

FACTS MATTER, DON'T THEY?

Prof. dr. A Timen, RIVM & VU Amsterdam

A series of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, located on the right side of the slide.

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FACTS MATTER: INCREASED PUBLIC INTEREST IN (MEDICAL) RESEARCH

- ▶ Increased access to information (internet)
- ▶ Increased access to early information (preprints, data repository services)
- ▶ Acceleration in information dissemination (social media: Twitter, Facebook)

3

FACTS MATTER: NEW RESPONSIBILITIES: BEING ABLE TO ENGAGE WITH DIFFERENT AUDIENCES

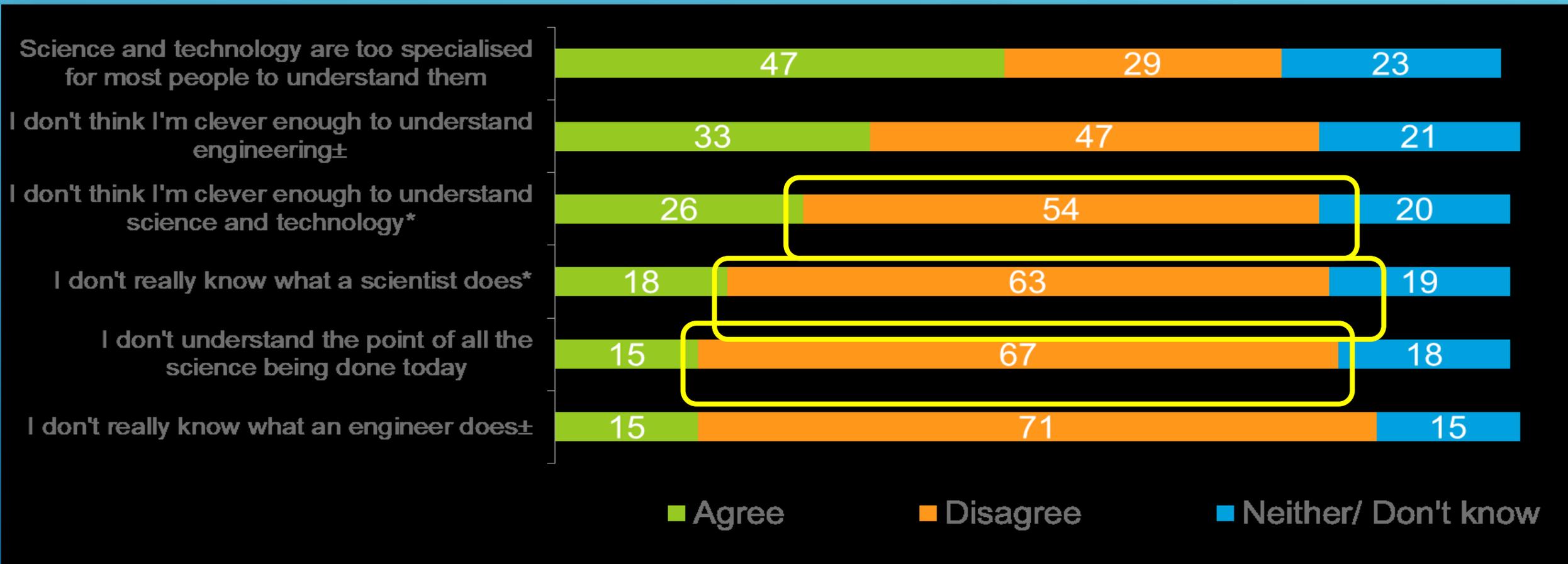
- ▶ Scientists are increasingly becoming part of the democratization of science
- ▶ Scientists need to engage in communication and interpretation of science
- ▶ Research skills need to be complemented by communication skills

- ▶ Pitfalls
 - ▶ Inappropriate understanding or misinterpretation of results by the public/media
 - ▶ Appropriate understanding of the facts by the public, yet disagreement on impact or implications
 - ▶ Scientists might lack an antenna for quite grasping the questions and concerns of the public
 - ▶ Most people consider themselves well-informed



