

Wisconsin Initiative for
Science Literacy
www.scifun.org



Public Engagement

- Talk *with* people
- Have conversations
- Listen!
- Be purposeful
- 2-3 takeaway messages
- Earn trust and respect



Ask yourself:

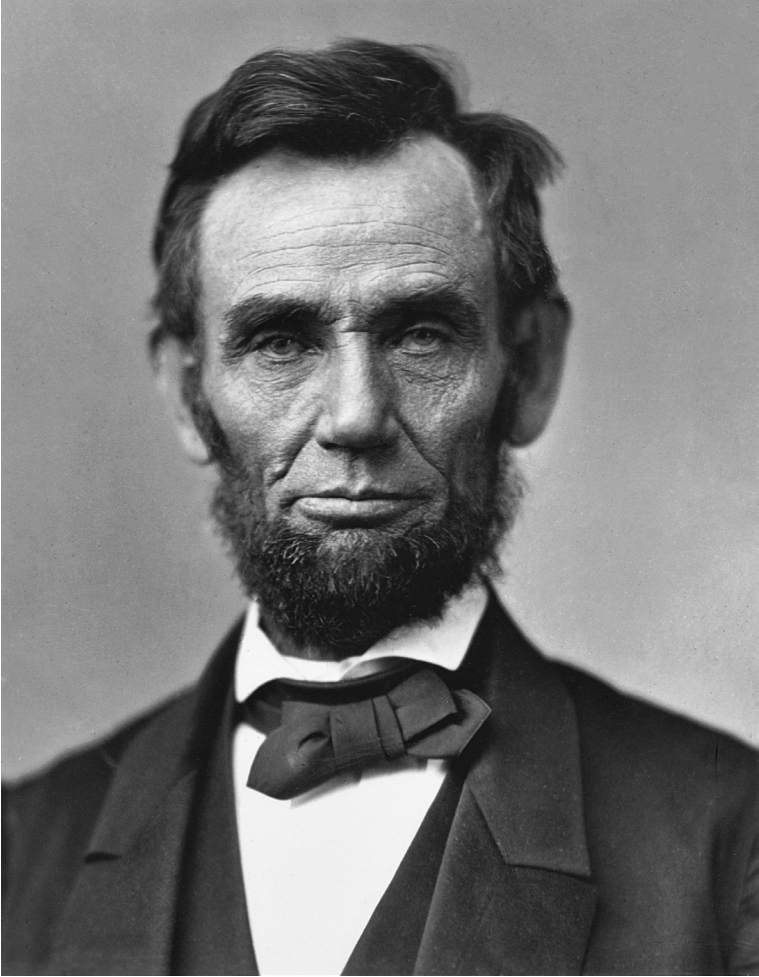
- What can I tell people?
- What should I be telling people about science?



Science and science literacy are necessary for the democratic process to work.

Science literacy enlightens and enables people to make informed choices, to be skeptical, and to reject shams, quackery, unproven conjecture, and to avoid being bamboozled into making foolish decisions where matters of science and technology are concerned.





*“Public sentiment
is everything.
With public sentiment,
nothing can fail;
without it nothing
can succeed.”*

Abraham Lincoln



SCIENCE IS FUN

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SCIENCE IS FUN
In the Lab of Shakhashiri