



ANTIBIOTIC
RESISTANCE
OVERUSED

MICROBIOME



Resident
microbe
PROTECT
US

S. Aureus

Fungi
Malassezia

LIVE &
GROW
ON OUR
SKIN

ON THE
SKIN
AS WELL!

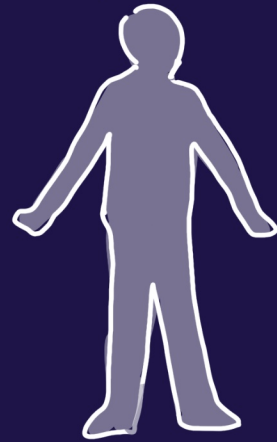
yeast
PRODUCES
ANTIBIOTIC!

IN
VITRO



WHAT

GASTRULATION



CELLS SPECIALIZE
THROUGH CELL
FATE DECISIONS

HOW DOES
CELL FATE COORDINATE
CELL SHAPE?

↓ CYTOSKELETON
Cell force
MACHINE GENERATION



CELLS
CHANGING
SHAPE



MRCK-1

RELEVANCE

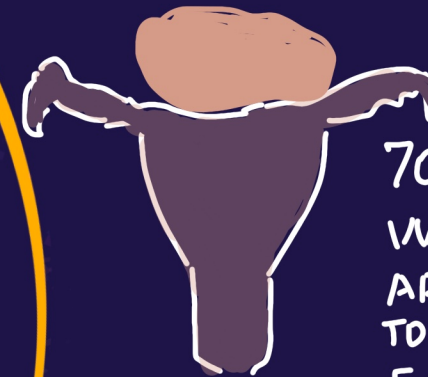
COMPLEX
NEURAL TUBE
DEVELOPMENT

BIRTH
DEFECT
PREVENTIONS

UNDERSTANDING
BETTER CAN LEAD TO

↑ STOP CANCER
CELLS

UTERINE FIBROIDS



70% OF
WOMEN
ARE PRONE
TO DEVELOP
FIBROIDS

IMPACT
ON QUALITY
OF LIFE

TREATMENT
↓ HYSTERECTOMY

WHAT ARE
THIS CELLS?

