

# Sharing your science with non-experts: Tips and tools to help you communicate a meaningful message

**Marcie Grabowski**  
SOEST Outreach and Communications Specialist  
University of Hawai'i at Mānoa

Biomed T 211

Wednesday, February 26  
3:30 - 4:30 pm Seminar

## Abstract

In this session, we'll talk about the why, where and how to communicate with non-experts about a general field of study or the findings of your particular research. Considering the perspective and priorities of your audience is key to successfully and meaningfully communicating your message(s). We will discuss a couple tools and several guidelines to help distill a significant amount of information into a succinct and impactful message. There are a broad range of communication platforms available and individuals have various preferred styles. I will provide a list of venues/ outlets for sharing your message and a list of questions to get you started on a press release to share your findings with the media.