

PICES International Open Science Training - Session 3

Hannah Lachance (USA) - October 9, 2024



2021
2030 United Nations Decade
of Ocean Science
for Sustainable Development



Objectives for my talk

1

Communication during collaboration

2

Communication of results

- How to come up with a communication plan
- Scientific graphic design tips

1. Communication during collaboration

1. Communication during collaboration

Set expectations ahead of time

- Expectations for authorship
- Agree on cadence of communication and preferred communication style
- Consider cultural/language preferences/difference in communication
 - Some collaborators might feel more comfortable providing written feedback, some oral so a mix of methods might be best)

****Generative AI Summary of what should be included: [HERE](#) (open in chrome)**

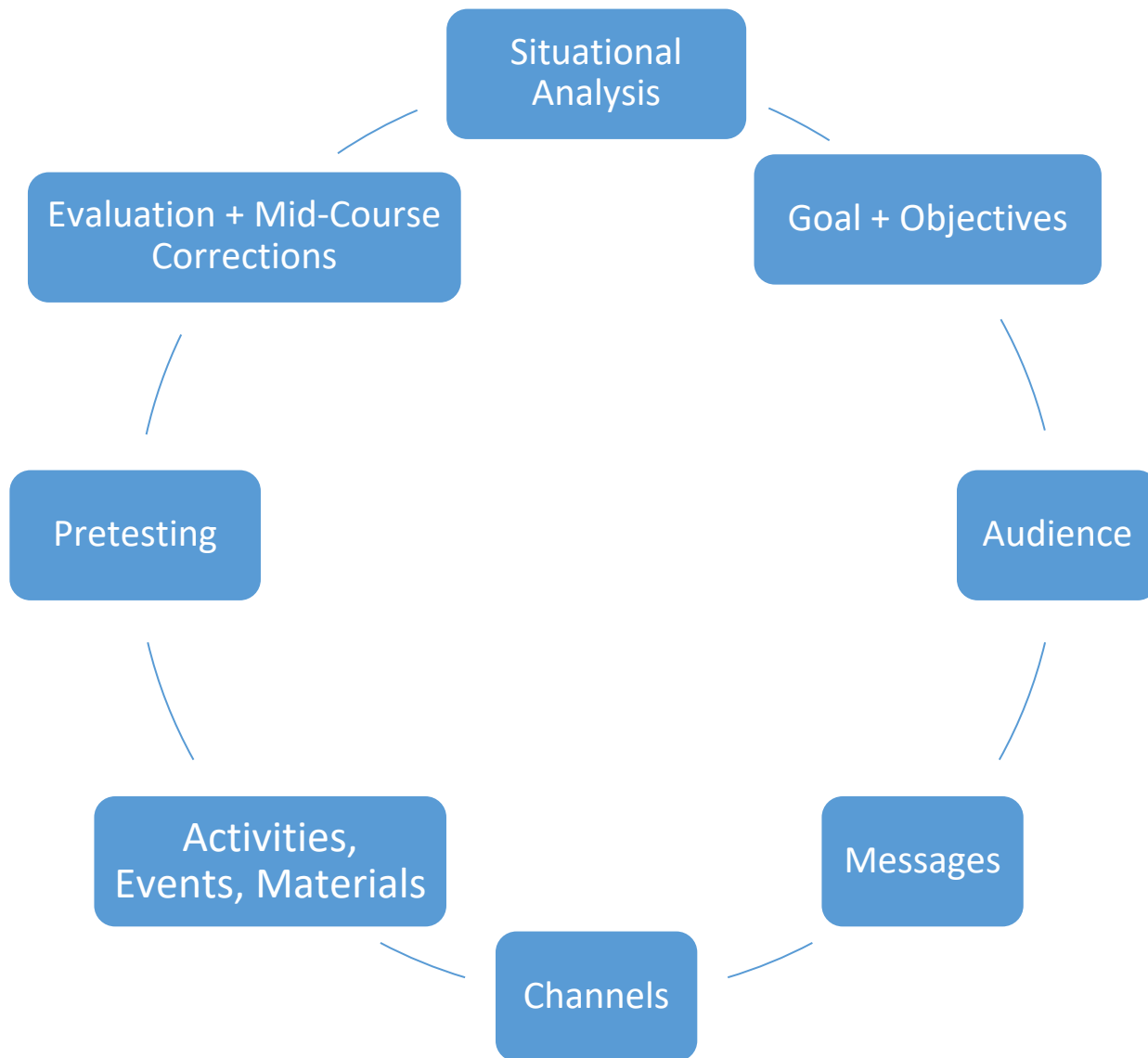
2. Communication of results

2. Communication of results

How to come up with a communication plan

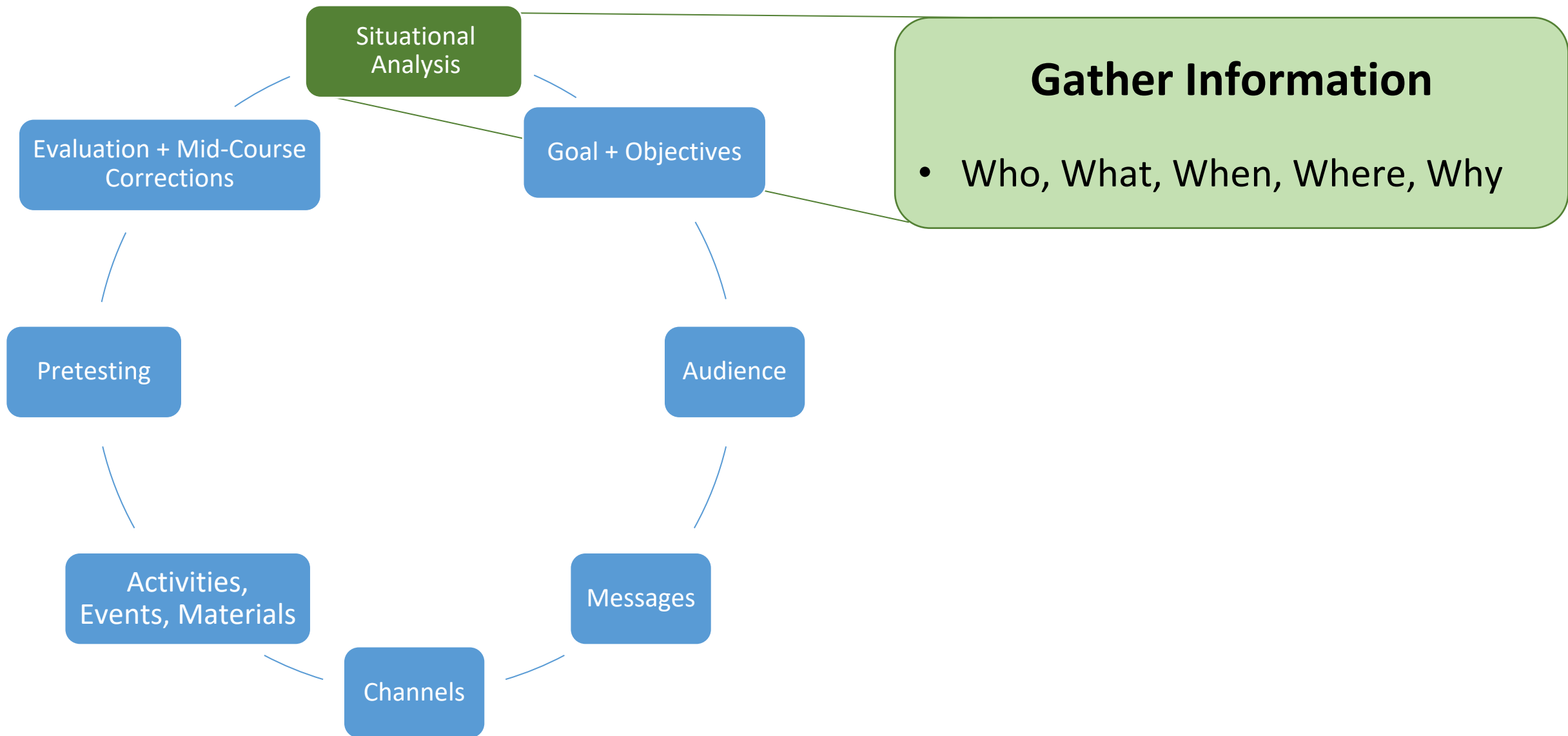
- Develop your communication plan early on!
 - Before you publish your results
- Use in-house communication resources
 - **University:** publicists; webstory developers; communication templates
 - **Government:** Communication teams (website; social media; etc); publicists; webstory developers; communication templates
 - **Scientific Journals** - Ask if they have templates/ways to highlight your article (on social media, etc)

