

Public Interfaces of the Life Sciences

Sustainable Infrastructures for Life Science Communication: A Workshop

December 9-10, 2013

Twitter: #NASinterface

<http://nas-sites.org/publicinterfaces/>



NATIONAL ACADEMY OF SCIENCES

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Motivations for the Workshop

The life sciences find increasing relevance in public dialogue... As public support for the life sciences continues to be debated, one of the key issues missing in the dialogue relates to the **BARRIERS** keeping life scientists from communicating with the public about their work.



Roundtable on Public Interfaces of the Life Sciences

- Group of leaders from federal agencies, business community, non-profit organizations and academic sectors
- “Think Tank” to address issues related to public interfaces of the life sciences
- Tasked to explore needs, challenges and opportunities related to commitment and infrastructure to support communications activities of life scientists.



ROUNDTABLE MEMBERSHIP

- **May R. Berenbaum*** (Co-Chair) - University of Illinois at Urbana-Champaign
- **Dietram A. Scheufele** (Co-Chair) - University of Wisconsin Madison
- **Ivan Amato** - DC Science Café
- **Kristi S. Anseth** - University of Colorado, Boulder
- **Rick Borchelt** – Department of Energy
- **Rodolfo Dirzo** - Stanford University
- **David E. Duncan** – Freelance Journalist
- **John Durant** - Massachusetts Institute of Technology Museum
- **David Fowler** - Ogilvy & Mather
- **Fred Gould** - North Carolina State University
- **James Hildreth** - University of California, Davis
- **Alan Leshner** - American Association for the Advancement of Science
- **Bruce V. Lewenstein*** - Cornell University

* Workshop Planning Committee

ROUNDTABLE MEMBERSHIP (CONT.)

- **George Matsumoto** - Monterey Bay Aquarium Research Institute
- **Jonathan D. Moreno** - University of Pennsylvania
- **Matthew Nesbit** - American University
- **John Ohab** - U.S. Naval Research Laboratory
- **Stephen Palacios*** - Added Value Cheskin
- **William Provine** – DuPont
- **Kenneth S. Ramos*** - University of Louisville
- **Margaret A. Riley** - University of Massachusetts, Amherst
- **Tami C. Schilling** – Monsanto
- **Judy Scotchmoor** - UC Museum of Paleontology
- **Beth A. Shapiro** - University of California, Santa Cruz
- **Brooke Smith*** – COMPASS
- **Mary Woolley** - Research!America

- *** Workshop Planning Committee**

NAS STAFF

- **Keegan Sawyer, Project Director**
- **Katie Bowman, Senior Program Officer Board on Life Sciences**
- **Martin Storksdieck, Board Director on Science Education**
- **Kati Reimer, Senior Program Assistant Board on Agriculture and Natural Resources**



PERSONAL PERSPECTIVES

- ✓ Understanding gene networks that define disease phenotypes.
- ✓ Translating genomics into clinical tools that expand personalized and precision medicine
- ✓ Defining molecular mechanisms of environmental injury by chemical and physical agents
- ✓ Engaging individuals and communities in understanding how life sciences impact their day-to-day lives.



WORKSHOP AT A GLANCE

- **Background and Vision**
- **Life Scientists Engaged**
- **Frictions and Momentum**
- **Connection of Life Scientists to Public Interfaces**
- **Funding Public Communications**

