

Science communication

How you can help

Encourage your class, sports team or school involved in a number of fun activities that help the environment and provide an opportunity for science related facts.

Citizen Science



The Shark Trust mermaid's purse survey (egg cases): this is science that can be addictive. Collect any egg cases you find, photograph them and see if you can identify them using the Shark Trust website and handy app, before sending the data off to them.

 [The Shark Trust](#)

Beach Cleans

These are great opportunities to learn more about marine environments and can act as a team building exercise. It's a great chance to get involved in your community and discover just how bad the plastic problem is, while increasing awareness and making a difference.



Shoresearch / Rock pool rambles

These sessions are often led by experts who really know their stuff, and provide a chance to discover the species living locally. You can then share your knowledge with others.

For more interesting science related activities, check out the Wildlife Trust website:

 [Get involved | Hampshire and Isle of Wight Wildlife Trust \(hiwwt.org.uk\)](https://www.hiwwt.org.uk)

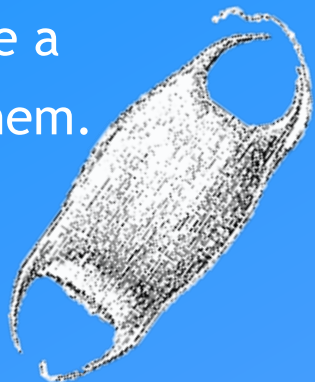
Importance of Communication

- Awareness and Understanding - helps to combat marine issues without making it seem like a chore.
- A fun opportunity for people to learn about the life on their doorstep.
- Ideas on how people can help, e.g. beach cleans and citizen science projects!
- Effects on our daily lives, e.g. plastics in marine environment, which contaminates the food we eat.



How to be a good Science Communicator

- Be concise - this can be easier said than done but it will come with practice, doing so will ensure your audience doesn't become bored or lose interest.
 - Steer clear of lots of jargon - if you're like me, when you're passionate about something, you tend to become a bit hyper when communicating. Try to use language that everyone understand.
- Use visual aids - for example when looking for mermaid's purses it can help to have a few examples ready to hand so people know what look for and help them identify them.



- Add in fun or interesting info - when talking to others about scientific interests its sometimes pays to add in interesting facts, e.g. we get up to 5 species of sea turtle in UK waters.



- Make it relatable - give them the chance to find a topic that interests them. The best way to communicate with someone is to ensure they are engaged.

- Talk to them not at them - the best way to do this is give them the opportunity to share their ideas. This makes it easier to keep someone hooked. This can be easier said than done, as I personally can find it easy to slip into lecture mode.

THE END

Thank you for listening!