Outreach and Advocacy: from Phlies to Physics

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Thanks @OntUniv & @OntarioResearch for organizing #PariHill Pop-Up Research Park! @LaurentianU & @ResourcefulCity research impacts! #cdnsci

400 DNA Isolation kits ready - be afraid, Bananas, be very afraid! World Record here we come #DNA #outreach #OdySci

Laurentian University
Université Laurentienne

Inside the Dark Matter Lab Buried Over a Mile Underground
Why is outreach important?

Education
Why is outreach important?

Advocacy
How

6 Suggestions for Outreach and Advocacy

1 – Get on Twitter (or Instagram)
How

6 Suggestions for Outreach and Advocacy

2 – Do your homework
How

6 Suggestions for Outreach and Advocacy

3 – Ident. your audience, voice, goals

After seeing relevant conversations this past week, I wanted to share a tip sheet created at the foundation. Sharing with permission.

11 Ways to be a Male Ally

1. Attribute ideas to their originators. Concretely and explicitly praise women’s contributions.
2. Cultivate openness and vulnerability as a male characteristic by sharing stories and feelings.
3. Seek out female mentors to provide you with a different perspective.
4. Be aware of your power and take measures to account for it. If needed, leave the situation to shift power elsewhere.
5. Speak up in uncomfortable conversations, jokes, or situations so it’s not always the woman having to say something.
6. Take on more of the ‘office housework’ on the team – notetaking, teambuilding, cleaning up.
7. Empower all teammates to contribute – especially women and more junior colleagues. Here’s a great example.
8. Address imbalances and double standards in team practices or foundation policies.
9. Listen for gender bias in language. Why is he ‘critical’ while she is ‘difficult’?
10. Continually and explicitly ask for feedback on your blind spots. Respond in a posture of humility and acceptance.
11. Fighting sexism is an uphill battle; the bare minimum
How

6 Suggestions for Outreach and Advocacy

4 – Produce content

Sex matters: Male bias in the lab is bad science

When I first started doing experimental biology, I noticed that we only looked at males.

I was in a fly lab — a very good one — and we could have looked at males or females, or both, but we didn’t. We collected female flies to mate, of course (flies need males and females to reproduce, just like humans), but

The Unexpected Complexity of Genes: why most of what I’m going to tell you is wrong.

Thomas Merritt

Canada

TEDxUlaurentian
6 Suggestions for Outreach and Advocacy

5 – Give INterviews
How

6 Suggestions for Outreach and Advocacy

6 – Be Fearless (but aware)
Why is outreach important?

Scholarly Activity
Why is outreach important?

Scholarly Activity
How

10 steps to getting started in Science Communication
Get a twitter
Read
Produce content
Get involved
Network
Look for SciCom Jobs
Focus on Broader impacts
Train
Have a web
Be Fearless

Fly advocacy, outreach & training

Top 10 Tips for Breaking into #SciComm
Fromthelabbench.com