2. Communication of results



Communications Planning Wheel

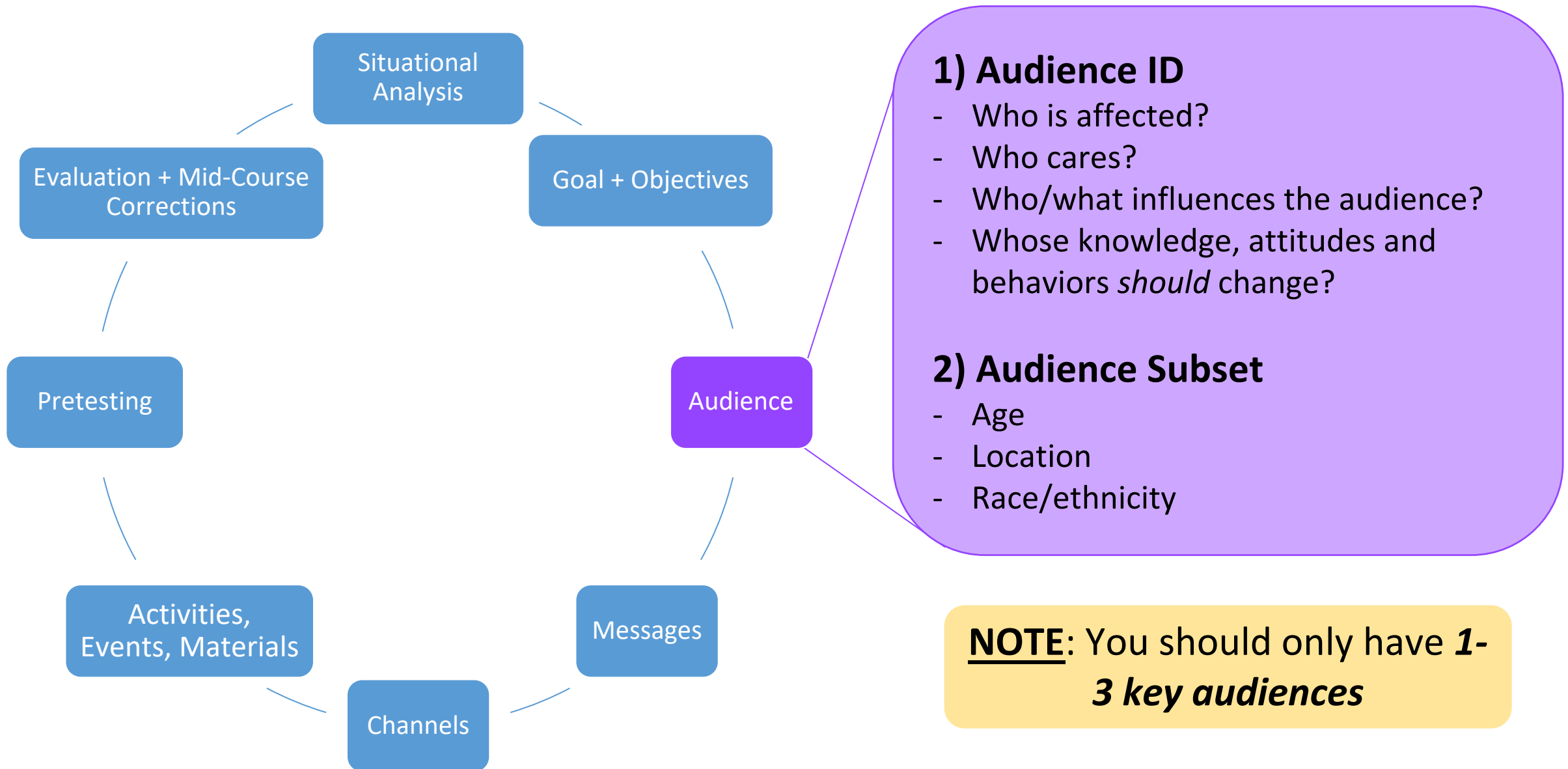
2. Communication of results



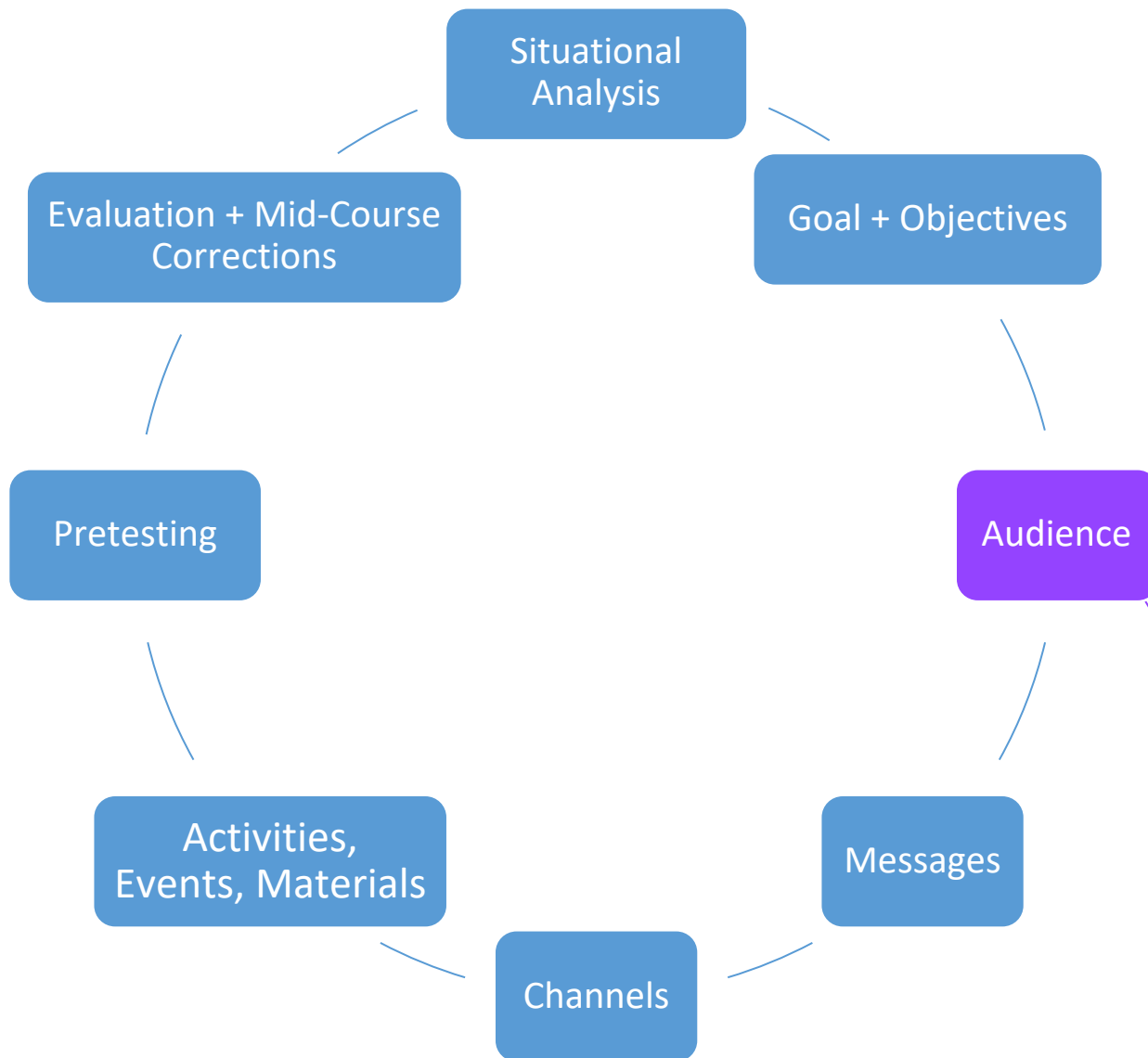
2. Communication of results



2. Communication of results



2. Communication of results



3) Audience Persona

***Get to know your audience as though you are going to buy them a gift*

4) Audience Barriers and Benefits

