



### Presenter

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### Translating science: Communication strategies and challenges for lay and non-climate audiences

As a public service center and a resource for other agencies and scientists, the State Climate Office of North Carolina routinely provides information to diverse audiences with widely differing levels of scientific and technical expertise. These communication methods cover a variety of platforms including blog posts, science videos, story maps, decision support tools, and face-to-face conversations. Meeting the needs of all sides of this wide-ranging audience is challenging and an ongoing balancing act. For example, a blog post about El Niño-Southern Oscillation must provide sufficient background information for a lay reader without completely glossing over the scientific details. Likewise, a decision support tool must cater to technically savvy users while remaining intuitive and accessible for those who are visiting it for the first time. This interactive presentation will focus on how to best meet the science information needs of stakeholders across the Carolinas and beyond. SCONC will briefly share some lessons learned about effective science communication and translation, followed by an interactive discussion with session participants about shared communications challenges and successes. Participants should come prepared to answer questions such as: What types of climate or science information do you or your stakeholders request and need? As a stakeholder, what communications methods have resonated or failed to connect with you? As an information provider, what are successful communication strategies you have found or specific challenges you still face? Have you worked with information intermediaries (such as extension agents) to help translate scientific or technical information, either as the provider or receiver of that information?