

DIVERSITY IN PUBLIC ENGAGEMENT AND SCIENCE OUTREACH

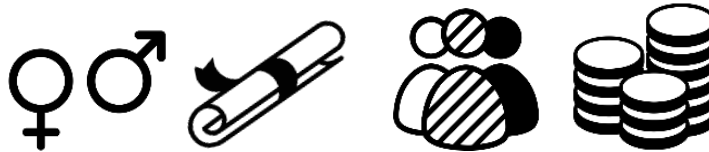
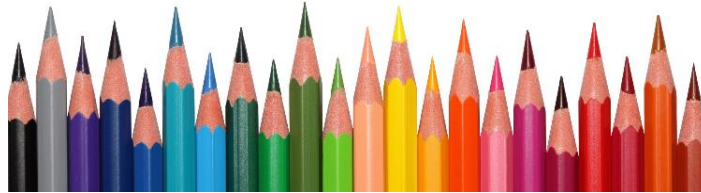
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Why focus on diversity in science outreach?

- **Representation:** You can't be what you can't see → role models for girls, minorities, disabled kids, etc.
- **A true(r) reflection of society** (f.e. Antwerp population of 500.000 with 170+ different nationalities)
- **Growth:**
 - Better social integration and improved possibilities for kids from disadvantaged neighbourhoods/families



Project goal: more diversity



Identifying thresholds

- **Financial threshold** → participation fees, transport, ...
- **Practical threshold** → accessibility of the location, infrastructure, timing, (online) enrollment procedure, unfamiliar location, lack of leisure time, ...
- **Information threshold** → inclusive communication?, media use, readability of texts, language use, ...

Identifying thresholds

- **Psychological threshold** → stereotypical thinking obstructs participation of girls, minorities, disabled kids, etc.
- **Socio-cultural threshold** → science capital of your family, cultural capital (western societies/ideas well represented, the rest not), girls (strong preference for activities with a societal relevance), ...

➡ Difficult to change in the short term

Adjusting your activities program to lower the identified thresholds

2 best practice guidelines from our literature study:

→ You can't do it on your own

→ Meeting people where they are

TIPS & TRICKS

- **Affordability** → lower the price or try to make your activity free of charge
- **Location, location, location** → a familiar location is preferred
- **Collaborations with social partners**



TIPS & TRICKS

- **Clear communication** → write and design with your audience in mind
- **First inspire, then engage** → give your audience a reason to come back and then get them hooked
- **Be part of a bigger picture** → connect to other parts of your audience's life



Questions?

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