



Science Communication South West 2019

@SciCommsUWE

#scicommsw19

Welcome!

A warm welcome to Sci Comm South West 2019. We hope you have a fun and informative day, with ample time to meet fellow science communicators.

About us

The Science Communication Unit (SCU) at UWE Bristol is internationally renowned for its diverse and innovative activities, designed to engage the public with science. We are also committed to training would-be science communicators via our postgraduate programmes, dedicated professional short courses courses and workshops.

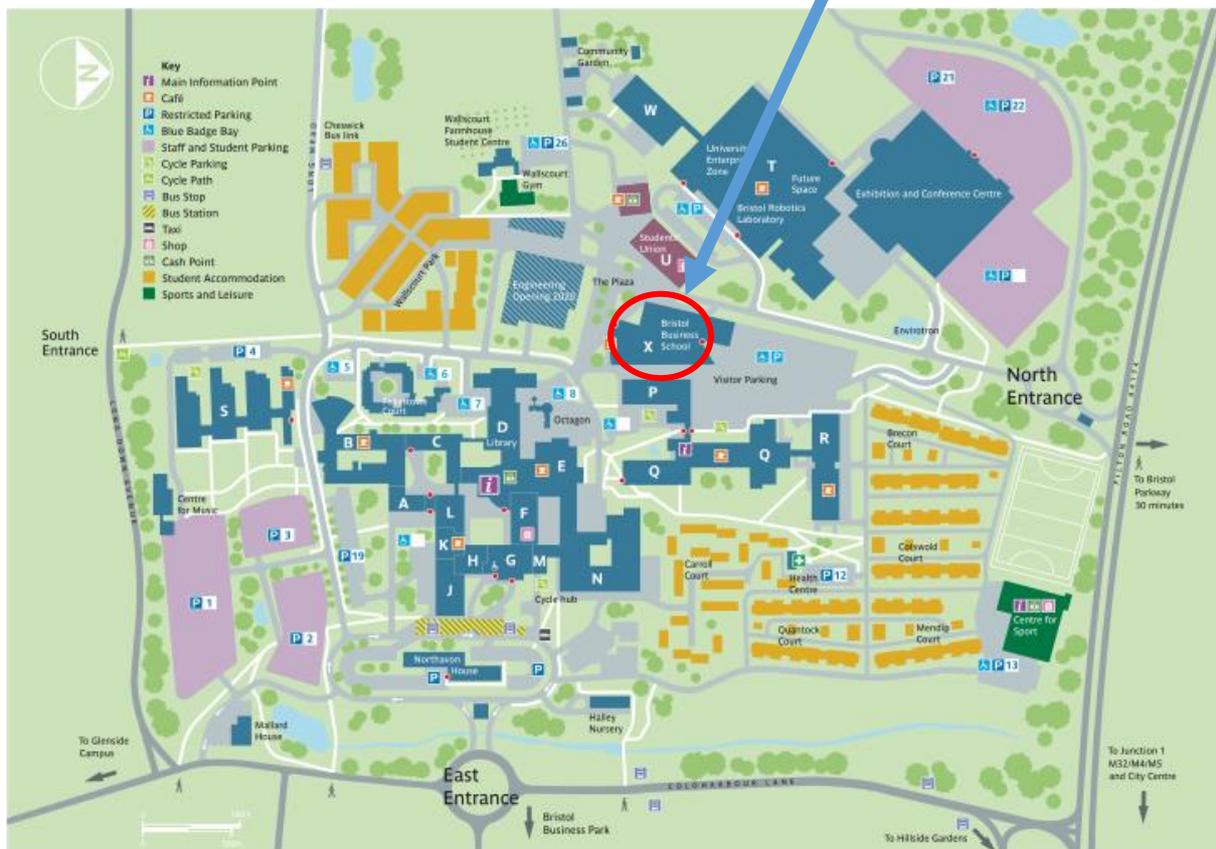
Many thanks to the organising team for making this event possible:

Sophie Laggan, Jane Wooster, Michelle Kilfoyle, Emma Weitkamp, Clare Wilkinson

Frenchay Campus

Coldharbour Lane
Bristol
BS16 1QY

Science Communication
South West 2019



Food and drink

In order to provide for different needs and to reduce our environmental impact, we have decided to make a vegetarian lunch the default option. Where possible we have eliminated the use of single-use packaging. Vegan and gluten-free options, including non-dairy milk will be available on request.

