

6 KEY TAKEAWAYS

From the 'Science communication training for researchers' webinar series by Script ([SciDev.Net](https://www.sci-dev.net) & [CABI](https://www.cabi.org))

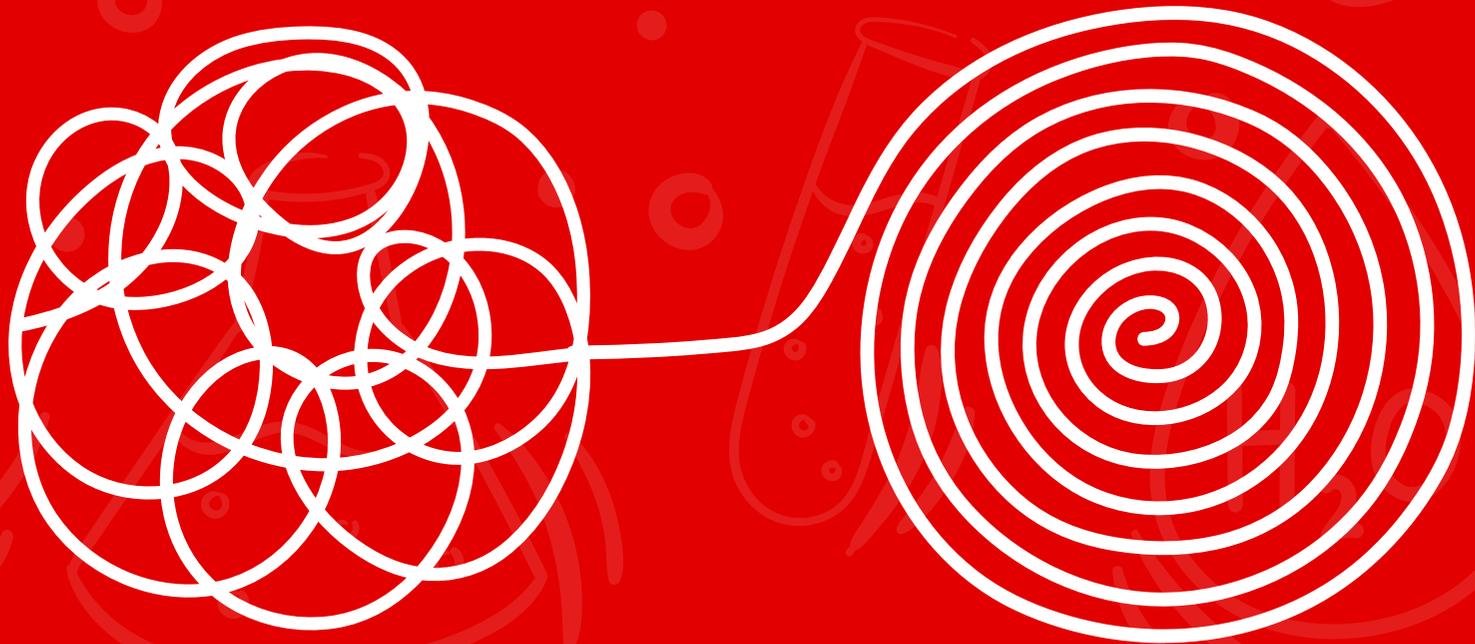
Boosting Research Impact

Effective communication can elevate researchers' careers by increasing visibility, influencing policy, attracting partnerships, and enhancing public understanding, which ultimately benefits communities and fosters evidence-based decision-making.



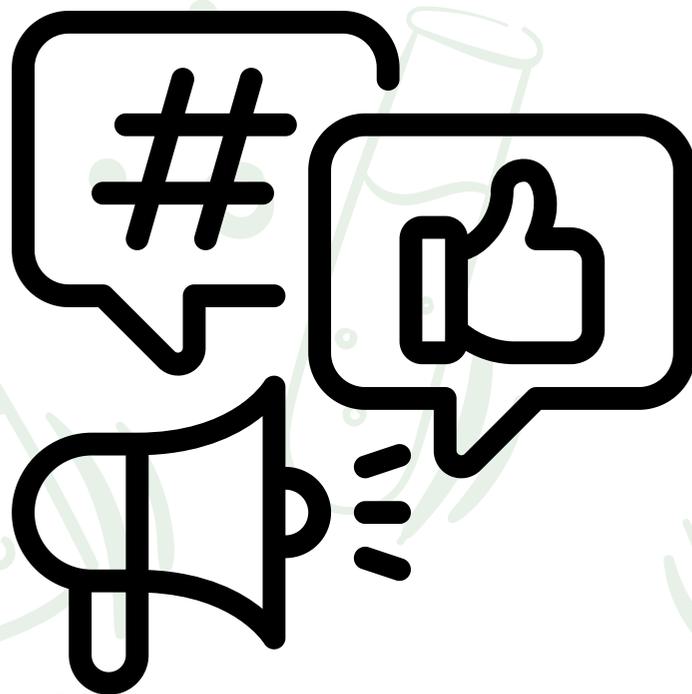
Making Science Understandable

Simplify scientific language by using clear, everyday words, minimizing jargon, and creating relatable comparisons. This helps non-specialists better grasp research findings.



Media as a Bridge

The media is essential for connecting research with the public and policymakers, who rely on it to stay informed. Researchers can leverage media coverage to broaden their research's impact.



Visualizing Data

Use infographics and simple charts (like bar and pie charts) to make numbers and statistics accessible. Visual aids can make complex data easier to understand and more engaging.



Engaging Audiences

Communication isn't just about sharing information; it includes consultation and collaboration, allowing researchers to gather feedback, engage stakeholders, and guide future research applications.



Meeting News Values

To capture media interest, researchers should align their findings with news values like novelty, timeliness, impact, and significance, which appeal to both public and policy audiences.