- How does the audience benefit if they support your issue?
- What are the barriers to their support?
 - Cultural, political, geographic, beliefs, time, money, etc.

2. Communication of results



BBC
<https://www.bbc.com/news/articles>

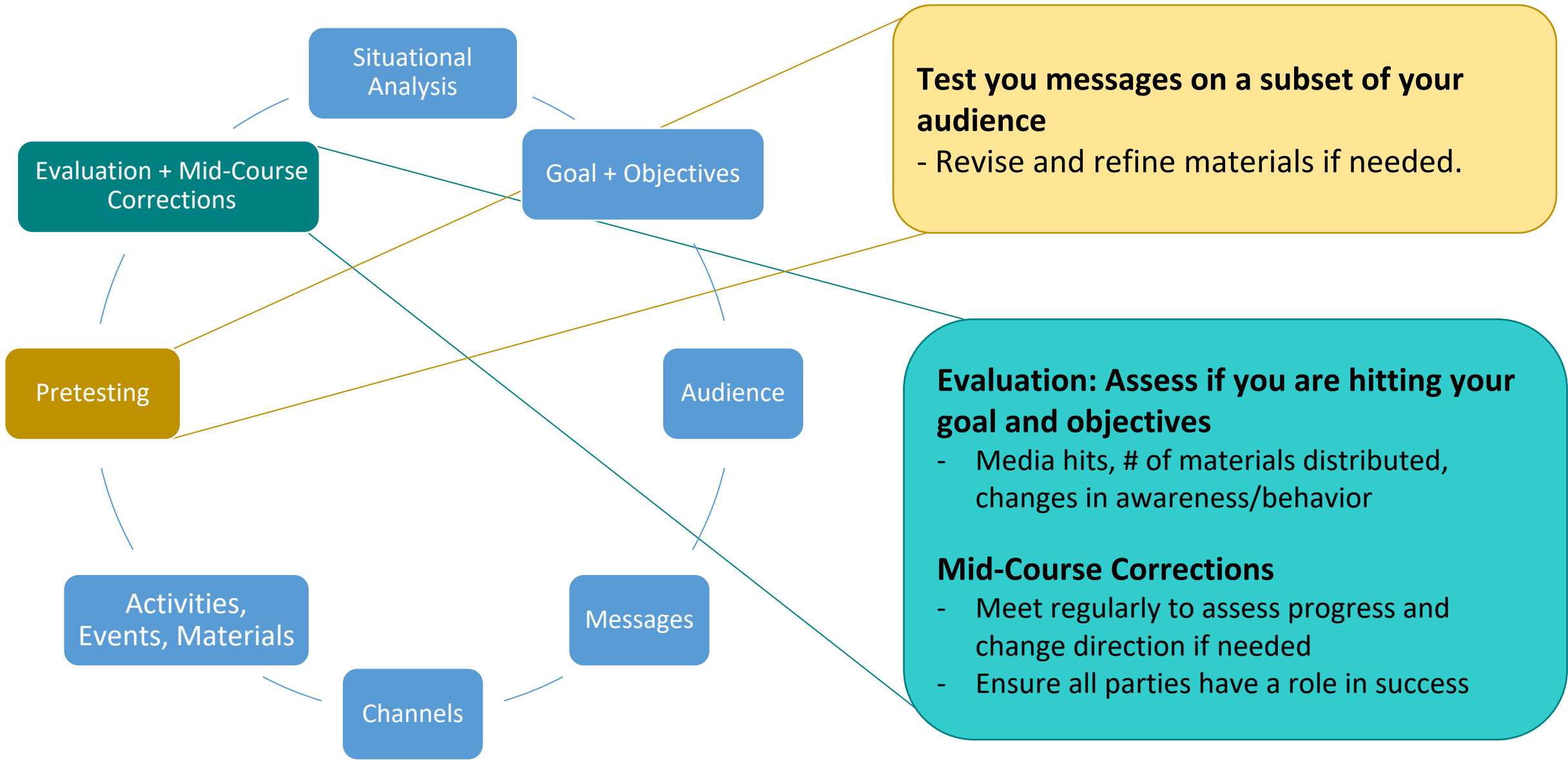
Meet Pesto: the fat baby penguin and viral superstar