Nature walk

Join our Grounds Manager Richie Fluester on a slow amble around some of UWE Bristol's top nature spots. Learn about the natural history of the campus and what UWE Bristol is doing to increase biodiversity. If you would like to join the walk, please sign up during morning registration as spaces are limited.

What session should I go to?

We have created a variety of different formats to help you plan your day. There are four types of sessions at SCSW2019:



Traditional QA

These presentations will give speakers the opportunity to talk about projects they've been working on to celebrate successes and/or ask for help from the community. Each speaker has 20 minutes to present, with 10 minutes Q&A.



Show and tell

Expect the unexpected in this fun and interactive session, showcasing the latest science communication tools and technologies for engaging different audiences.



The fix-it factory

We face many challenges in science communication, but together we can overcome them. In these sessions, listen to issues of the day and work together to find the solutions.



Workshop

Get your brains and your bodies moving in this role-playing session based on real-life scenarios. Put your feet in the shoes of another and challenge yourself to see things differently.

Please note that we may ask you to pick your second choice if the room is at capacity. The number of spaces are emboldened after the room number for clarity.

Programme

9.00-10.00

Registration, refreshments and networking | Atrium (storage for coats and bags in 2X116)

10.00-11.00

Conference welcome and keynote speaker: Carla Almeida | 2X112

11.00-11.15

Grab a drink and take it to your workshop | Atrium

11.15-12.15: Parallel sessions (choose 1)

- Post-it notes, robots and virtual reality | 3X109
- On the hunt for future leaders in STEM | 3X110
- With whom do you communicate? | 3X114
- Funding, funding, everywhere... | 3X107

12.15-1.15

Networking lunch with optional nature walk

1.15-2.00: Parallel sessions (choose 1)

- Letting go of what's not serving us | 3X109
- Can YOU solve the city's sustainability dilemma? | 3X114
- *Science in Public* in the South West – keeping in touch and looking ahead | 3X110

2.00-3.00pm: Parallel sessions (choose 1)

- Community conversations: thinking outside the box | 3X107
- The professor and the whale: celebrating science and culture | 3X109
- Change the narrative: how art and story is shaping the way people think, feel and act on environmental issues | 3X110
- Seeing things differently: data visualisation and gaming for serious issues | 3X114

3.00-3.15pm

Refreshment break | Atrium

3.15-4.30pm

Panel discussion and closing remarks | 2X112

4.30-6pm

Drinks reception, networking and entertainment | Atrium

7-11pm

Optional Sci Comm Social | Royal Navy Volunteer, King Street, Bristol city centre

Morning plenaries

10.15-11.00: Keynote speaker: Carla Almeida | 2X112

Breaking barriers: Communicating science beyond the institutional walls

Museum of Life is an interactive science centre linked to the Oswaldo Cruz Foundation, one of the most important public health institutions in Brazil. Located in the West Zone of Rio de Janeiro, and surrounded by communities in a situation of social vulnerability, the museum offers one of the few opportunities for the local population to engage with culture and science. But more than developing science communication activities for this specific public, the museum has built a relationship of commitment and partnership with the residents of the region, so that the initiatives created contribute to its development and social inclusion. In this keynote talk, Carla shares her experiences, showing how this relationship has been important in shaping the museum's identity.

Carla Almeida, Researcher, Museum of Life, Rio de Janeiro, Brazil

11.15-12.15: Parallel sessions

● **Post-it notes, robots and virtual reality | 3X109, 50**

In this show-and-tell session you'll explore how different tools, from the mundane to the technical, can be used to engage different audiences.

