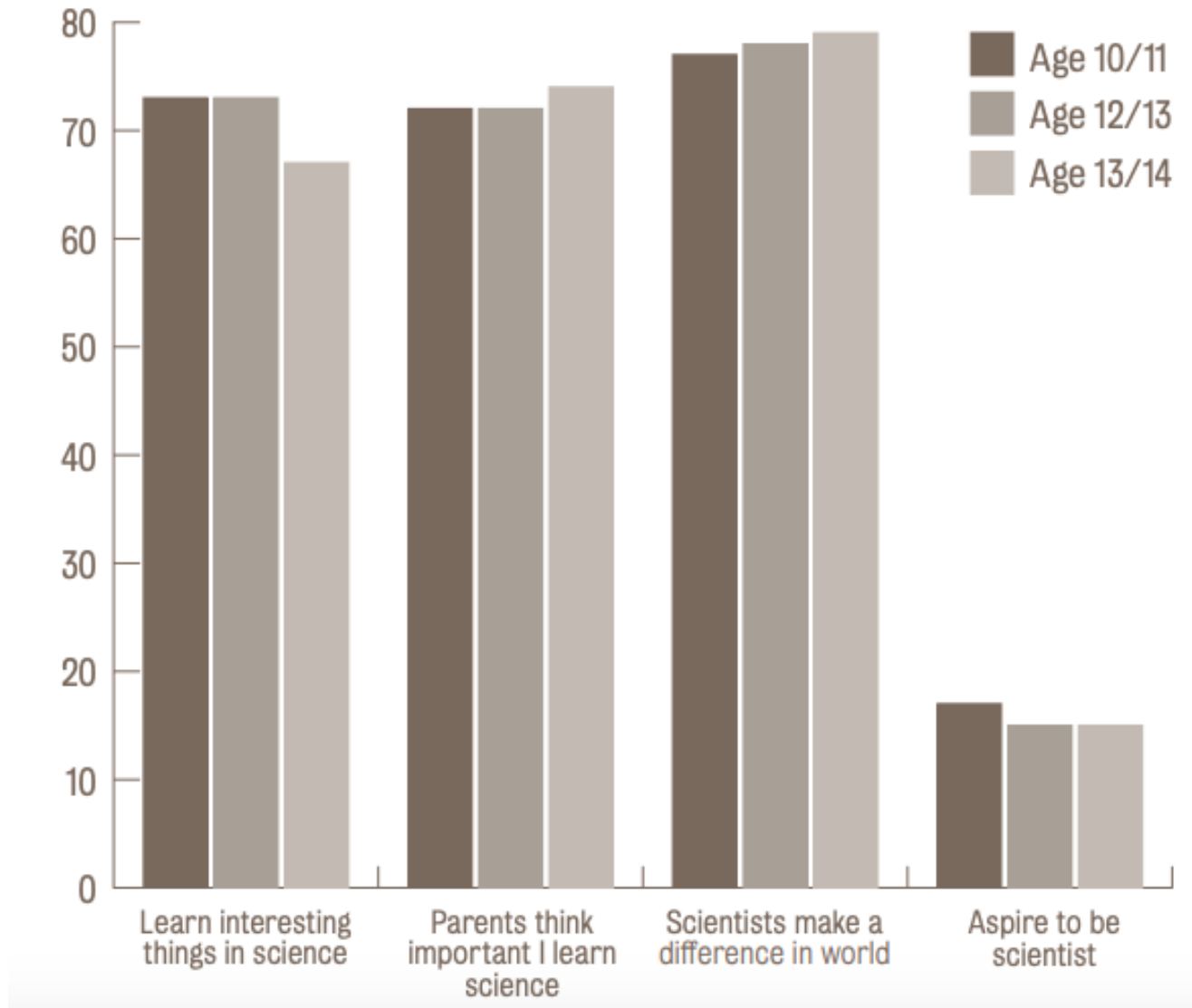
Uncle



← Mike the mad
scientist



COMPARISON OF SURVEY RESPONSES FROM
YEAR 6, YEAR 8 AND YEAR 9 STUDENTS
(% STRONGLY/AGREEING)