Sep 23, 2024 – Born in January weighing only 200g (7oz), the nine-month-old king penguin is now more than a hundred times the size. At a whopping 22.5kg (50lb) ...

Message construction:

- Be accurate, consistent, clear, credible, and appealing
- Messages should be important, relevant, compelling, motivational, culturally engaging, and sticky/memorable

2. Communication of results



2. Communication of results

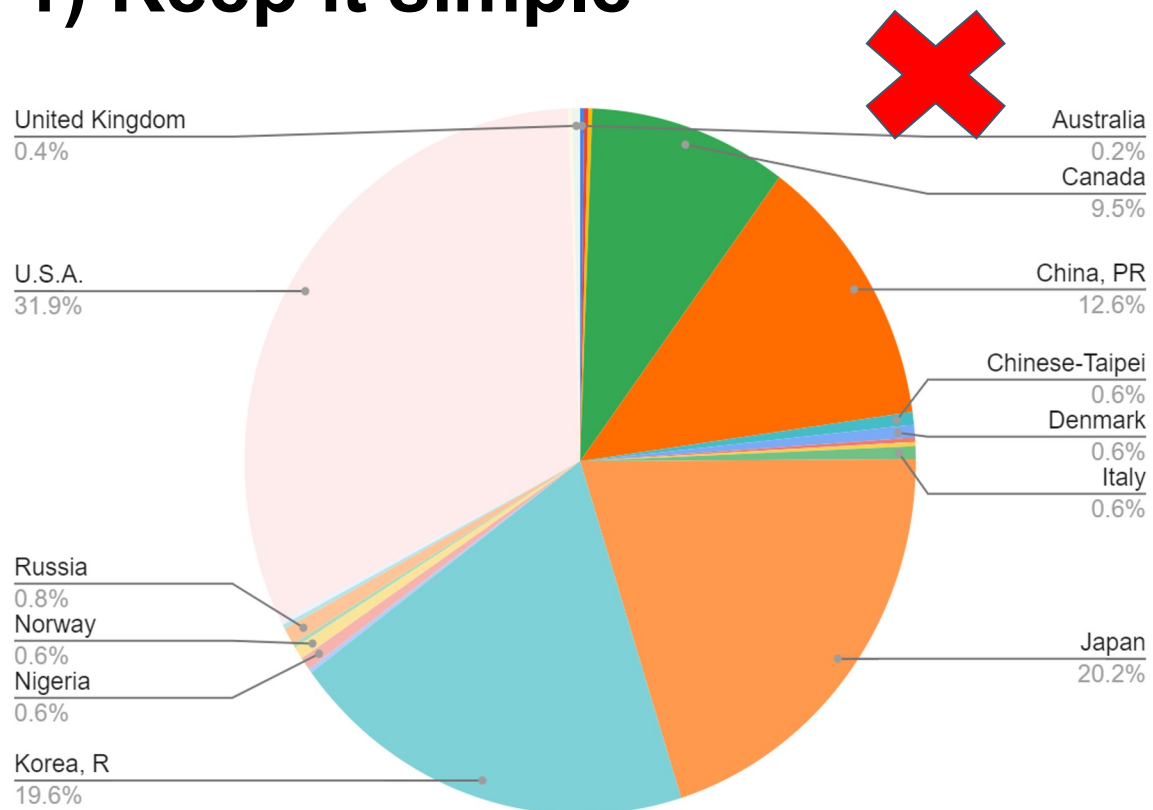
Scientific graphic design - Top 5 Tips



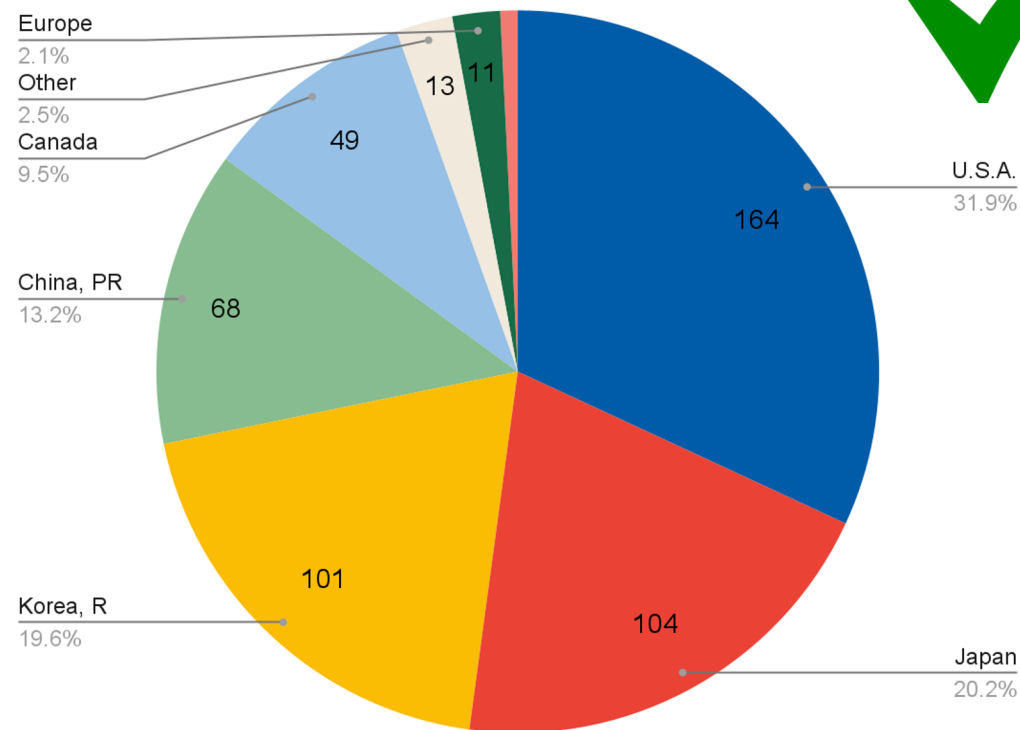
The FUTURE of PICES:
Science for
Sustainability in 2030



1) Keep it simple



PICES 2024 Participant Country/Region



2. Communication of results

Scientific graphic design - Top 5 Tips

- 1) Keep it simple
- 2) Give yourself space
- 3) Line things up



One Page Community Fact Sheet Example

This page shows the overview of non-profit foundation community fact sheet. It includes the community details, major programs and associates involved, events conducted, awards achieved. Further, it also covers the major areas in which community provide services to the needy people.

FOUNDATION NAME – Add Text Here

ABOUT US

1 We work alongside communities, and partner organizations at many levels to address all aspects of basic education to children. Our team works best in finding the right solution to help children learn and grow.

Add Quotation Here

EST. 2002

20
