

Standing Committee on Advancing Science Communication

October 17, 2023

11:00 a.m. – 12:45 p.m. ET

Exploring Principles and Practices for Ethical Science Communication in the Context of Community Engagement

Community engagement is an increasingly important context for communicating about health and science. The Standing Committee on Advancing Science Communication is hosting a public webinar to explore insights from research, practice, and community experts on the ethics, principles, and practices of community-engaged science communication. Presentation and panel discussion will address:

- What are principles and core elements of ethical and effective science communication and engagement in the context of community engagement? How should effectiveness be defined and measured?
- What do we mean by trust and trustworthiness and what are trust-building communication approaches within science-community collaborations?
- What are important ethical issues to consider in science communication in the context of community engagement?

11:00a **Welcome and Introductory Remarks**

***Rajul Pandya**, Standing Committee Member and Vice President of Community Science at the American Geophysical Union*

11:05a **Presentation: Communication Infrastructure Approach to Community Engagement**

***Holley Wilkin**, Associate Professor of Communication, Georgia State University*

11:20a **Exploring Principles and Ethics for Science and Health Communication within Community Engagement**

Panelists:

***Gary Ferguson**, Director of Outreach and Engagement, iREACH, Washington State University*

NATIONAL ACADEMIES

Sciences
Engineering
Medicine

Julie Lucero, Associate Dean, Equity, Diversity, and Inclusion, College Of Health, University of Utah

Bobby Wilson, Owner, Metro Atlanta Urban Farm

Holley Wilkin, Associate Professor of Communication, Georgia State University

12:20p **Committee and Audience Q&A**

12:40p **Closing Remarks**

Rajul Pandya, Standing Committee Member and Vice President of Community Science at the American Geophysical Union

12:45p **Adjourn**