Agreement with statements on knowledge and science

4

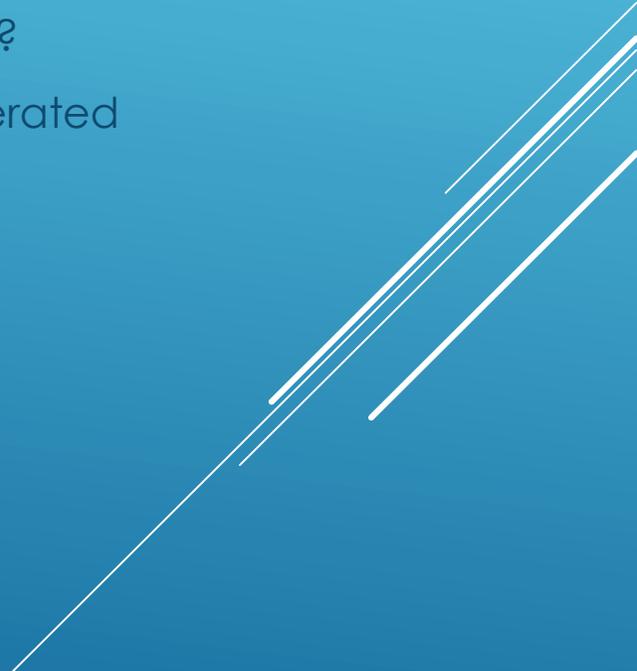


▶ FACTS MATTER: ENABLING DECISION
MAKING

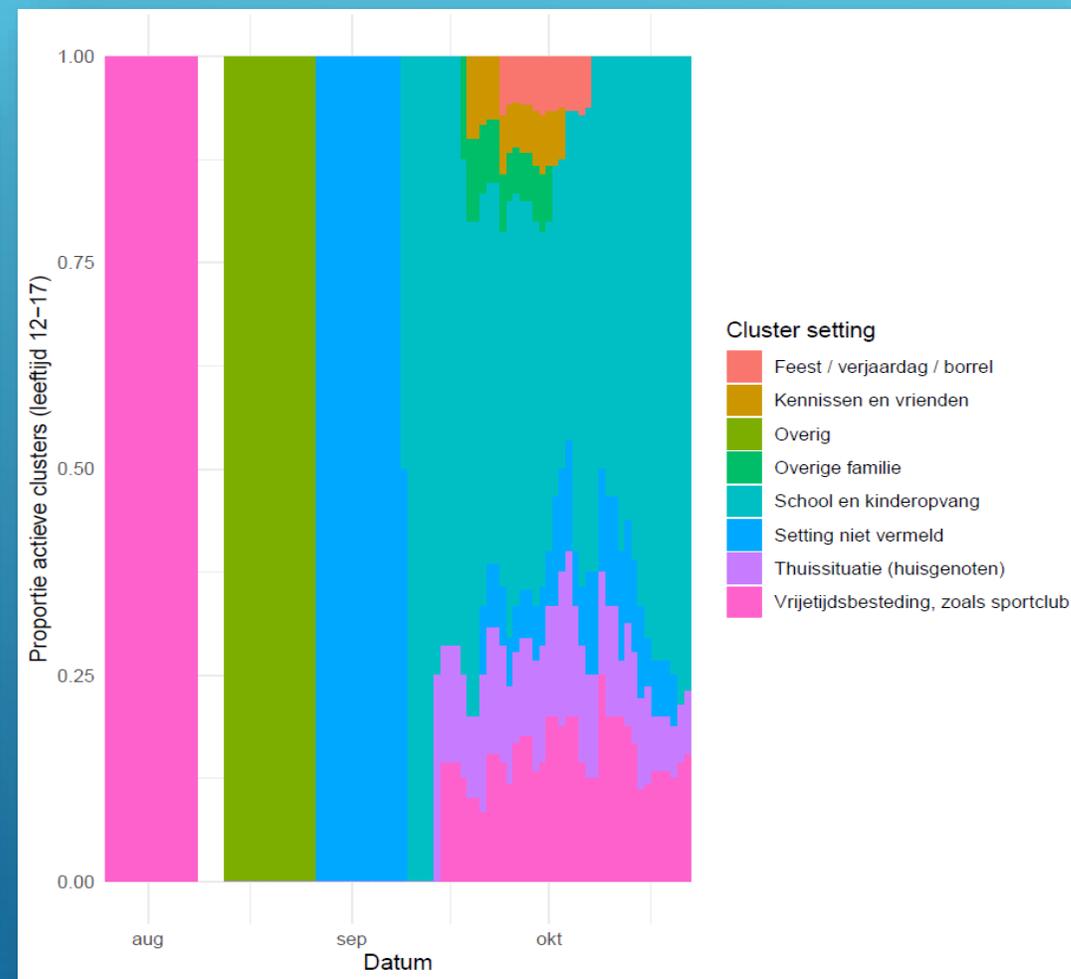
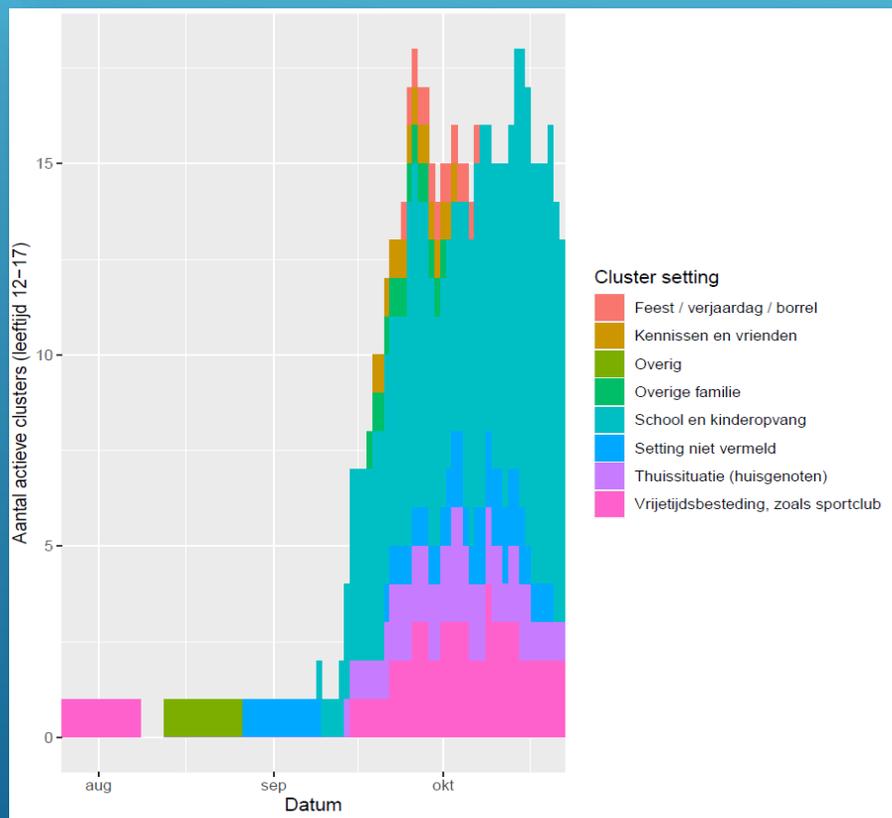
An example

