**Title:** Connecting People to Forest Science: Innovative Communication Approaches for Delivering Science

**Session Organizers:** Cindy Miner ([clminer@fs.fed.us](mailto:clminer@fs.fed.us), US Forest Service) and Jennifer Hayes ([jenniferhayes@fs.fed.us](mailto:jenniferhayes@fs.fed.us), US Forest Service) on behalf of WP 9.01.02 (Communications and Public Relations)

**Description:** In this session we would explore new and innovative ways to connect the general public, and policymakers to forest science. As humans become more interconnected and are constantly barraged by media messages that inform their daily decisions and shape their world views, it is more important than ever that science be visible and accessible. Conflicting messages on major issues like climate change can create confusion or even complacency. Lack of consistent messaging around new forest opportunities like the bioeconomy inhibit the potential success of these campaigns. How can scientists share research findings on these topics in simple and engaging ways to create awareness and increased scientific literacy within the general public? How can we better connect and synthesize similar research findings from around the globe to create awareness for international issues based on scientific results? In this session presentations would explore the purpose of narratives and why they are important; what elements make a good science story; ways to use social media to increase interest in your research; what makes for an effective infographic; exciting new interactive tools to showcase user-friendly science on online platforms; and more. Both research studies and findings on these topics as well as practitioner case studies of effective communication campaigns and innovative practices will be presented. (212 words)

**Proposed Speakers:** To be suggested after WP meeting in August 2016. Seeking to get diverse presenters from Africa, Latin America, Asia and Europe. Plan to leave open slots from incoming abstracts submissions not previously identified.

**Requested Time:** 2 hours

**Format:** Mixture of Oral and posters