



# From Science to Storytelling: Effective Communication for Policy Change

**Monday March 24, 2014**

**1:00 - 4:00**

**Big Hanna Room, Asmundson Hall, UC Davis**

Conveying the results of your scientific research to legislators and government agencies can help influence policy — but only if you communicate effectively! If you are motivated in part by applying your research to environmental and social issues such as climate change, this workshop will give you some useful concepts and tools.

Using discussion, role plays, expert advice from media consultants and individual exercises, we will explore the challenges of translating your scientific findings to policymakers and advocates, and will offer some tools for improving your communications skills. We will focus on simplifying your messages and honing your presentations.

**Presenters:**

California Climate and Agriculture Network (CalCAN) and Resource Media

**Cost:**

Free, with the generous support of the David and Lucile Packard Foundation

**Invited Participants:**

Academic researchers working on climate change and agriculture. Registered participants may also invite one graduate student.

**To Register:**

Email Renata Brillinger at CalCAN ([renata@calclimateag.org](mailto:renata@calclimateag.org)) with your name, department, institution and phone number. If you would like to bring one graduate student, please include their information as well. Space is limited.