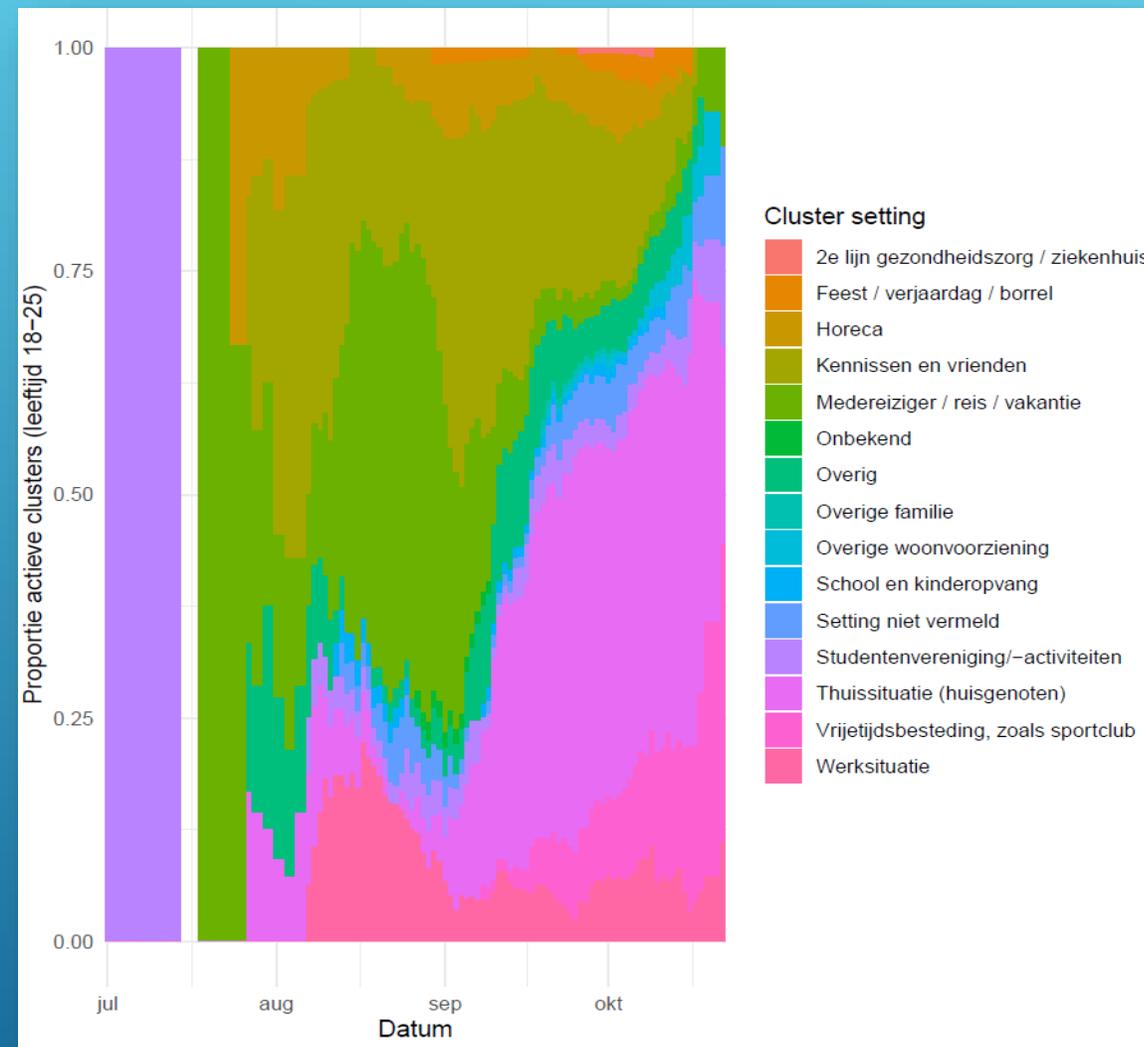
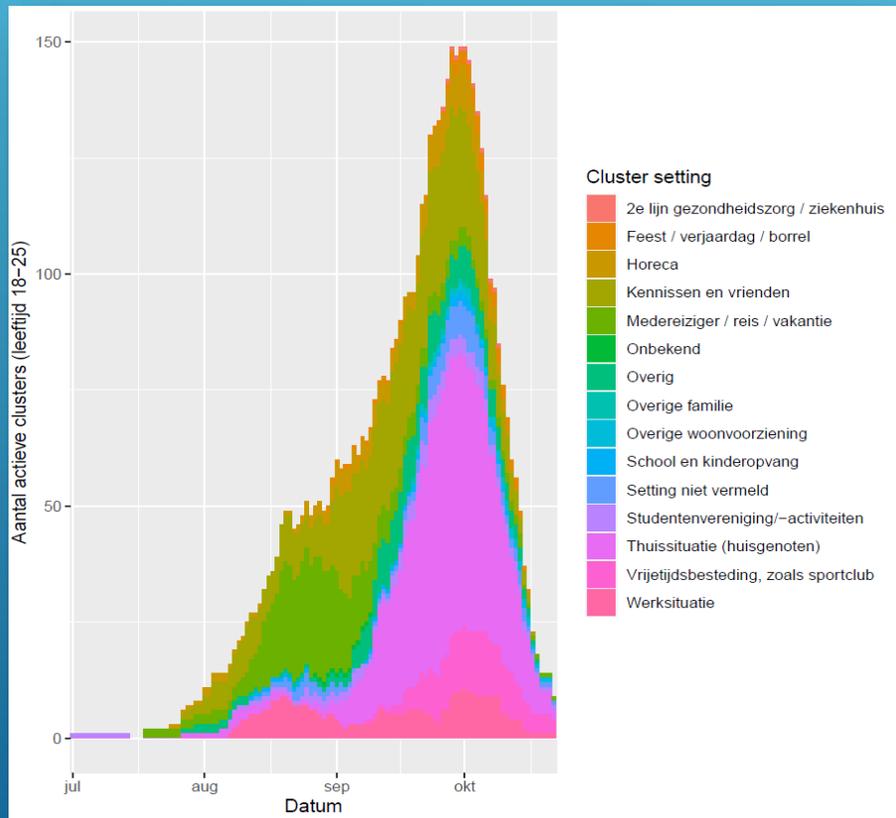
WHY clusters matter?