Years of providing education to children who don't have ability to attend the schools.

76%
Add Text Here

Million Grants Awarded

XX% in children education
XX% in medical help
XX% Add text here

6 SERVICE LINES

- Child Education
- Women Empowerment
- Child Health
- Environmental Protection

MAJOR ASSOCIATES

Fundraiser 1
Fundraiser 2
Fundraiser 3

MAJOR PROGRAMS

- Women Empowerment Program
- Sponsorship Program
- Add text here
- Add text here

WE HELPED

31,564
People through our community funds

8.5

10
Convenient locations providing services

WE SERVED

20,47
Meals to people per month

WE HELPED

200
Over
Skilled and compassionate Community members

4
Annual events providing FREE services for children and families.

2023

Make Donations Join Volunteers Help Children



AREAS OF FOCUS

- Community
- Mentorship
- Integration

What is a PICES ECOP?

- A self-identified individual
- Within 10 years of obtaining a degree or 5 years in a current position
- In the process of completing or who has completed professional training
- In areas relevant to ocean knowledge
- From a diverse range of sectors

Contact AP-ECOP co-chairs

- Raphael Roman:
rk.roman@unesco.org
- Hannah Lachance:
hannah.lachance@noo.gov
- Hana Matsubara:
hmatsubara@g.ecc.u-tokyo.ac.jp
- Minkyong Kim:
minkyong@knu.ac.kr

Advisory Panel

Early Career Ocean Professionals

ECOPs will inherit the ocean, so we need to include them in the solution that they will be expected to carry forward in the future.

