

Why do we struggle to bring health information messages across?

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Stockholm



“Without data
you’re just
another person
with an opinion.”

- W. Edwards Deming,
Data Scientist

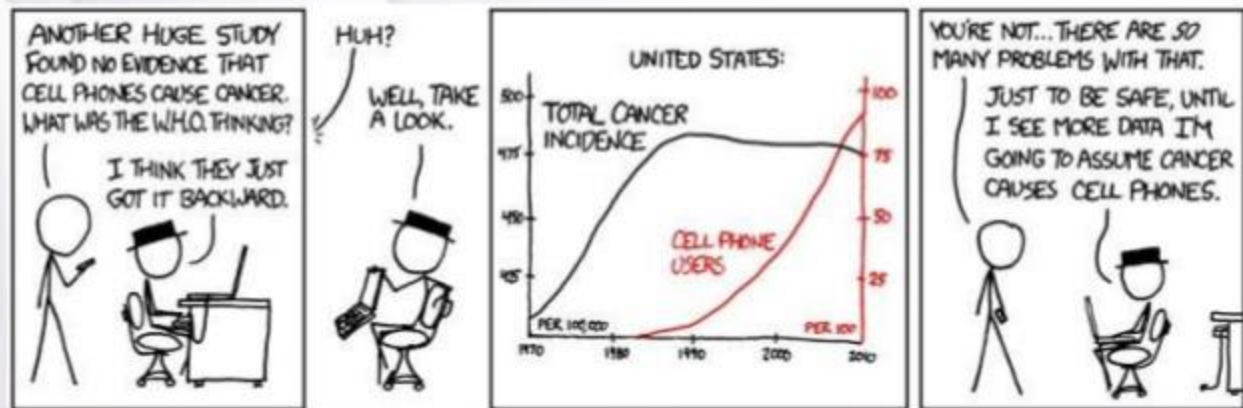
Struggles

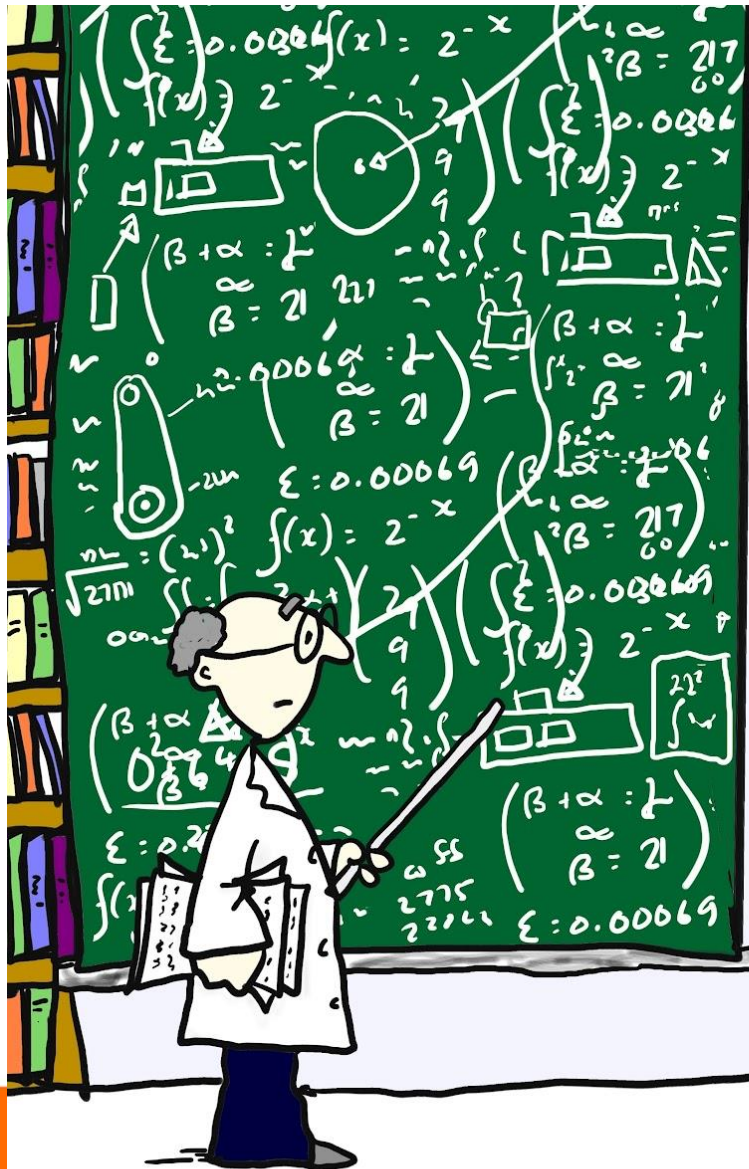
- We do not aim for the same outcomes
 - Policy oriented <-> research oriented
 - Impact on policies and find interesting findings in relation to research question
- We do not speak the same language
 - We need to translate our messages
- We do not report the same way
 - Scientific report and policy paper
- Having the right connection
- Having the time!

