10 Tips for Communicating Global Health Research: A Researcher’s Perspective

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1. Work on projects that excite you

If you are passionate about your work, it will be easy to interest others.
2. Consider your audience

*Your audience has a diversity of backgrounds; they are not other researchers.*

3. Tell a story

*Stories have a beginning, middle, and end.*
4. Be a team player

Acknowledge the contributions of your colleagues, partners, and students.

5. What’s your SOCO?
Single Overriding Communications Objective

If you could convey only one point during your interview/story, what would it be?
6. Practice that which does not come naturally to you

As in all things, preparation is key.

7. Find common ground

Almost everyone wants children to grow up healthy...
8. Give others a voice

Both literally and figuratively.

9. Remember that sharing your work is important

The goal is to promote your work, not yourself.
10. Connect with Communications/Media Experts

Take advantage of UMN resources.

A Few Examples

Seed Grants: A catalyst for global research partnership

Basta Lab
@BastaLab

We are an Infectious Disease Epidemiology research group working with Dr. Nicole E. Basta in the Division of Epidemiology and Community Health @PublicHealthUMN.

The Reason Last Year’s Flu Season Was Deadly? Not Enough Vaccinations

Just over a third of Americans got a flu shot last year, which contributed to one of the deadliest flu seasons in years.

Placing Seeds to Grow Global Collaborations: CDER grant recipients strive to unlock vaccination barriers