

# Neutralina: promoting science and gender-equality in Latin-America

*Friday 19 July 2024 20:40 (20 minutes)*

The Covid-19 pandemic has exposed certain societal weaknesses, including the lack of scientists in the media and the readiness of the public to believe in fake news. “Neutralina” is a character conceived on Instagram (@neutralina.lu) in response to the observed need for scientific outreach done by women in Peruvian and Latin American society. The objectives of this project include normalizing the presence of women in science, fighting against stereotypes and fake news, and disseminating scientific knowledge. The character has gained a sizable young audience and is expanding beyond Instagram into other formats such as podcasts, real-life conferences, and roundtable discussions. Statistics detailing its growth will be presented, alongside strategies employed to engage the young audience.

## Alternate track

### I read the instructions above

Yes

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