Kate Whetter, Education Coordinator, South West, Royal Society of Chemistry

Conah Harrison, Development and Delivery Officer, Faculty of Engineering, Computing and Science, University of South Wales

Lisa Whittaker, Research Engagement Manager, Tenovus Cancer Care

● **On the hunt for future leaders in STEM | 3X110, 50**

In this Q&A session you'll hear from two successful youth outreach projects, Science Hunters and Future Brunels, that are connecting with local contexts and young people's interests to make STEM relevant today.

Laura Hobbs and **Sophie Bentley** (produced in collaboration with **Carly Stevens**), Science Hunters, University of Lancaster

Heather Lampard, Science Education Officer, SS Great Britain Trust

● **With whom do you communicate? | 3X114, 27**

Visible Minority Ethnic (VME) and socioeconomically-deprived communities lack fair representation in STEM and in particular in the environment sectors. In this session, learn about the barriers, what can be done to overcome them and what is being done to engage these communities more effectively.

Neville Hollingworth, Public Engagement Manager, Science and Technology Facilities Council

Shaaron Leverment, Deputy CEO, UK Association for Science and Discovery Centres

Helena Craig, Chair, Black2Nature

● **Funding, funding, everywhere... | 3X107, 27**

Funding is an ongoing challenge for science communicators. How do we secure ongoing funding? What might increase our success rate? Is there a winning formula? Share your experiences in this lively session, which will help you to develop a funding strategy that can benefit the community.

Rae Hoole, Director, Links to Life

Post-lunch plenaries

1.15-2.00pm: Parallel sessions

● **Letting go of what's not serving us | 3X109, 50**

What language can we use to create inclusive environments? How might the letting go of expert knowledge be of benefit to underserved audiences? In what ways could these ideas shape the future direction of science communication? In this session, debate these issues and help the speakers to crowdsource some solutions.

Erik Stengler (produced in collaboration with **Sarah Jenkins**, Jenesys Associates Ltd, and **Liz Jeavans**, E Jeavans Associates Ltd), Asst. Professor, Science Museum Studies, Cooperstown Graduate Program, SUNY Oneonta, New York

Kate Baker, Postdoctoral Research Fellow and **Silvia Bortoli**, Communities Engagement Manager, University of Exeter

● **Can YOU solve the city's sustainability dilemma? | 3X114, 27**

In this role-play session, step inside a decision-maker's shoes and hone your elevator pitch skills to find a way through the web of conflicting interests, while helping to resolve one of our most intractable urban sustainability issues. You'll pick up tips on how to use science in non-scientific contexts, evaluate mechanisms for engaging and influencing... and have fun in the process.

Ruth Larbey, Managing Editor and Project Lead for Science for Environment Policy, and Associate Lecturer, Science Communication Unit, UWE Bristol

● **Science in Public in the South West – keeping in touch and looking ahead | 3X110, 50**

How might we stay connected after today? What might a SciCommSW network look like? What projects could we be developing? In this interactive session, get the chance to shape the form of a new network for the region and how it might best serve the needs of the community.

Angela Cassidy, Chair, Science In Public

Quiet room | 3X107, 27

Want some peace and quiet? A place to gather your thoughts or to relax before the next session? Then take this opportunity to chill out in our quiet room.

Afternoon plenaries

2.00-3.00pm: Parallel sessions

● **Community conversations: thinking outside the box** | 3X107, 27

In this session you'll hear about engaging and novel methods that push 'traditional academic' boundaries to gather community insights. Looking at two case studies, you'll discover why community voices are so essential in decisions concerning public health and online science communication; and how you can involve them in your research and practice.

James Nobles, Senior Research Associate, NIHR CLAHRC West, University Hospitals Bristol NHS Foundation Trust

Andy Ridgway, Senior Lecturer in Science Communication, UWE Bristol

● **The professor and the whale: celebrating science and culture** | 3X109, 50

Festivals are an essential part of human culture; to celebrate life, nature, and to discover more about the world around us. Join the brains behind WhaleFest and Green Man's Einstein's Garden, as they recount their experiences of working with festivals – in often rather unlikely settings – and how these spaces hold promise for the future of science communication.