ASPIRES Young People's Science and Career Aspirations, 2013



STIMULATING PHYSICS NETWORK
INSTITUTE OF PHYSICS

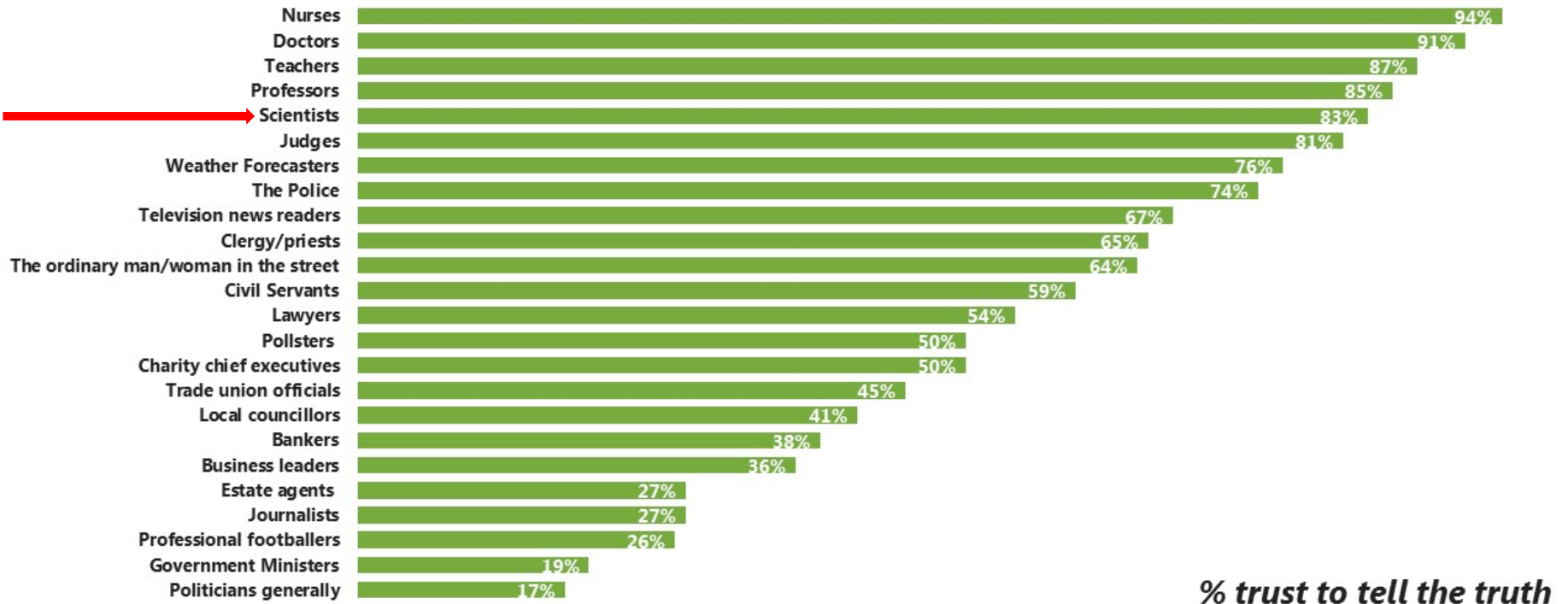
SCIENCE AMBASSADOR SCHEME

FIND US AT [STIMULATINGPHYSICS.ORG/SAS](https://stimulatingphysics.org/sas)

Build student confidence, team-working, problem-solving and communication skills as they develop and run outreach workshops for primary schools and other events.

Veracity Index 2017 – all professions overview

“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”



% trust to tell the truth

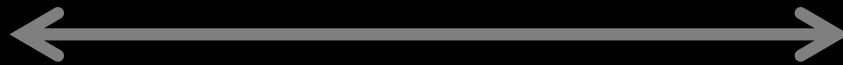


There is the value of Biology

Wealth creation
Education
Interest
Entertainment



Fascination



Distrust

SCRUTINY

Those who tell the stories rule the world



The young might listen and be inspired.....