Attendees of the 2023 AP-ECOP Business Meeting

AP-ECOP

The Ocean is HUGE and complex and trying to ensure a sustainable ocean will be around for generations to come is also a huge, complex and long-term endeavor.

Increasing Early Career Ocean Professional (ECOP) integration into PICES will help bring new voices and ensure succession planning is in place.

Increasing mentorship and training will also help ensure PICES is providing the skills and learning opportunities to prepare for leadership opportunities and to welcome them into the PICES family.

The Issues

People don't always understand or know what an ECOP is.

It can be hard to retain ECOPs. Our goal is to keep them interested and engaged in the longer term (retention of talents kind of issue) and make sure we are inclusive and meaningfully involving ECOPs across sectors and cultures.

Integrating ECOPs into PICES needs to a tiered approach with opportunities at various leadership levels and commitment levels.

Current Actions

- ✓ Creating a mentorship program for ECOPs to gain insight from senior PICES members
- ✓ Working with PICES governing board to incorporate ECOPs into decision making & working groups
- ✓ Creating flyers in multiple languages to describe what PICES defines as an ECOP
- ✓ Creating and advertising ECOP opportunities for engagement to make sure ECOPs feel welcome and valued in PICES
- ✓ ECOP Reporting & demographic data collection

PICES, the North Pacific Marine Science Organization, is an intergovernmental scientific organization that was established and held its first meetings in 1992. Its present members are Canada, Japan, People's Republic of China, Republic of Korea, the Russian Federation, and the United States of America.

2. Communication of results

Scientific graphic design - Top 5 Tips



- 1) Keep it simple
- 2) Give yourself space
- 3) Line things up
- 4) What's the most important thing**

Estuaries in South Florida are warming faster than the Gulf of Mexico and global ocean



A pair of recent studies found that sea surface temperatures are rising rapidly in South Florida's estuaries, including Florida Bay, pictured here. Credit: National Park Service

AUGUST 7, 2024 | NEWS

By: **Dyllan Furness**, Science Communication Manager for the Florida Flood Hub for Applied Research and Innovation

<https://www.usf.edu/marine-science/news/2024/estuaries-in-south-florida-are-warming-faster-than-the-gulf-of-mexico-and-global-ocean.aspx>



CATEGORIES

- Awards
- Blogs and Perspectives
- CMS in the News
- Community Engagement
- Covid-19
- Diversity
- Florida Flood Hub
- Girls Camp
- News
- Resiliency News
- Publication Highlights
- Rising Tides Newsletter
- Newsletter Articles