Ellen Dowell, Creative Producer of Science Engagement & Interdisciplinary Workshop Facilitator

Russell Arnott, Presenter & Educational Consultant, Incredible Oceans

● **Change the narrative: how art and story is shaping the way people think, feel and act on environmental issues** | 3X110, 50

Imagine if you were able to see air pollution: would it make you think, feel or act differently? Or what if you wrote and sang a song to colleagues about climate change: would they have a transformative experience? Find out in this session exploring science, art and the contexts that inspire people to find out more, spur them into action or fill them with fear.

Felicity Liggins, Education Outreach Manager, Met Office

Margarida Sardo, Senior Research Fellow, UWE Bristol

● **Seeing things differently: data visualisation and gaming for serious issues**

| 3X114, 27

Could data visualisation or serious games shift people's mindsets and motivate behaviour change? Do they work better than other approaches? Short presentations will kick start the conversation.

Simon Scarle, Senior Lecturer in Games Technology, UWE Bristol

Jon Turney, Science Writer and Visual Communicator, Real World Visuals

3.15-4.15pm: Panel discussion | 2X112

Amid a backdrop of unparalleled social, political and environmental change, what can we, as a collective, do to foster a brighter future for the research and practice of science communication... and for society? In this final session of the day, hear prominent SW-based institutions reflect on the question we set ourselves, and how our region can bridge local with global sci comm.

Robert Barratt, Eden Project Learning | **Emma Cook**, We The Curious | **Zoe Banks Gross**, Knowle West Media Centre | **Savita Willmott**, Natural History Consortium | **Antony Poveda**, I'm a Scientist, Get me out of here | **Carla Almeida**, Museum of Life

Speaker Biographies



Carla Almeida, researcher, Museu da Vida (Museum of Life), Rio de Janeiro, Brazil

Carla is a Brazilian journalist and researcher in Science Communication, with a master's degree (Imperial College London) and PhD (Federal University of Rio de Janeiro) in the field. She is a member of the Centre of Studies on Science Communication at Museum of Life/House of Oswaldo Cruz (COC/Fiocruz). She is also lecturer at the Diploma Course in the Communication and Popularisation of Science and at the Master in the Communication of Science, Technology and Health, both programs linked to COC/Fiocruz. Carla Almeida is currently engaged in research on Science, Media and Society and Science and Theatre.



Professor Robert Barratt, Head of Eden Project Learning, Eden

Robert is a geographer and teacher by training and researches in the field of children's participation in environmental education. Robert's research contribution spans almost 25 years. His initial DPhil research developed innovative and participatory approaches to researching young children's experience of their local environment. He is currently researching the impact of the Anthropocene on the school curriculum and children's learning. Robert has collaborated on large scale education research projects with colleagues from Australia, USA, Russia and Europe; published a new International Handbook with Springer on Childhood Nature (2018). Robert is currently leading on the development of an education strategy for Eden's new project in Morecambe, UK.



Zoe Banks Gross, Knowle West Media Centre

Zoe is the Community Engagement Manager at Knowle West Media Centre, Bristol's Living Lab. After working as an aquatic ecologist and in environmental management for 15 years, Zoe shifted to working in the community sector five years ago. She's passionate about social justice, health, and sustainability, and how these intersect. Her work utilises the Bristol Approach, KWMC's methodology for co-designing with communities, as well as increasing digital and social inclusion across Bristol. Zoe and her team work at the grassroots level to empower people to take action about their home, street or neighbourhood.