RIDDLES AND UPSETS



26 OUT OF 650

ONE IS A GP – they don't count

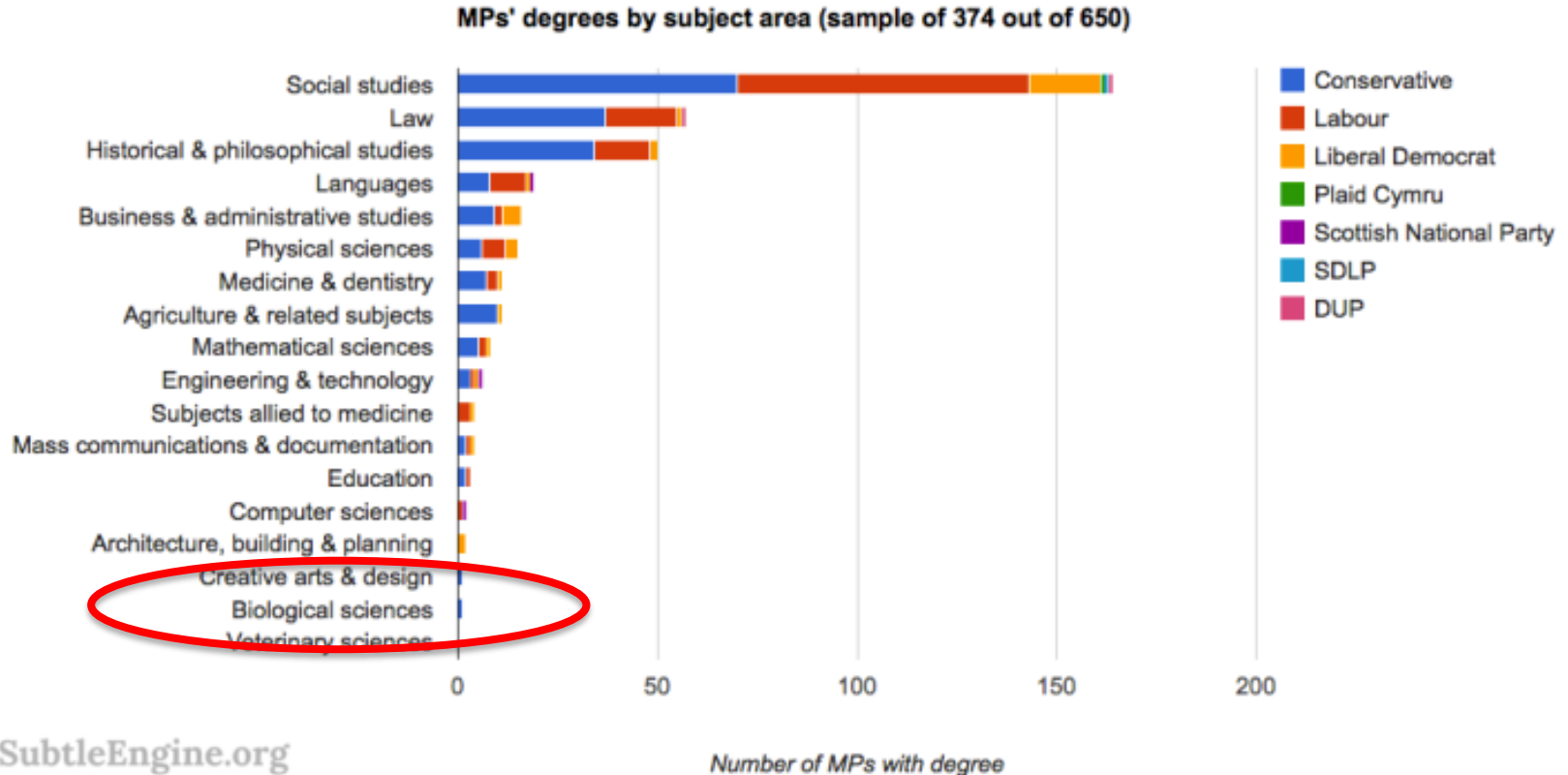
JUST ONE!

JUST ONE! (again)

ONE OF THE 26 WAS
"IN CHARGE" OF Brexit

MONKEY PARLIAMENT – BANKSY 2009

.....and the value of biology is?



Case studies

**I'm a
Scientist
Get me out of here**

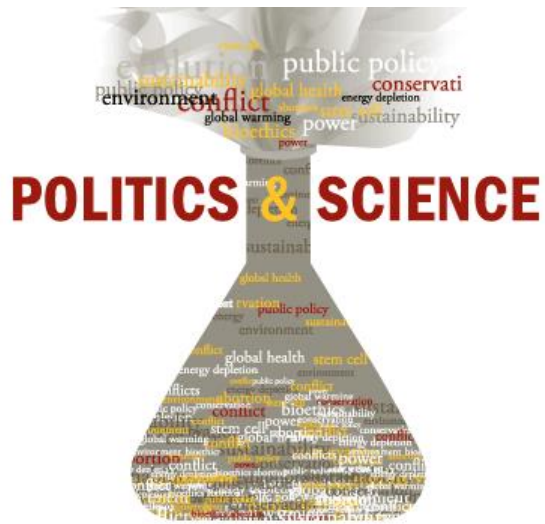


Cell Block Science



Science Ceilidh

Engagement Targets



Outreach - Policy and Action

- **Strategy 1 – Public Engagement**
 - Festivals (British Science Festival 2019 and Coventry 2021)
 - Public evenings
 - Public opportunities (Café Scientifique, Museums, Fun Palaces, Brightclub etc)
- **Strategy 2 – Scientists of the future**
 - School liaison, work experience, BioSoc
- **Strategy 3 – Widening Participation**
 - Summer Schools, UniAssist, Ambassadors
- **Strategy 4 – Communication training**

Why do it?



- **For others** – making a difference, giving opportunity, it can be fun!
- **For the School and the University** – Government requirements and opportunities for impact
- **For you** – promotion (impact/collegiality etc), funder requirements