



# COMMUNICATING SCIENCE

to specific target-audiences

September 26<sup>th</sup> - 30<sup>th</sup> 2016  
in Grand Bassam, Côte d'Ivoire

**4-days training workshop** on various aspects of science communication  
scheduled through 10 modules grouped on three main topics:

- (i) Global approach of science communication;
- (ii) Science communication through media;
- (iii) Science communication through non-media way.

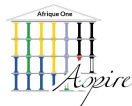
## For more information:

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Science and Policy  
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**NEPAD**  
TRANSFORMING AFRICA

**AAS** The African  
Academy of Sciences





# Program (Draft)

| Hour            | Day 0                         | Day 1   | Day 2  | Day 3  | Day 4   |
|-----------------|-------------------------------|---|--|--|---|
| 8 h30 - 10 h    |                               | <b>Opening - Introduction of science communication</b>  | <b>Lecture 3:</b> Formulating a good message   |  | <b>Work Group 5:</b> Proposing a Policy Brief   |
|                 |                               | _Introd. to the Summer School programme   | <b>Introduction plenary session 2:</b> Science communication through media. (Science and Public Media) | <b>Lecture 4:</b> Writing Science for non-scientist  | <b>Plenary session 7:</b> Presentation and evaluation of group work                       |
|                 |                               | <b>Introduction plenary session 1:</b> Global approach of science communication   | <b>Lecture 4:</b> Print media  | <b>Work Group 3:</b> Writing Science for non-scientist   |   |
| 10 h - 10h 15   |                               | <b>Coffee Break</b>   | <b>Coffee Break</b>  | <b>Coffee Break</b>  | <b>Coffee Break</b>   |
| 10h 15 - 12 h15 |                               | <b>Lecture 1:</b> Strategic approach of science communication   | <b>Lecture 4:</b> Print media (Discussion)   | <b>Plenary session 4:</b> Restitution  | <b>Work Group 6:</b> Practical case with a journalist (Interview)                         |
|                 |                               | <b>Lecture 2:</b> Information governance in a research Centre   | <b>Lecture 4:</b> Web 2.0 tools  | <b>Plenary session 5:</b> Discussion between communicant, researcher and journalist about synergy on science communication |   |
|                 |                               | Presentation of case: Information governance system (Swiss THP)   | <b>Work Group 2:</b> Web 2.0 tools_Practice o  | <b>Lecture 7:</b> Oral presentation  |   |
| 12h 15 - 14h    |                               | <b>Lunch</b>  | <b>Lunch</b>   | <b>Lunch</b>   | <b>Lunch</b>  |
| 14h - 16h       | Moving for the training issue | <b>Work Group 1:</b> Characterization and method of collection of key information in a research center  | <b>Plenary session 3:</b> Presentation and evaluation of group work                                    | <b>Work Group 4:</b> Proposing a oral presentation and a Poster  | <b>Lecture 11:</b> Developing successful exhibitions (Public event and oral presentation) |
|                 |                               | <b>Plenary session 2:</b> Presentation and evaluation of group work. Discussion between communicant and researcher about the relevance of proposals | <b>Lecture 4:</b> Writing Science for scientist  | <b>Plenary session 6:</b> Presentation and evaluation of group work  |   |
| 16 h - 16h 15   |                               | <b>Coffee Break</b>   | <b>Coffee Break</b>  | <b>Coffee Break</b>  | <b>Coffee Break</b>   |
| 16 h - 17h 30   |                               | <b>Lecture 3:</b> Audiences and stakeholders  | <b>Lecture 4:</b> Writing Science for scientist  | <b>Lecture 8:</b> Being interviewed  | Global discussion   |
|                 |                               | <b>Lecture 3:</b> Formulating a good message  |  | <b>Lecture 9:</b> Policy Brief   | Training Evaluation   |
|                 |                               |   |  | <b>Lecture 10:</b> Behavior change communication (BCC)   | Closing the Training  |

