Why do we do outreach and engagement?

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@RoyalSocBio | #BiosciencesForAll
Why do Outreach and Engagement?
Derich

Doctor Henrique Jenkinson - the Scientist

Mike the mad scientist
ASPIRES Young People’s Science and Career Aspirations, 2013
SCIENCE AMBASSADOR SCHEME

Build student confidence, team-working, problem-solving and communication skills as they develop and run outreach workshops for primary schools and other events.
Veracity Index 2017 – all professions overview

“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”

- Nurses: 94%
- Doctors: 91%
- Teachers: 87%
- Professors: 85%
- Scientists: 85%
- Judges: 81%
- Weather Forecasters: 76%
- The Police: 74%
- Television news readers: 67%
- Clergy/priests: 65%
- The ordinary man/woman in the street: 64%
- Civil Servants: 59%
- Lawyers: 54%
- Politicians: 50%
- Charity chief executives: 45%
- Trade union officials: 50%
- Local councillors: 41%
- Bankers: 38%
- Business leaders: 36%
- Estate agents: 27%
- Journalists: 27%
- Professional footballers: 26%
- Government Ministers: 19%
- Politicians generally: 17%

% trust to tell the truth

Base: 998 British adults aged 15+, fieldwork 20 - 26 October 2017
There is the value of Biology

Wealth creation
Education
Interest
Entertainment
Fascination → SCRUTINY ← Distrust
Those who tell the stories rule the world

The young might listen and be inspired.....
RIDDLES AND UPSETS

MONKEY PARLIAMENT – BANKSY 2009

26 OUT OF 650

ONE IS A GP – they don’t count

JUST ONE!

JUST ONE! (again)

ONE OF THE 26 WAS “IN CHARGE” OF Brexit
.....and the value of biology is?
Case studies
Engagement Targets

Politics & Science

Family Science Festivals

Science & Technology

Natural History Museum
Outreach - Policy and Action

• Strategy 1 – Public Engagement
  – Festivals (British Science Festival 2019 and Coventry 2021)
  – Public evenings
  – Public opportunities (Café Scientifique, Museums, Fun Palaces, Brightclub etc)

• Strategy 2 – Scientists of the future
  – School liaison, work experience, BioSoc

• Strategy 3 – Widening Participation
  – Summer Schools, UniAssist, Ambassadors

• Strategy 4 – Communication training
Why do it?

- **For others** – making a difference, giving opportunity, it can be fun!
- **For the School and the University** – Government requirements and opportunities for impact
- **For you** – promotion (impact/collegiality etc), funder requirements