

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?



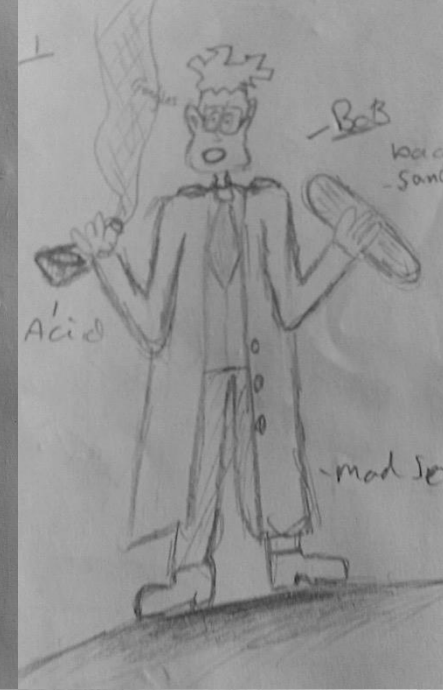
Derick



Fred
the
S

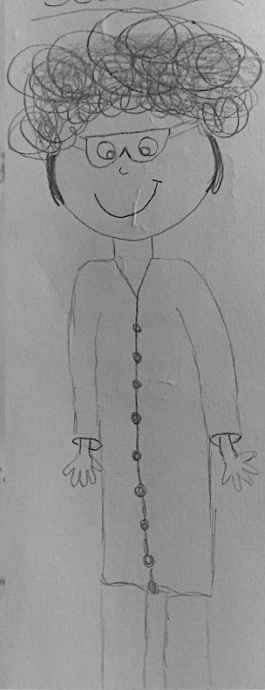


Scientist

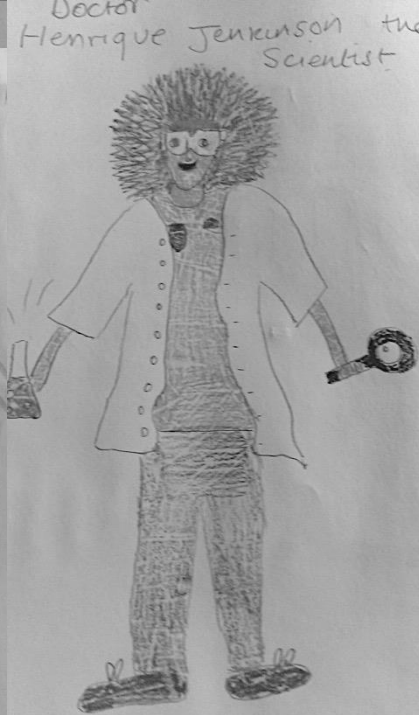


Acid

Bob
kiss
-sand
-mad se.



