Building Communication Capacity to Counter Infectious Diseases Threats
WHO ARE WE?

A federation of 52 national and regional associations in 73 countries representing over 9000 individual journalists - communicators

Professional capacity & regional network building in Africa, the Arab World, South-East Asia, Europe, Central America

Supporting professional progress and innovation in science reporting
World Conference of Science Journalists, Symposium on Science Journalism

WCSJ 2002, Brazil
WCSJ 2004, Canada
WCSJ 2007, Australia
WCSJ 2009, UK
WCSJ 2011, Qatar
WCSJ 2013, Finland
WCSJ 2015, Korea
WCSJ 2017, USA

Symposium on the Future of Science Journalism 2014, 2015, 2016, USA

Zika
Infectious Diseases
Infectious Diseases
SjCOOP Africa & the Arab World
SjCOOP Asia
Nuclear Safety
“You know there was a national declaration, like a war had hit a region, because in fact you’re going to cover a story that you don’t even know the side effect. They say it kills, but you don’t know what the symptoms are, it’s a hard to understand."

“The health authorities themselves did not really digest the information….the first information brought great fear…the first thing they said was EBOLA CAN KILL and we all started carrying that information...EBOLA CAN KILL, EBOLA CAN KILL. If you touch anybody showing Ebola symptoms, you touch that person you’ll be infected and you will die.”
ONLINE SURVEY – 122 journalists in Africa

Main gaps and limitations for journalists

• Lack of resources
• Media relations with politicians, researchers, institutions
• Transparency
• Editorial filter
• Cultural context
• No formal specialized training

and
“LACK OF KNOWLEDGE”
BARRIERS TO CREATING A CULTURE OF EVIDENCE

- Limited access to evidence
- Limited capacity to appraise evidence
- Limited capacity to translate and communicate evidence
WHAT WE DID
SUSTAINABILITY

Professional link between journalists and research community is still weak in a lot of regions

Keep local media and journalists engaged
Senior editors’ participation is crucial in collaboration on regional topics

Lack of a common platform prevents local journalists and media in different countries from collaborating on regional topics

Capacity building of the public’s knowledge brokers – research intermediaries in media and civil society organizations
## THE CAPACITY BUILDING

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<th>Core Skills Training</th>
<th>Professionalisation</th>
<th>Institutionalisation</th>
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<td>• Training on how to search for, access, and appraise rigorous evidence</td>
<td>• Mentorship &amp; fellowship opportunities</td>
<td>• Co-publication of evidence-based journalism</td>
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<td>• Training on effective evidence communication and translation techniques</td>
<td>• Habitual and critical assessment</td>
<td>• Communication initiatives by cohort of CSOs</td>
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<td>• Immersive case-based trainings to develop practical skillsets</td>
<td>• Foster relationships and engage across networks</td>
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DASHBOARD
Resource, knowledge centre
Database
Platform to allow journalists to freely exchange info, ideas, content

LEARNING TOOL
Gamified training modules
Good practices
E-books factsheets
Data Analysis
Reporting procedures

VERIFICATION TOOLKIT
Verification steps
Cross reference
Approved by peers
Encrypted
3rd party friendly

DATA COLLECTION
to document field reporting, incidents, assessment, data collection
Geotagging

What do we want? What do we need?
World Conference Science Journalists | San Francisco, October 26-20, 2017
how does the WFSJ define the journalists’ role in the research uptake and evidence-based decision making? uSE IN TALK