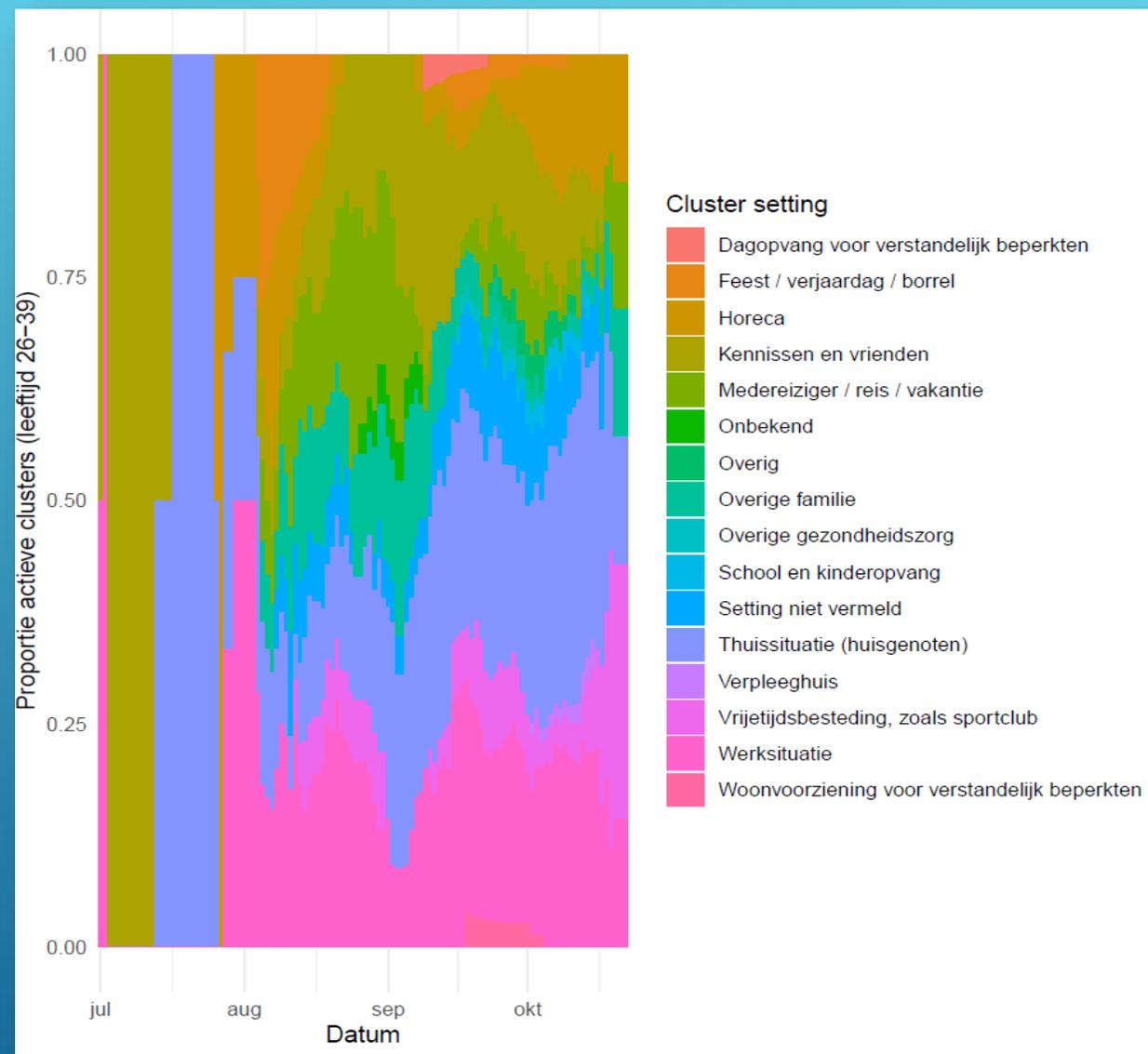
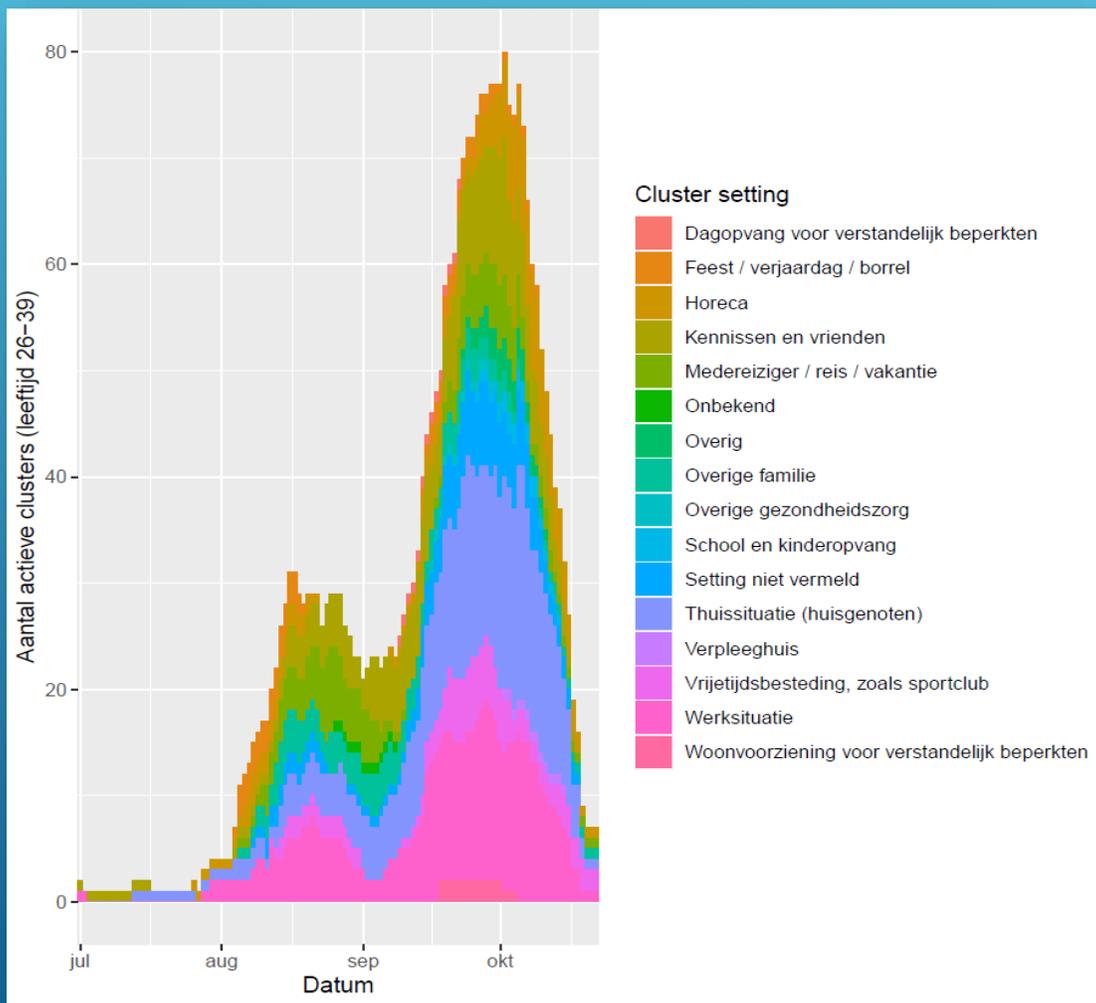
Indication of accelerated
transmission?

