

# SciComm Academy

Make Science Matter. Communicate Effectively.



## Practical Training in S&T Communication from Science for Georgia

### About the Program

SciComm Academy is a communications training program offered by Science for Georgia that is made to guide science and technology students and professionals in building bridges across disciplines and out into the greater community. The goal is to limit the frustrations around communicating ideas to co-workers, bosses, the media, policymakers, and the general-public. Participants are guided in a process to frame their message toward their target audience in a way that is relevant, concise, and actionable.

### Sci Comm 90-min Workshop

Designed to be given as a professional development keynote or lunch-and-learn, the 90 minute workshop covers the basics of topic identification, audience relevance, basic storytelling, and a concise elevator speech. This can be presented in-person or online. This format has been utilized by the Orthopaedic Research Society, ComSciCon, the State Botanical Garden of Georgia, a division of Public Service and Outreach at the University of Georgia, and the Atlanta Botanical Gardens Horticulture Group. **Group Size:** Unlimited **Cost:** \$1000

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*Personable and easy to dive in. I can see using things learned in this course for not only my research but also my passion projects.*

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### Sci Comm Academy Core Workshop (4 Hours)

Designed as an interactive learning experience, this workshop teaches the skills to identify and communicate with specific audiences. Attendees learn how to make their message relevant, concise, and actionable to successfully advocate for their ideas with interested parties. This workshop can be presented in-person or online (in-person is preferable). Core content can be delivered over a series of sessions or as a half- to full-day workshop. This workshop has been utilized by Emory's Post-Doc Program, Emory's Science Advocacy Network, and UGA's Learn by Leading Program.

These skills will be applied to create a headline and structured outline. The classes chooses if they want to learn and create and elevator speech, lay abstract, fact sheet, executive summary, poster, presentation, or interview skills. Trainees can request a 20 min 1:1 feedback session the following week to get critique of their final product. Interested attendees can also inquire about being a speaker at Georgia Science Junction or sharing their content on Sci4Ga's searchable and curated Science Lookup. Check out SciComm Trainee, [Dr Maria Misiura, in a Tavern Talk.](#) **Class Size:** Up to 20 students **Cost:** \$2500

**Science for Georgia, Inc**

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Good workshop - I learned a lot that I can apply in the future.

## 60-min Short Courses:

These courses assume participants can identify a message that is relevant, concise, and actionable. In all courses, attendees will walk away with content, checklists, and/or concrete action items.

**Class Size:** Unlimited **Cost:** \$750

- Working with the media
- Introduction to the government and advocacy
- Science blogging
- Plain-language (lay) abstracts
- Effective use of visuals and colors
- Presentation skills
- Interview and resume skills

## Instructor Bio

Amy Sharma, PhD, is the Executive Director of Science for Georgia. She has worked in academia, government, non-profit, and private industry. She received political and outreach training as a AAAS Science and Technology Policy Fellow, and obtained a PhD in Biomedical Engineering at Duke University.



## About Science for Georgia

Science for Georgia is a non-profit dedicated to creating a connected, vibrant, and sustainable science community, weaving science into the fabric of Georgia by making science trustworthy, accessible, inclusive, and a foundation of GA's prosperity. Its mission is to improve communication among scientists and the public, increase public engagement with science, and advocate for the responsible use of science in public policy.



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**What is a mRNA COVID-19 Vaccine?**

COVID-19 has spread throughout the world, killing more than 2.3 million people

Conventional vaccine approaches take a long time to manufacture and are not as effective against rapidly evolving viruses

mRNA vaccines have been studied since the 1990s and are a promising new type of vaccine!

**This pandemic calls for a low-cost vaccine which can be developed rapidly and easily distributed to the many corners of the world.**

**mRNA Vaccines**

- mRNA provide the instructions for the cell to make a protein
- mRNA is **faster and cheaper** to produce than traditional vaccine components!
- mRNA vaccines are **safer** since they do not use copies of the live virus like some vaccines!

- COVID-19's signature **spike protein** is produced by your cells using the vaccine's mRNA, triggering an immune response
- The mRNA is **harmlessly degraded** after use
- The body will then recognize the spike protein on COVID-19 if it enters the body.

1. Example attendee generated content. NOTE – the efficacy statements were accurate in Feb 2021. They are not in 2022.

Heald H, Hooper ML, Hensler FC, et al. Nat Rev Drug Discov. 2020; 19(12):262-276.  
Nishi A, Sakurai H, Adachi S, Mito M, Kishino T, et al. Nat Rev Clin Oncol. 2021; 17(12):769-786.