

Getting the Word Out: Helping Scientists Engage with the Public

Discussion moderated by Amy Jordan, PhD, Communication and Dissemination Core Lead, UPenn Prevention Research Center
Introduction by Karen Glanz, PhD, MPH, Director of the UPenn Prevention Research Center

When

Thursday,
March 31, 2016
12:00 pm - 1:30 pm

Where

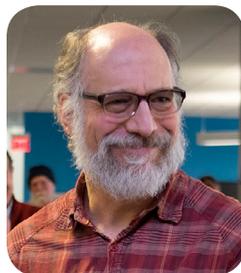
Bodek Lounge
Houston Hall, 1st Floor
3417 Spruce Street

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Communicating scientific advances to the public is an important piece in improving population health. Mass media channels such as radio, television, and print are not only effective dissemination tools, they can also help persuade target audiences to adopt new behaviors. Despite this, public health researchers and practitioners may lack the skills to effectively work with the news media to deliver vital health information. This seminar will address this gap in knowledge.



Maiken Scott hosts WHYY's weekly, hour-long radio show The Pulse featuring stories at the heart of health, science and innovation. Since its launch in December 2013, The Pulse has crafted a ground-level approach to telling compelling stories and breaking down complicated issues. In addition to her role as host of the Pulse, Maiken serves as WHYY's behavioral health reporter, examining a variety of issues ranging from the emotional impact of stress to new treatments for depression to conditions in boarding homes for mentally ill people. Maiken started at WHYY as a radio producer for several weekly programs, and joined the news room as a reporter in 2008.



Don Sapatkin is a health reporter and deputy health & science editor at The Philadelphia Inquirer. His wide-ranging public health beat runs the alphabet from AIDS to vaccination, with a recent focus on addiction and access to care. He is most interested in examining the points where disease, culture, and demographic issues converge and the results can be statistically measured. His work appears daily and in the newspaper's Sunday Health section, which is among the most popular in print, and at Philly.com/health, the most profitable online.

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