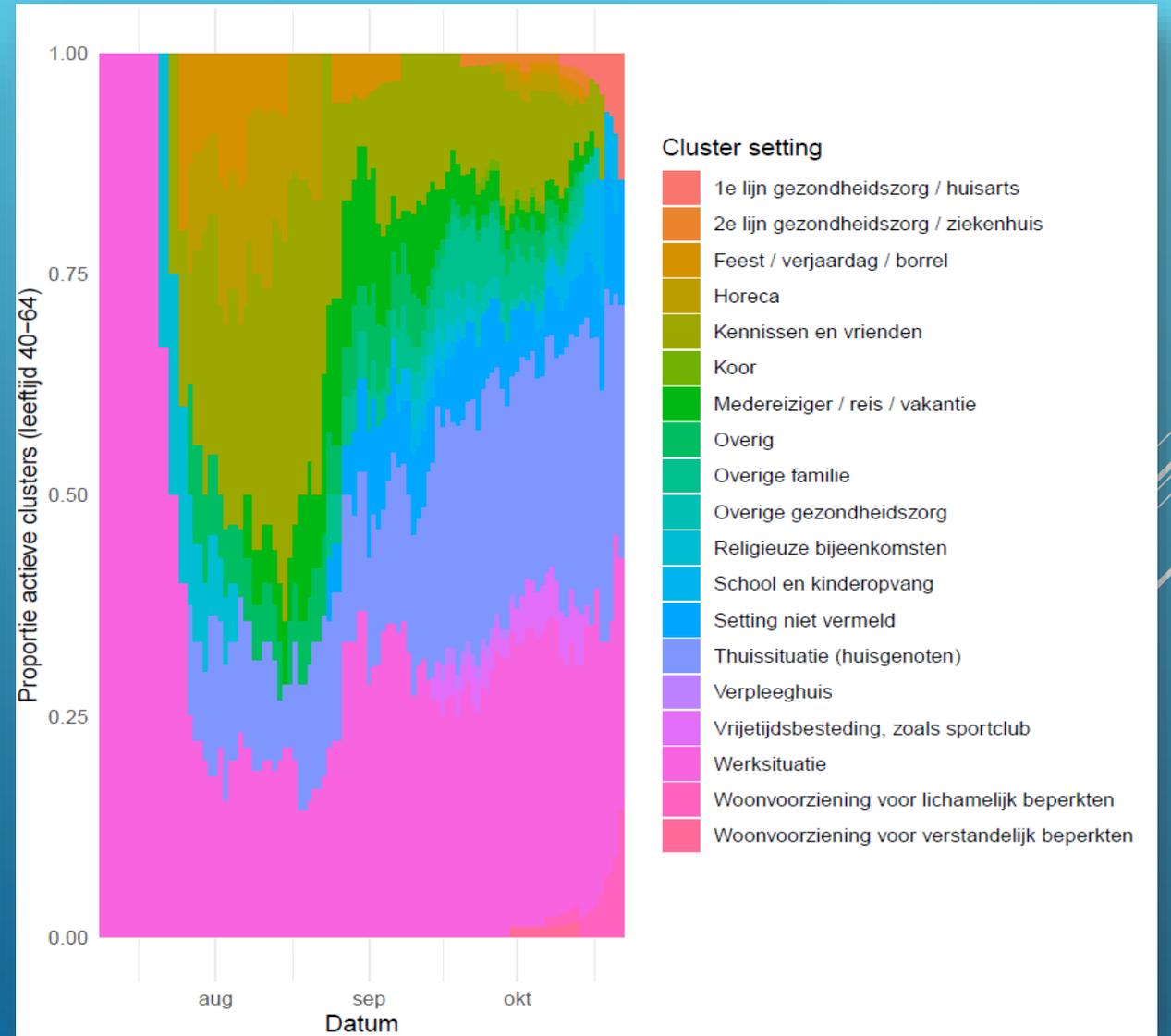
