



Sustainable Infrastructures for Life Science Communication A Workshop

National Academy of Sciences' Roundtable on Public Interfaces of the Life Sciences

December 9–10, 2013

Monday, 8:30am–5:00pm ■ Tuesday, 8:30am–12:00

National Academy of Sciences, Room 125

2101 Constitution Avenue, NW, Washington, D.C.

Monday, December 9, 2013

SESSION 1 BACKGROUND AND VISION

- 8:30–8:40 **Welcome and Opening Remarks**—Kenneth Ramos*, University of Louisville
- 8:40–9:00 **What do we mean by sustainable infrastructures for life science communication?**—Brooke Smith*, COMPASS
- 9:00–9:30 **Why is a science communication infrastructure important—A scientist's perspective**—May Berenbaum*, University of Illinois at Urbana–Champaign

SESSION 2 LIFE SCIENTISTS ENGAGED

Life scientists share their motivations for engaging with the public, what and how they communicate, and how they've overcome infrastructure-related obstacles.

Moderator: David Ewing Duncan*, Freelance journalist

- 9:30–10:45 **Panel discussion: On the Ground, Paving the Way**
Daniel Colon-Ramos, Yale University (cellular neuroscience)
Craig McClain, National Evolutionary Synthesis Center (marine biology)
Nalini Nadkarni, University of Utah (tropical forest ecology)
- 10:45–11:00 Coffee Break

SESSION 3 FRICTIONS AND MOMENTUM

What do we know about the infrastructure-related incentives and disincentives in government, academia, and industry? What do scientists themselves perceive as the frictions slowing and the areas of momentum enabling scientists to engage with the public? This session explores the available evidence, gaps in knowledge, and lessons learned.

Moderator: **Bruce Lewenstein***, Cornell University

- 11:00–11:15 **Moderator overview**
- 11:15–11:35 **Agricultural extension programs: a model for life sciences communication?**—Sonny Ramaswamy, US Department of Agriculture
- 11:35–11:55 **Public affairs offices and transparency in federal agencies**—Kathryn Foxhall, Freelance health and medical reporter
- 11:55–1:00 Break for Lunch

Session 3 will continue after lunch

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SESSION 3 FRICTIONS AND MOMENTUM (*continued*)

- 1:00–1:20 Experiences with science communication in academia, industry, and science centers—**Phillip Needleman**, Washington University
- 1:20–1:40 Science communication in academic institutions—**Diane Harley**, University of California, Berkeley
- 1:40–2:00 Scientist perceptions of infrastructure-related barriers—**Dominique Brossard**, University of Wisconsin–Madison
- 2:00–3:00 Panel discussion: Who Is Going to Champion Institutional Change?—Session 3 Speakers
- 3:00–3:15 Coffee Break

SESSION 4 HOW DO WE CONNECT LIFE SCIENTISTS TO PUBLIC INTERFACES?

What are institutional infrastructures to build and maintain bridges between scientists and diverse publics?

Moderator: **Matthew Nisbet***, American University

- 3:15–3:35 Infrastructure to connect scientists to public interfaces: overview of knowns and unknowns—**Matt Nisbet**, American University
- 3:35–4:45 Panel discussion: Sustainable Connections
Donald Boesch, University of Maryland
Rick Borchelt*, US Department of Energy
Chad English, COMPASS
Jack Schultz, University of Missouri
Erika Shugart, American Society of Microbiology
- 4:45–5:00 Response—**Daniel Sarewitz**, Arizona State University

Tuesday, December 10, 2013

- 8:30–8:45 Welcome and Recap of Day 1—**Dietram Scheufele***, University of Wisconsin–Madison

SESSION 5 WHO IS PAYING FOR THIS?

What are the challenges to and innovative approaches for funding public communication about the life sciences? This session will explore a range of funding sources and a diversity of viewpoints about the roles and mechanisms of those funding sources.

Moderator: **Brooke Smith***, COMPASS

- 8:45–10:15 Panel discussion: Frictions and Momentum in Science Communication Funding
Enriqueta Bond, Burroughs Wellcome Fund
Kathryn Brown, Howard Hughes Medical Institute
Kei Koizumi, Office of Science and Technology Policy
Kathie Olsen, DC ScienceWorks
Dennis Schatz, National Science Foundation
Alan Slobodin, House Energy and Commerce Committee
Amanda Stanley, Wilburforce Foundation
- 10:15–10:30 Coffee Break

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SESSION 6 BUILDING SUSTAINABLE INFRASTRUCTURES FOR LIFE SCIENCE COMMUNICATION

A facilitated audience dialogue about how to build infrastructures that eliminate barriers and incentivize life scientists to communicate with the public about their work.

Moderator: **Ivan Amato***, DC Science Café

10:30–11:45 **Where do we go from here?**

Andrew Rosenberg, Union of Concerned Scientists

Mary Woolley*, Research!America

Audience-wide Roundtable Discussion

11:45–12:00 **Workshop Wrap-Up—Alan Leshner***, American Association for the Advancement of Science

Noon **Workshop Ends**

12:45–1:45 **Roundtable Business Meeting**

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The Public Interfaces of the Life Sciences Initiative of the National Academy of Sciences (NAS) provides leadership to the scientific community on public engagement in science by: (1) raising awareness in the life sciences community about the importance of, and effective methods for, public engagement in science; and (2) building a community of practice and encouraging networks among life scientists, communication scientists, informal education experts, and science communicators to explore challenging issues that may be unique to the life sciences and develop informed public engagement strategies.

The Public Interfaces Initiative is overseen by the Division of Earth and Life Studies (DELS) and involves the DELS Board on Life Sciences and the Board on Science Education of the Division on Behavioral and Social Sciences and Education.

<http://nas-sites.org/publicinterfaces/>



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