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Cascade Outreach model

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We present an approach to outreach that is based on developing scientist communicators, more than it is focused the audience and the contents. Indeed, outreach has three aspects - both the people carrying it out and the audience, and the content itself. While there has been a lot of work on outreach content creation and audience engagement, the relatability and role modelling of the ambassadors of the field who carry out the outreach have been less of a focus. In the Cascade Outreach model, we emphasise the development of relatable role models and stimulate a cascading effect of the outreach, similar to near-peer mentoring. While doing so, we explicitly ensure that the scientist communicators themselves are empowered and gain in communication and teaching skills, as well as confidence to navigate their professional environment. Challenges that are faced by scientist communicators often relate to their professional situation and personal exposure. This has so far not been seen as priority in outreach, but is a natural area of concern when focusing on the scientist communicators. We discuss how we approach this, especially in the context of social media.

Apply to be considered for a student ; award (Yes / No)?

No

Level for award;(Hons, MSc, PhD, N/A)?

PhD

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