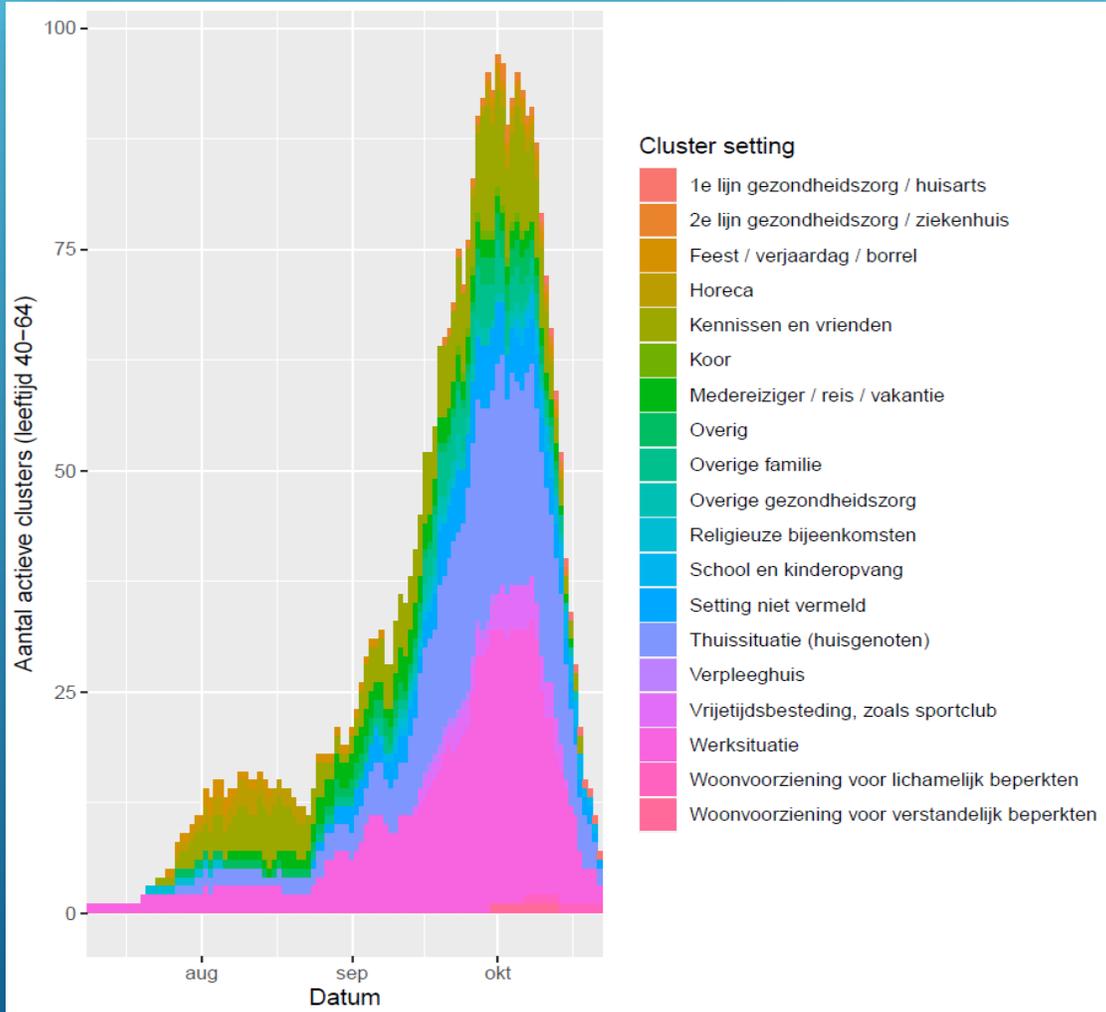