Most fundamental ideas of science are essentially simple, and may, as a rule, be expressed in a language comprehensible to everyone – Albert Einstein.

Problem Statement

- Poor quality and irresponsible reporting in areas of science, medicine and environmental news.
 - Bad science? Over-claiming press releases?
 - Journalistic norms? Lack of science education?





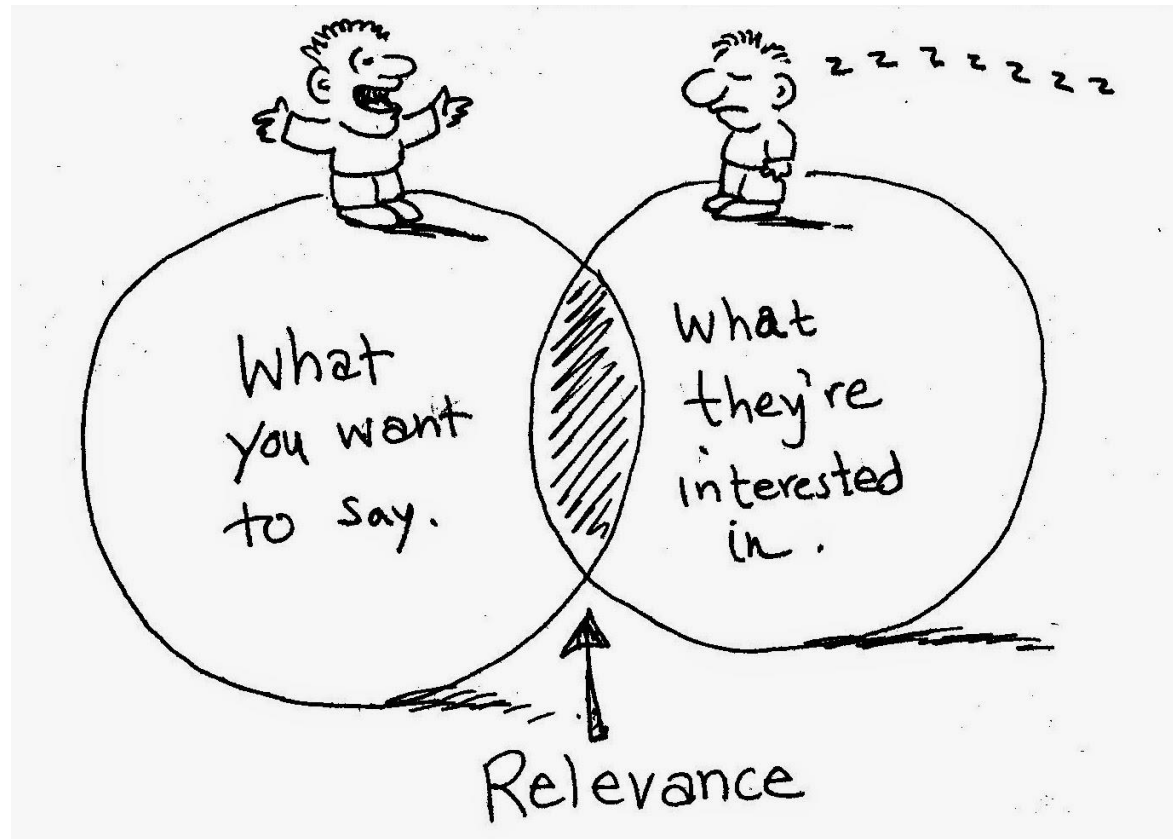
NUH-UH. SOME GUY
ON TWITTER JUST
SAID YOU'RE WRONG.



Terms that have different meanings for scientists and the public

Scientific term	Public meaning	Better choice
enhance	improve	intensify, increase
aerosol	spray can	tiny atmospheric particle
positive trend	good trend	upward trend
positive feedback	good response, praise	vicious cycle, self-reinforcing cycle
theory	hunch, speculation	scientific understanding
uncertainty	ignorance	range
error	mistake, wrong, incorrect	difference from exact true number
bias	distortion, political motive	offset from an observation
sign	indication, astrological sign	plus or minus sign
values	ethics, monetary value	numbers, quantity
manipulation	illicit tampering	scientific data processing
scheme	devious plot	systematic plan
anomaly	abnormal occurrence	change from long-term average







Science is now connected.