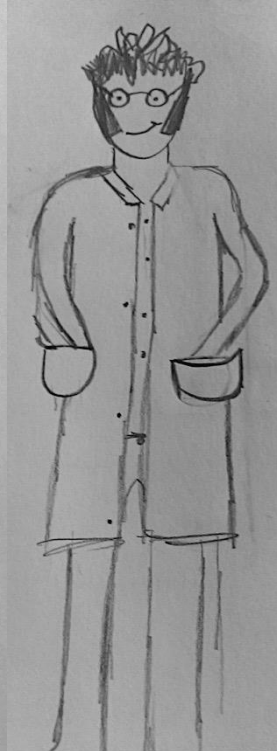
Uncle



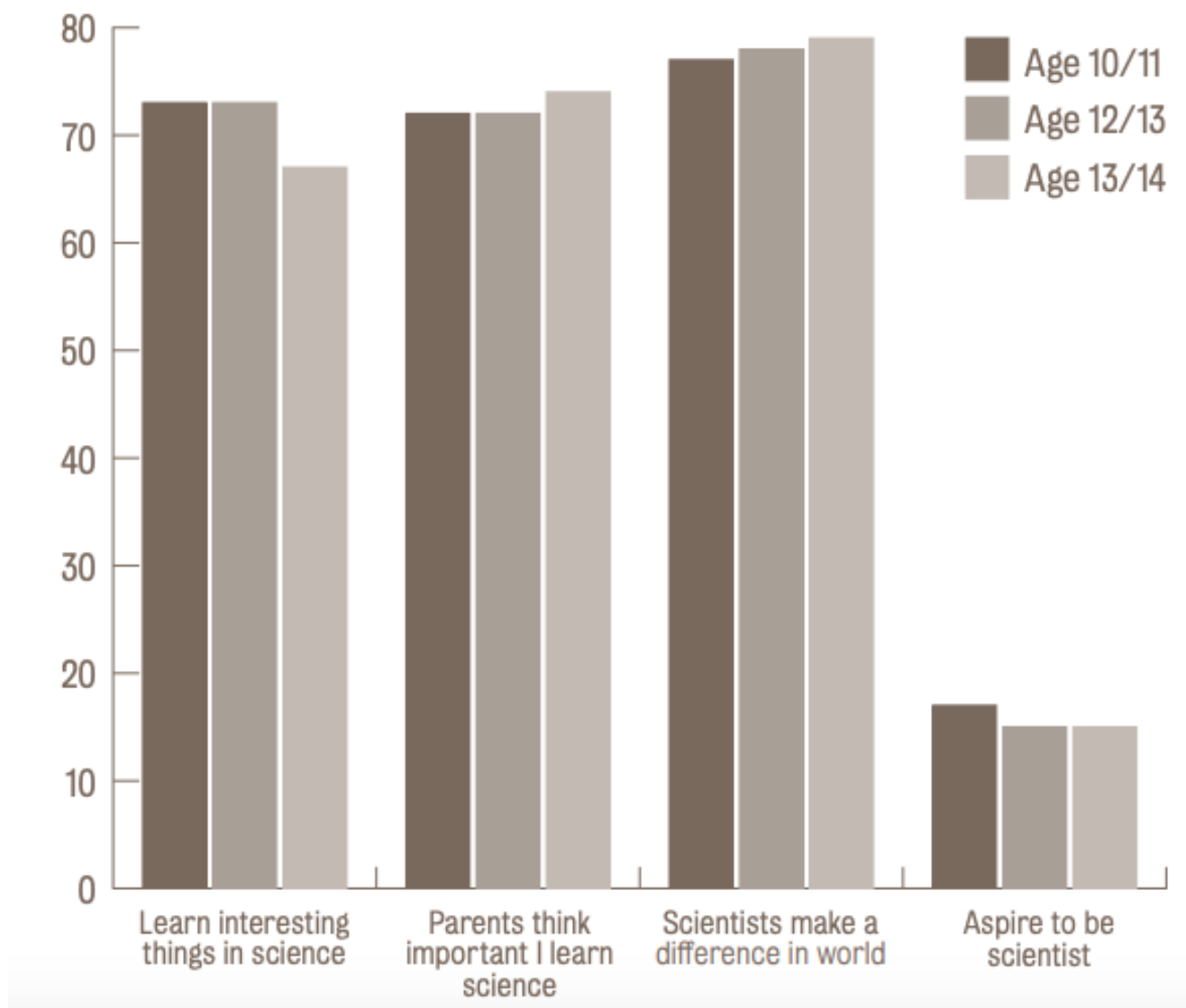
Doctor
Henrique Jenkinson the
Scientist



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

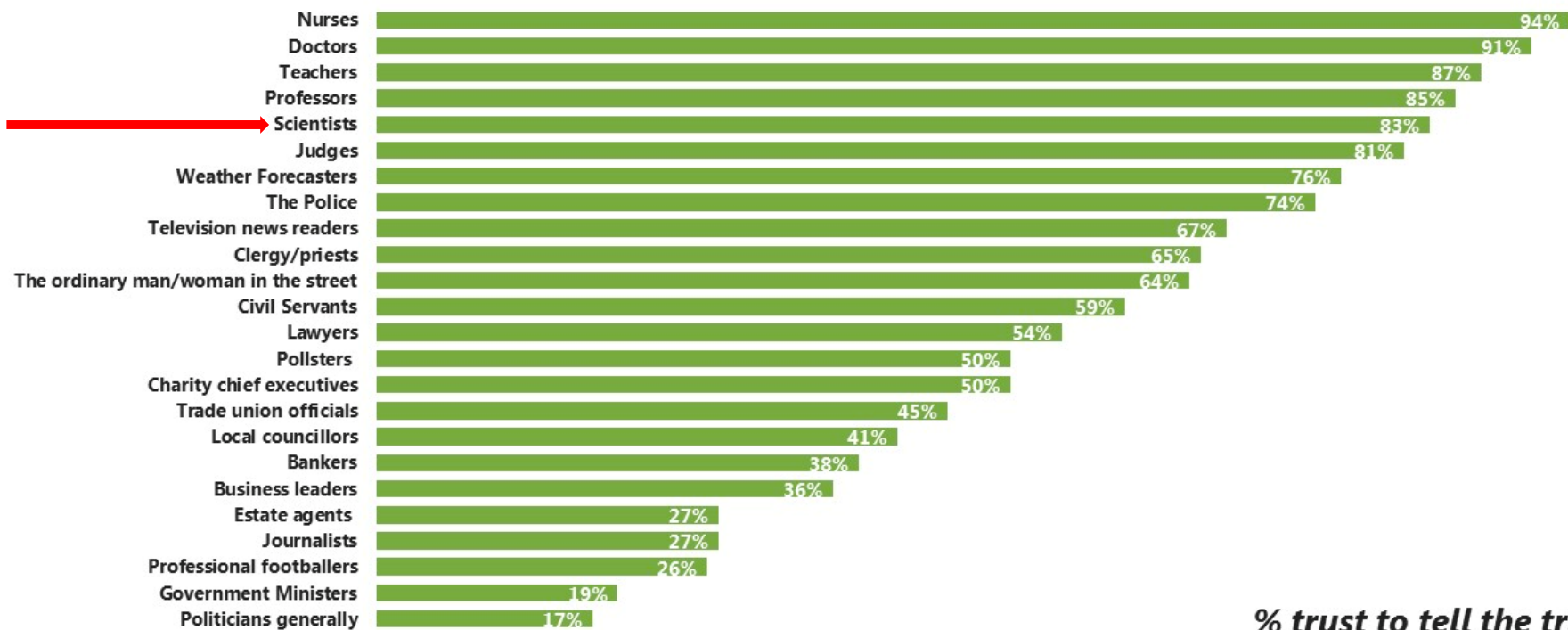
SCIENCE AMBASSADOR SCHEME

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