2. Communication of results

Scientific graphic design - Top 5 Tips

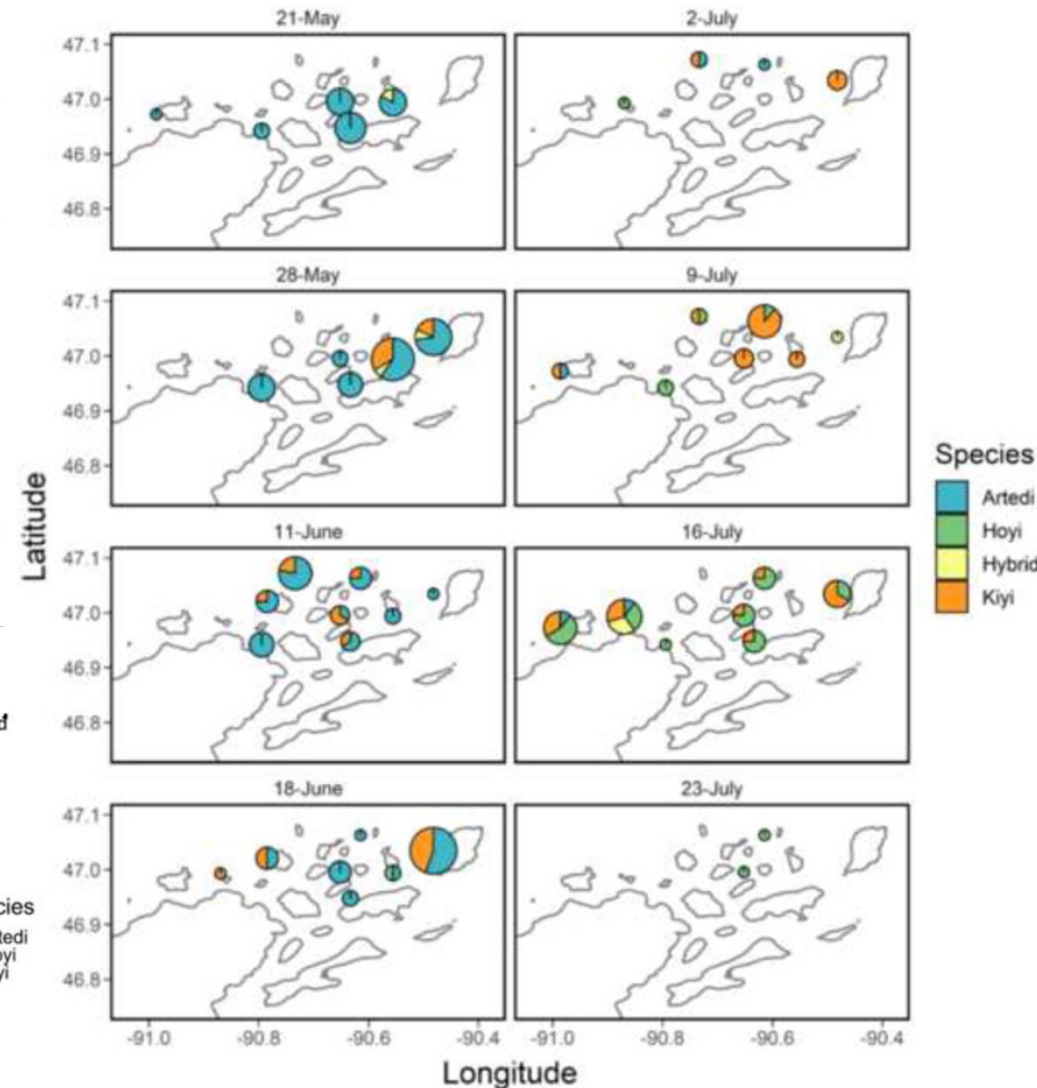
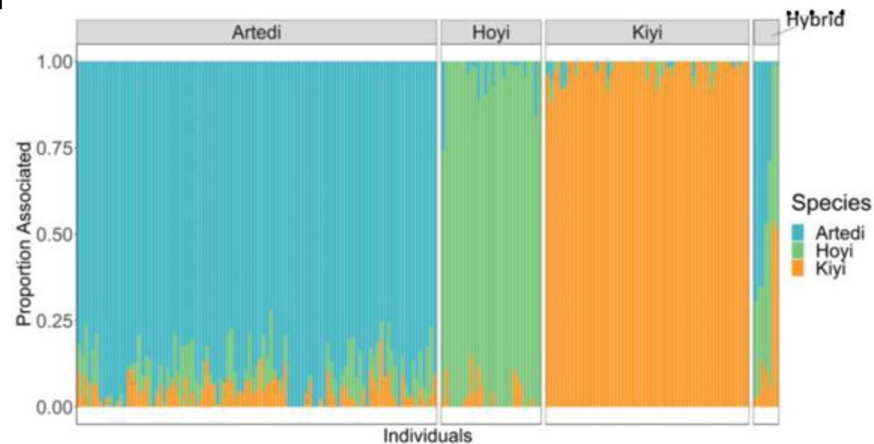
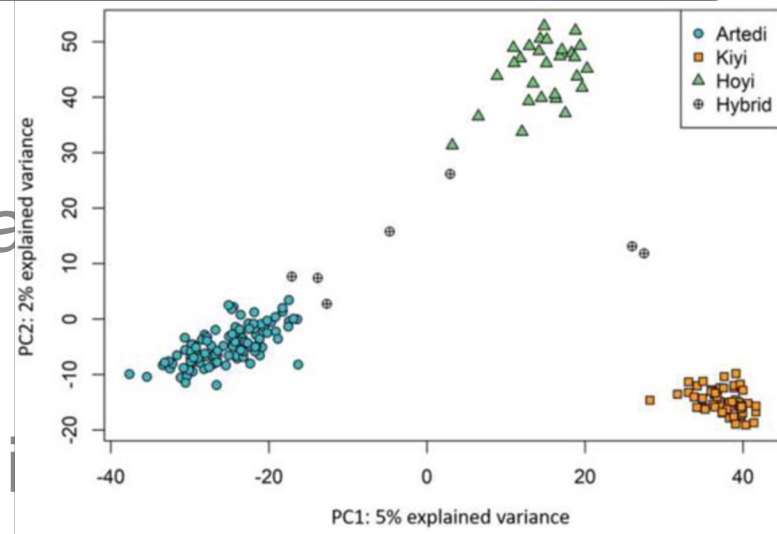
- 1) Keep it simple
- 2) Give yourself space
- 3) Line things up
- 4) What's the most important thing
- 5) Limited color palette**



2. Communication of results

Scientific graphic design - Top 5 Tips

- 1) Keep it simple
- 2) Give yourself space
- 3) Line things up
- 4) What's the most important?
- 5) Limited color palette**



Thank You!