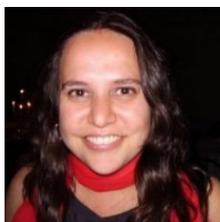
Emma Cook, Evaluation and Experience Developer, We The Curious

Following an early career in software training, Emma swerved into an MSc in science, culture and communication and began some part time work for what was then At-Bristol. Following a number of years presenting, developing activities and exhibitions, in 2016 Emma completed a Churchill Fellowship looking at the broader impact of science centres as At-Bristol started the metamorphosis towards a more socially just cultural centre guided and held accountable by a manifesto.



Antony Poveda, Project Wrangler, Mangorolla CIC

Antony is a Project Wrangler at Mangorolla CIC who produce inclusive online engagement events, including the award winning I'm a Scientist, Get me out of here. He specialises in helping scientists take part, working with current funding partners and securing future funding.



Savita Willmott, Chief Executive of The Natural History Consortium

Savita joined the NHC in 2006, when the partners who make up the consortium were finding their way in the first years working together. She managed the NHC's transition to charitable status in 2008, and as Chief Executive continues to grow the impact and reach of the projects locally, nationally and across Europe. Savita has represented the NHC for a number of initiatives, including co-founding the UK Science Festivals' Network, and chairing Defra's People Engagement Group to advise government on implementing Biodiversity 2020. Savita travelled to Brussels to take part in Bristol's presentation to win European Green Capital in 2013, and in 2014 and 2015 was seconded part time as the Director of Education and Engagement for Bristol 2015. Savita represents the charity on a number of local and national boards and committees, and advises international engagement projects.

Presenter biographies



Russell Arnott, Presenter & Educational Consultant, Incredible Oceans

Russell has been an oceanographer, a Physics teacher and a punk-rock guitarist. As well as studying phytoplankton at the University of Bath, he is also Educational Director of Incredible Oceans; a marine education charity that aims to help people of all ages respect our ocean.



Kate Baker, Postdoctoral Research Fellow, University of Exeter

Kate is a Postdoctoral Research Fellow & Engagement Lead in the Centre for Water Systems, University of Exeter, and Community Engagement Fellow with the American Association for the Advancement of Science (AAAS). Since 2019, Kate has been working with engineers, social scientists, industry and the public on two international research projects taking place in Europe and India on the topic of circular water solutions. Alongside this, she collaborates with artist John Puckey to create quirky public engagement events under the name of Agile Rabbit in the South West of England.



Sophie Bentley, Science Hunters, University of Lancaster

Sophie is a Project Assistant for Science Hunters. She is experienced in developing outreach sessions for disadvantaged children, using alternative methods of education to engage these groups with science.



Silvia Bortoli, Communities Engagement Manager at University of Exeter

Silvia supports the early engagement of the public and other relevant communities with the Wellcome Trust-funded Translational Research Exchange @ Exeter (TREE). In her role, Silvia is working to develop and strengthen links with relevant individuals, communities and groups who have an interest in engaging with, and shaping new, research opportunities. Prior to joining the University of Exeter, Silvia worked for several charities, policy institutes and think tanks in England and Belgium.



Angela Cassidy, Chair, Science In Public

Angela is a Lecturer in the Centre for Rural Policy Research, University of Exeter. Her research interests include: public scientific controversies; science, expertise and policy; interdisciplinarity; and agricultural/environmental politics. She has investigated these issues through a series of case studies, including the history of UK debates over bovine TB and badger culling; 'One Health'; food risk; and popular evolutionary psychology. Since 2013, she has chaired the UK-wide Science in Public Research Network, helping to connect researchers and professionals in science engagement across the country.



Helena Craig, Chair, Black2Nature

Helena has been interested in race equality, diversity and inclusion since a teenager. As a Partner in a large Bristol law firm, she tackled white elitist, successfully turning her department into a diverse one of 30% Visible Minority Ethnic (VME) people. Since retiring, she has been involved in conservation, supporting her 17-year-old daughter Mya-Rose Craig (AKA Birdgirl) with her nature camps and Race Equality in Nature Conference in June 2016.