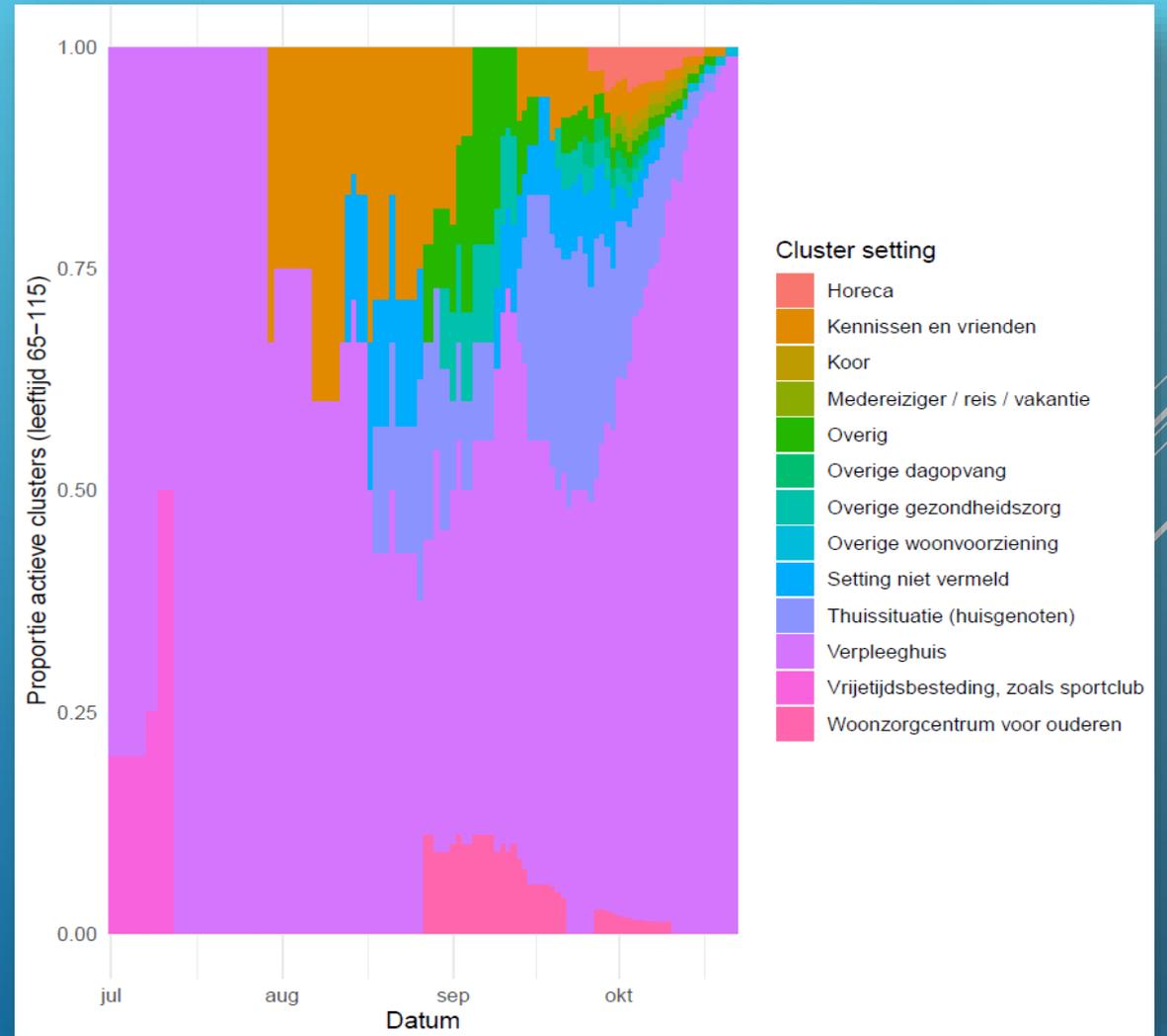
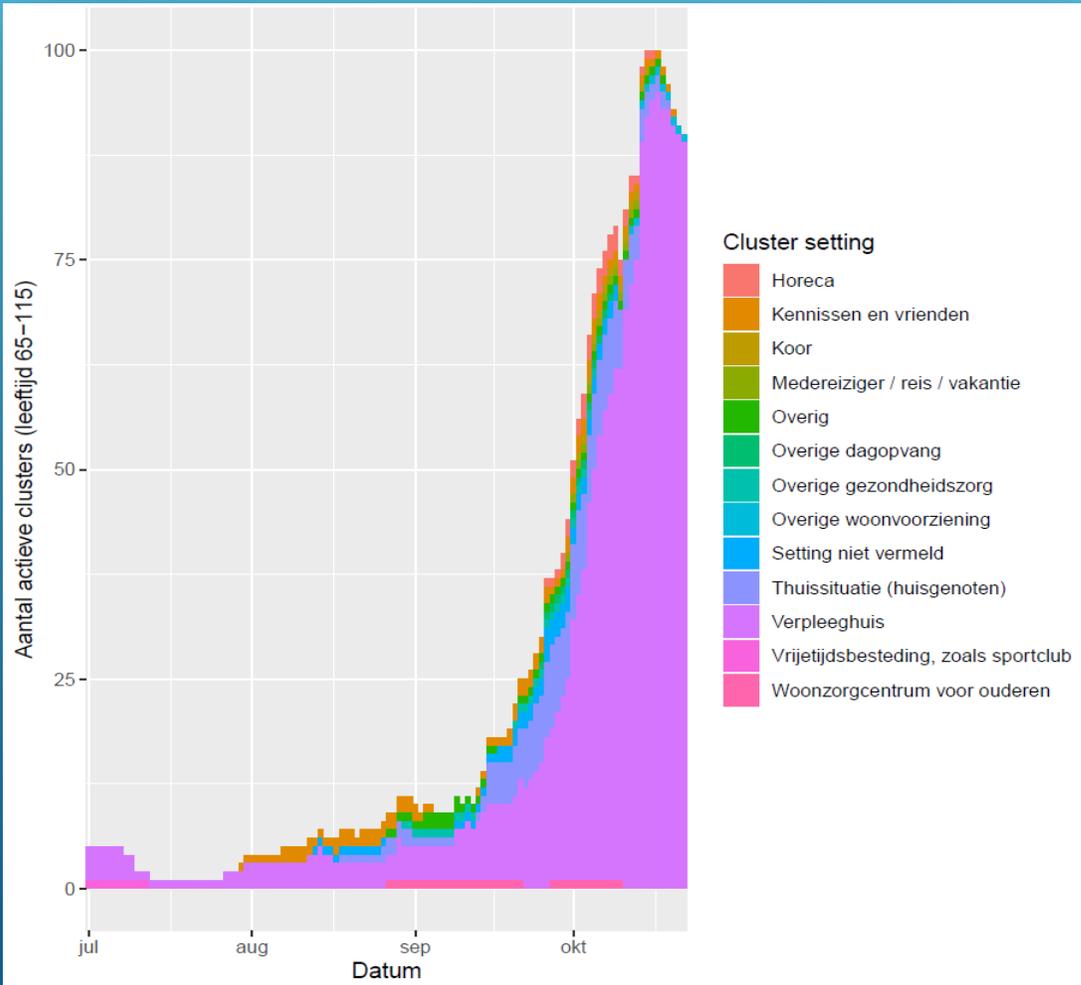
MEEST GEREISTREERDE SETTINGS BIJ CLUSTERS BINNEN LEEFTIJDGROEPEN











