



FONDAZIONE GUIDO BERNARDINI
BETTER EDUCATION FOR BETTER SCIENCE

Workshop

9-10 June, 2020

Bergen, Norway

Communicating Animal Research an Education and Training Workshop

Aim of event: To improve communications on animal research

Target audience: Scientists/ researchers; laboratory animal veterinarians; animal technologists and other animal care personnel; members of local, regional or national ethics committees; competent authorities and regulators; press or public relations officers.

Learning outcomes for participants

Increased awareness of the importance of clear, transparent and open communication and proactive engagement with the public on matters relating to animal research

Improved understanding of how to communicate about animal research (e.g. where, what and how).

Improved communication skills (including oral, visual and written)

PROGRAM

Day One - Tuesday June 9

Arrival and registration - with light refreshments	12:30
Welcome Aurora Brønstad - University of Bergen	13:00
Public opinion - what the public wants to know about the use of animals in research Bella Williams - Understanding Animal Research	13:15
Openness and transparency - aims and requirements under Directive 2010/63/EU Susanna Louhimies - European Commission	13:45
Opportunities and approaches for communicating about animal research Bella Williams - Understanding Animal Research	14:15
Break	14:45
Common challenges - including i) talking about 'harms' to animals and limitations of animal studies ii) using language appropriate for 'lay' audiences Barney Reed - RSPCA	15:15
Case studies - an opportunity for participants to share examples and experiences Facilitated by Nikos Kostomitsopoulos	15:45
Plenary discussion - themes and ideas. What have we learned from the workshop so far? Facilitated by Aurora Brønstad and Susanna Louhimies	17:00
Enjoy Bergen (own arrangements)	17:30

Arrival, with light refreshments	09:00
Introduction to Day Two Nikos Kostomitsopoulos - BRFAA	09:15
Plenary seminar session	
Use of language for different audiences Kim Andreassen	09:30
Engaging the media Kim Andreassen	
Social media Siri Helena Halvorsen	
Break	10:45
Practical workshops in smaller groups - delegates to choose between:	
Writing a Non Technical Summary Facilitated by Kim Andreassen	11:00
Communicating via social media Facilitated by Siri Helena Halvorsen	
Media interview skills Facilitated by Kim Andreassen, Siri Helena Halvorsen, Aurora Brønstad	
Close	13:30

***Please note that the programme contents may be subject to change**

Scientific Committee - Aurora Brønstad

University of Bergen, Norway - Aurora.Bronstad@uib.no

Venue: University of Bergen

Registration on the FGB website:
www.fondazioneguidobernardini.org

we thank Scand-LAS for their support



Scand-LAS

Scandinavian Society for Laboratory Animal Science