Ellen Dowell, Creative Producer of Science Engagement & Interdisciplinary Workshop Facilitator

Ellen is a creative producer of science engagement. She works part-time for Imperial College's National Heart and Lung Institute where she produces a creative engagement programme called The Curious Act. From 2009 until March this year, she worked for the Green Man Festival, establishing, managing, curating and producing Einstein's Garden, the science, nature and environment area of the festival.



Malcolm Hamilton, Creative Director, Mufti Games

Malcolm loves to find playful ways to ask engaging questions. He used gameshow and advertising techniques to design active workshops supporting research into public perceptions of the Government's Physical Activity Guidelines.



Conah Harrison, Development and Delivery Officer, Faculty of Engineering, Computing and Science, University of South Wales

Conah's role involves developing workshops that link Computer Science with other areas of STEM. Conah has a degree in Physics and comes with a rich science communication background, developing workshops, delivering workshops across Wales and training others to effectively deliver science communication.



Dr Laura Hobbs, Science Hunters, University of Lancaster

Laura manages the Science Hunters outreach project at Lancaster University and is a Research Fellow in Science Communication at UWE Bristol. She has extensive experience in using non-traditional methods to reach under-represented groups in STEM.



Neville Hollingworth, Public Engagement Manager, Science and Technology Facilities Council

Neville's main responsibilities are managing strategic partnerships and mentoring grant funded researchers in their public engagement work. Neville has a passion for fossil collecting in his spare time.



Heather Lampard, Science Education Officer, SS Great Britain Trust

Heather is a science communicator, naturalist and advocate for gender equity in STEM. Her career started at We The Curious, where she developed interactive art-science spaces. She then went on to coordinate national strategic science communication training at the UK Association for Science and Discovery Centres. Now, Heather empowers professionals to bridge the gap between education and industry through Future Brunels.



Ruth Larbey, Managing Editor and Project Manager for Science for Environment Policy, and Associate Lecturer, Science Communication Unit, UWE Bristol

Ruth's background is in environmental communications, writing and communicating across the science-policy interface. Her research interests lie in the feedback loops between environmental science, policy and society – and she is dedicated to helping people to communicate in effective, accessible and relevant ways.



Shaaron Leverment, Deputy CEO, UK Association for Science and Discovery Centres

Shaaron is the Deputy CEO of the UK Association for Science and Discovery Centres (ASDC) and project director for space and physics programmes that reach across science centres, planetaria and science outreach organisations both nationally and internationally.



Felicity Liggins, Education Outreach Manager, Met Office

In addition to her role, Felicity is a STEM Ambassador, feminist, and hedgehog enthusiast. With a background in geology, climate services and science communication, Felicity is experienced in creating and delivering engaging activities for young people across the UK, and loves working with other disciplines, including the arts and creative industries.



James Nobles, Senior Research Associate, National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care West (NIHR CLAHRC West) – part of the University of Bristol.

James' research focuses on complex public health topics such as obesity and physical activity. He is leading a body of work which aims to understand how the Government's Physical Activity Guidelines can be effectively communicated to the public.



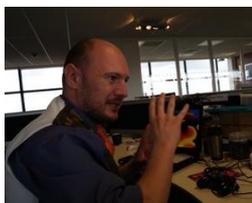
Andy Ridgway, Senior Lecturer in Science Communication, UWE Bristol

Andy is a Senior Lecturer in Science Communication at the University of the West of England and researching the causes of food waste in family homes using digital platforms. He is a former science journalist who still writes for BBC Focus and New Scientist.



Dr Margarida Sardo, Senior Research Fellow & Associate Fellow of the Higher Education Academy, UWE Bristol

Margarida is a trained scientist with extensive experience in evaluating and delivering science communication projects. She has worked as an external evaluator for several projects including EU Researchers' Night, Royal Institution Christmas lectures, Wellcome Trust at the Latitude Festival, and Maths Busking (Royal Institution). Her research interests include creative evaluation methodologies, informal learning and exploring generic venues in science communication.