GOLFBREKERS: MAATREGELEN OM VERDERE TRANSMISSIE TE VOORKOMEN

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▶ BRONNEN:

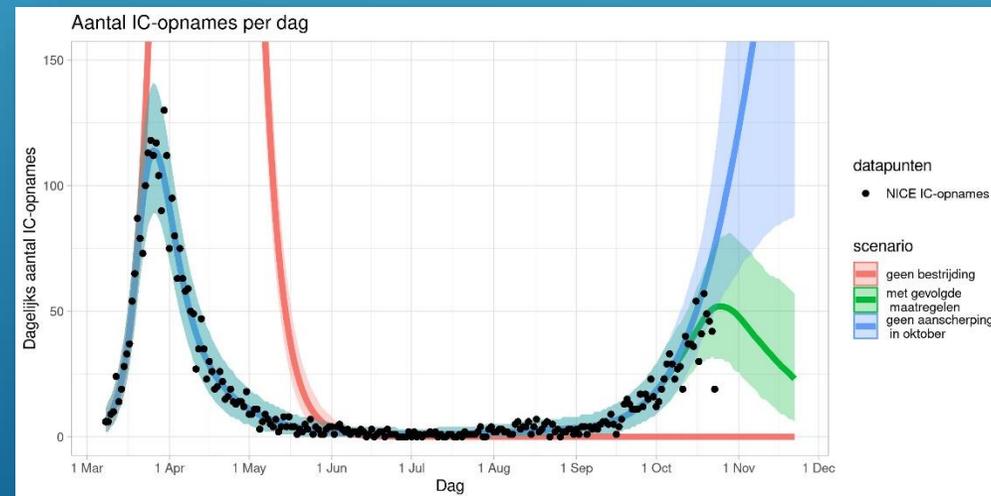
- ▶ Opvolging isolatie-adviezen door de positief geteste mensen (communicatie!)
- ▶ Thuisblijven bij klachten

▶ TRANSMISSIE

- ▶ 1,5 afstand
- ▶ Efficiëntie transmissie binnen/ buiten (luchten, ventilatie)
- ▶ Groepsgrootte, duur contact
- ▶ Thuiswerken
- ▶ Beperkt aantal bezoekers,
- ▶ Advies niet noodzakelijke reizen,
- ▶ Sluiting horeca

▶ KWETSBARE PERSONEN

- ▶ Direct: bescherming door drukte te mijden, beperking contacten
- ▶ Indirect: niet-medische mondklappers preventief



Timen, Okt. 2020

Wallinga, RIVM/EPI

COVID catalyzed direct engagement between scientists and the public, at an unprecedented magnitude

Opportunity for researchers to build upon this experience to establish a continuous, long-lasting dialogue with the general public.

The purpose for scientific research is not only to gain new knowledge but also to put that knowledge to use. Engagement with the public not only strengthens public trust in science but ultimately serves to raise awareness and education of science in such a way that is mutually beneficial to all stakeholders.

WHAT COVID
HAS TAUGHT
US SO FAR?

Check for updates

editorial

Scientists, keep an open line of communication with the public

The COVID-19 pandemic has opened a direct channel between scientists and the public. Keeping it open must become part of scientists' mission.