

Science Communication and Gender Equity

Celebrating the 2023 L'Oréal USA For Women in Science Fellows

WEDNESDAY, NOVEMBER 15, 2023

2101 CONSTITUTION AVE, WASHINGTON, DC

Science communication is central to ensuring accurate information is broadly shared to engage more people in understanding and appreciating science. And in an era where science underpins many critical decisions, a scientifically informed society is essential for ensuring equitable access to opportunities and resources. Effective science communication not only fosters a deeper understanding of complex issues but also challenges long-standing gender disparities in STEMM fields. By highlighting the achievements and contributions of women scientists and promoting diverse voices in science, it empowers individuals to break down gender stereotypes and encourages more women and underrepresented groups to pursue careers in science.

Join us on November 15th to learn more about the science of science communication and discuss the intersection of science communication and gender equity. Participants will also see science communication in action from the 2023 For Women in Science Fellows—a distinguished group of early-career women researchers who have been recognized by L'Oréal USA for their contributions to STEM fields.

1:00–2:00 Scientific Presentations—Members' Room

Presentations from each of the 2023 L'Oreal For Women in Science Fellows

2:00–2:15 Coffee Break

2:15–3:30 The Science of Science Communication—Members' Room

A panel of experts and practitioners will discuss the importance of science communication and the value of showcasing the broader impact of science in promoting gender equity in STEM fields

Moderator:

- Sara K. Yeo, Associate Professor, Department of Communication, The University of Utah

Speakers:

- Laura Lindenfield, Executive Director, Alan Alda Center for Scientific Communication
- Maria Qadri, Scientific Communications Fellow for the Knowledge Transfer and Outreach, Center for the Advancement of STEM Leadership, Association of American Colleges and Universities (AAC&U)
- Ying Chen, AVP, Advanced Research, L'Oreal USA

3:30–4:30 Discussion Sessions--Members' Room

Building on the themes discussed in the science communication presentations and the focus on broader impact and purpose in science, the fellows and public audience will gather in small groups to discuss where they find joy and meaning in their science and delve deeper into effective practices for communicating about science to a broad audience. Breakouts will culminate in a full group discussion with key takeaways captured by a graphic facilitator.