SEQUENCING
SENSIG

INCREASE
ECM GENES

BENIGN TUMOR

UNDERSTUDIED

↓ VERY
DIFFICULT
TO STUDY

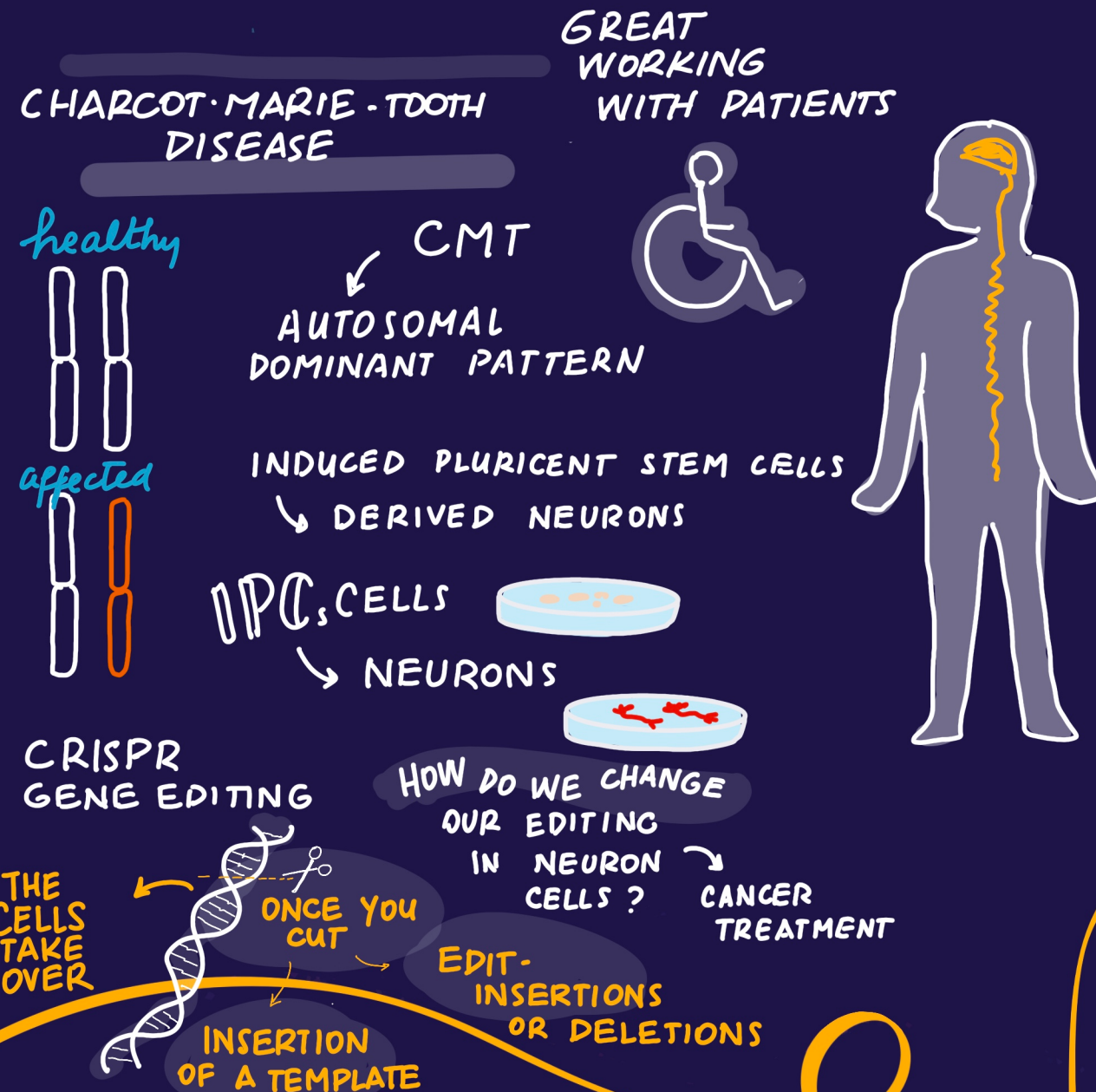


SENESCENCE

NON-PROLIFERATIVE
HIGHLY ACTIVE

P16





FRIEND or FOE?



BEHAVIORAL
DECISION
MAKING

DEFENSE



BEETLES

SMALL BRAIN

USE OF GENETIC TOOLS

MAP OF THE



BEETLE
BRAIN

3D SETUP



ODORS

SMELL OVERTIME

RELY ON A
COMBINATION
OF CHEMICAL +
TOUCH SENSORY
CUES

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COMMUNICATION

Clearly describe the science

Any interaction meaningful

Talk about science

Public Audience

SCIENTIFIC COMMS

TRUST



KEEP TRACK OF
DOWNLOADS,
REPOSTS,
ETC

AUTHENTICITY

audience

KNOW WHERE
THEY ARE
COMING
from

EMPATHY

HOW CAN you
FORM A CONNECTION

INFORM

the AUDIENCE
ATTENDANCE
SURVEY



BUILD

TRUST

Yes, and?

equity

COMMUNICATION
TRAINING

BEAUTY for ALL

DEVELOP THE SKILL

WRITE

NEGOTIATION

HELP
SCIENTISTS
TO BE GOOD
COMMUNICATORS

REHEARSE,
PRACTICE,
CONCISE
CONCLUSION

Q&A

and + therefore ...
MY RESEARCH ... WILL CHANGE ...

GET SCIENTISTS = PUBLIC SERVERS
AS CONGRESSIONAL
STAFF MEMBERS

STORYTELLING

THINK ABOUT
your AUDIENCE

START WITH THE
WHY

START WITH THE
RESULTS

RESEARCH PAPERS
ARE STORIES

LEAN ON YOUR
STRENGTHS

101 COMMUNICATIONS
BETWEEN SCIENTISTS

EXCITING
VISUAL ART

WORK WITH
SCIENTISTS

ASKED FOR
COLLABORATIONS
RESEARCHERS

dancing with markers

DONORS?
TRANSFER
KNOWLEDGE?
CHANGE
BEHAVIOR?

WHAT IS
your goal?

HOW TO TALK
WITH FACULTY?

WHAT
ARE your
BIGGEST
PROBLEMS?

HOW TO MEASURE THE

EFFECTIVENESS
OF YOUR COMMUNICATION?

LIVE
TWEETING

NOTES

TRY TO SPEAK
ANOTHER
LANGUAGE