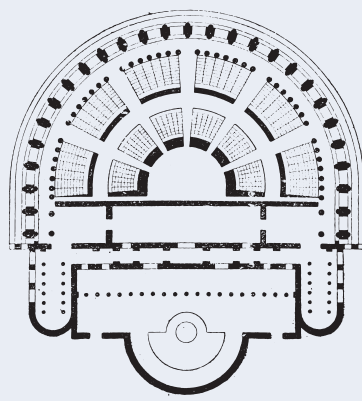


"Conference Synthesis: Communicating Mosquito Science Effectively"

Plenary Audience



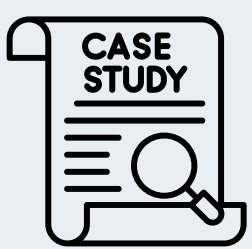
90% lack formal communications and storytelling training

Principles

- Communication: Backbone of Public Health.
- Customization: Tailored to local needs.
- Values & Beliefs: Personal constructs shape info processing.
- Alignment: Unified narrative across levels.
- Trust: Built through effort and integrity.
- Lasagna Principle: Continuous presence builds familiarity.



Case Studies



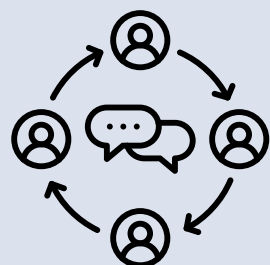
Locations: Belgium, Greece x2, Switzerland, Austria, France

- Political Disruption: Anticipate disruptions in campaigns.
- Vector Communication: Programs in Greece.
- Private Space Risk: 80% of risk in private spaces.
- Imported Cases: Travelers from endemic areas.



Training Modules

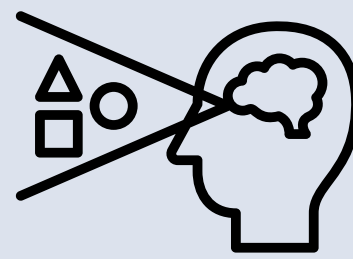
- Community Engagement: Two-way street, positive framing, community influencers.
- Media Relations: Confidence and trust, story elements.
- Graphic Design and Visual Arts: Non-verbal communication, body language.



European Research Funding Horizon

- 9th Framework 2021-2027: \$95.5 Billion Euro.
- US NIH: \$33 billion/year.

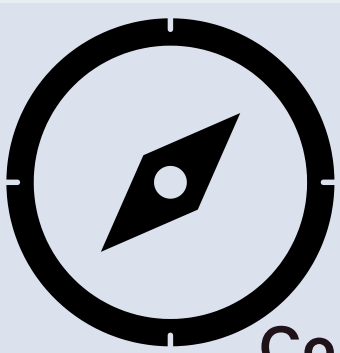
Dave's Thoughts and Perceptions



1. Randomized control trials to test communication effectiveness.
 2. Measure interactions and impact.
 3. Continue to publish.
 4. Return on investment analyses.
- Key Takeaways: Communication is a science and art. Dress and actions matter.
 - Storytelling Training: EMCA should provide this.

End with a Story

- Context: Dinner during the conference.
- Who: Italian Colleagues.
- Discussion: Political dimensions of Vector Control.
- Conflict: Ethical dilemma – politics vs. integrity.
- Solution: Stay, amend your plan, do your best.
- Impact: Reach full human potential.



Final Thoughts

**You matter.
Dress and actions matter.
Communication of science matters.
God Speed on your journeys.**

Prepared by David Dyjack, December 4, 2024

**Dialogue
with wings**

Communicating
mosquito science
effectively

2-4 December 2024
SUPSI Mendrisio,
Switzerland