Dr Simon Scarle, Senior Lecturer in Games Technology, UWE Bristol

Simon had a diverse career of Post-Docs posts carrying out various types of computer simulation but going to work at Rare, part of Microsoft Games Studios. He then went on to work at Warwick University as Technical lead on a Serious Games project, the Serious Games Institute and is now Senior Lecturer in Games Technology at UWE Bristol, as well as Program Leader for the MSc Commercial Games Development.



Erik Stengler, Asst. Professor, Science Museum Studies, Cooperstown Graduate Program, SUNY Oneonta, New York

Erik has a background in Astrophysics and worked at science centers in Spain for 12 years before joining the Science Communication Unit at UWE, where he was Senior Lecturer 2012-2018. He is now Assistant Professor of Science Museum Studies at the Cooperstown Graduate Program, at SUNY Oneonta, USA.



Jon Turney, Science Writer and Visual Communicator, Real World Visuals

Jon is a science writer and editor based in Bristol, and a former teacher of science communication at various universities. He is a director of data visualisation specialists Real World Visuals, who he works with on topics where writing just isn't enough, and is currently heavily involved with ZeroWest, an initiative to accelerate energy transition in the region.



Kate Whetter, Education Coordinator, South West, Royal Society of Chemistry

Kate supports educators to provide an enriched and enhanced chemistry curriculum for their students. She works with RSC member volunteers to raise science capital at public engagement events.



Lisa Whittaker, Research Engagement Manager, Tenovus Cancer Care

Lisa's background is in youth work, she completed her PhD focussing on youth unemployment at the University of Stirling in 2011. Lisa then worked as a researcher at the University of Glasgow on a project called (Re)Imagining Youth which included working at Hong Kong University. In 2015 Lisa joined Tenovus Cancer Care as Research Engagement Manager supporting PhD students across Wales to share their research and inspire the next generation of scientists.

SCSW2019 Code of Conduct

UWE Bristol wants to create an inclusive campus where diversity is celebrated, antisocial attitudes and behaviours are challenged, and any type of harassment, assault and discrimination are not acceptable.

The organisers of Sci Comm South West 2019 are committed to this aspiration and, as such, want the conference to be a pleasant experience with equity for all. Safety, accessibility, respect and cooperation are paramount to this experience and we would appreciate if all participants honour these values.

We will not tolerate harassment of conference participants.

Harassment is behaviour that creates an intimidating, hostile, degrading, humiliating or offensive environment for the person(s) effected. Behaviour motivated by any factor can be considered harassment if the person finds it demeaning, offensive and unacceptable. It may be related to age, gender, race, disability, religion, nationality, sexual orientation or any personal characteristic; this is considered a hate crime.

Harassment includes but is not limited to overt and/or covert acts of:

- Verbal accusations or bullying
- Deliberate intimidation, stalking, or following both in person and online
- Harassing photography or recording
- Sustained disruption of talks or other events
- Interference with a person's participation or opportunity for participation
- Inappropriate physical contact
- Unwelcome sexual attention
- Advocating for, or encouraging, any of the above behaviour

We expect participants to follow these rules during all conference events as well as any social media coverage. Conference participants violating these rules may be sanctioned or expelled from the conference (without a refund) at the discretion of the conference organisers. A response that the participant was "just joking", or "teasing", or "having fun", will not be accepted.

Anyone witnessing or subject to unacceptable behavior should notify individual members of the Sci Comm South West 2019 team, the chair of the session, or approach a volunteer who will be wearing an identifying T-shirt and/or badge. It is permissible to interrupt any comments or behaviours from participants that are biased or uninclusive.

For more information on inappropriate behaviour, head here:

<https://reportandsupport.uwe.ac.uk/support>

These guidelines were produced in line with the [Equality Act 2010](#), and following guidance from the [British Council Equality Policy](#), UWE's Equality, Diversity and Inclusivity team and the guidelines [provided by the ACM-W](#). We also thank the Science in Public 2019 conference organising team, whose own statement has informed aspects of these guidance notes.