Ipsos MORI
Social Research Institute

Base: 998 British adults aged 15+, fieldwork 20 - 26 October 2017



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



MONKEY PARLIAMENT – BANKSY 2009

26 OUT OF 650

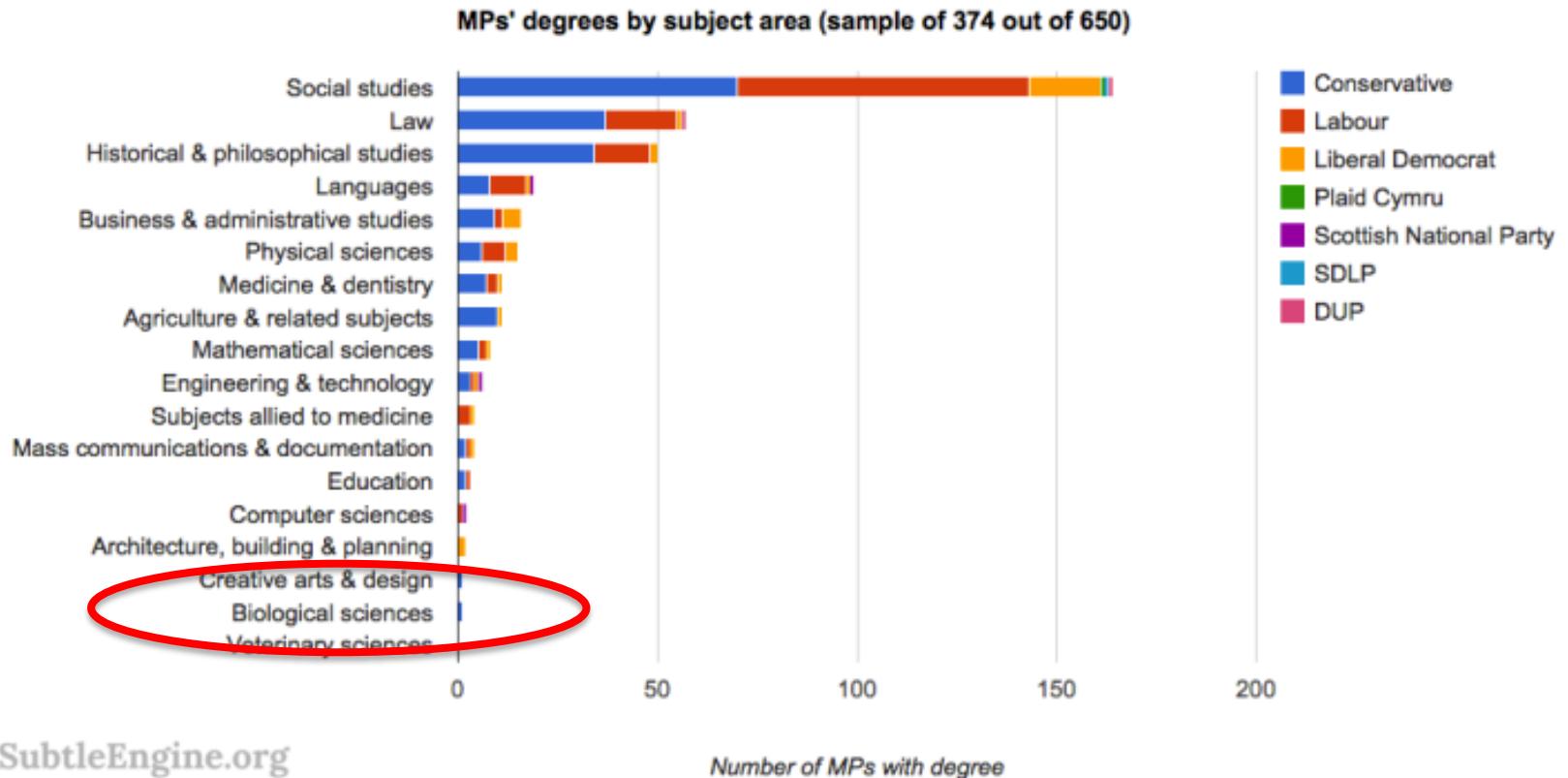
ONE IS A GP – they don't count

JUST ONE!

JUST ONE! (again)

ONE OF THE 26 WAS
“IN CHARGE” OF Brexit

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



Case studies

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

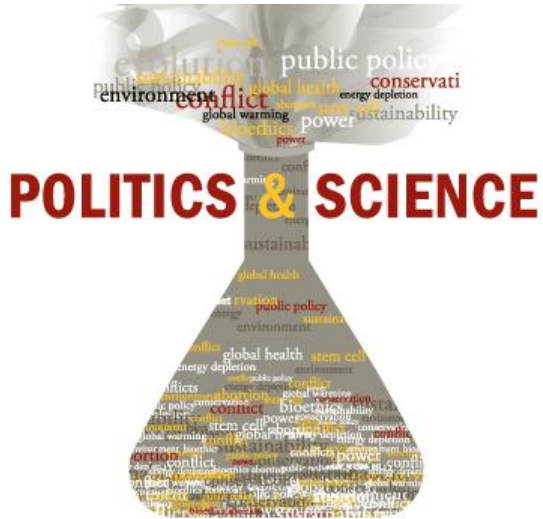


Cell Block Science



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