

Swiss Society of Microbiology Annual Congress 2016

Mini-Symposium on Education and Outreach on Microbiology

Bernexpo, June 14-15, 2016

Following up the great success obtained the past year by the first workshop on outreach activities in Microbiology, the Swiss Society for Microbiology (SSM) will propose this year a mini-symposium focused on Education and Outreach. Once again, such event will offer the possibility to scientists attending to the SSM2016 Annual Congress to meet and discuss about the latest perspectives on microbiology outreach. The discussion will encompass several topics as for example school activities, outreach platforms and the communication of social-sensitive topics microbiology-related to the broad public.

All scientists and communicators involved or interested in public outreach and education on microbiology are warmly invited to attend to this mini-symposium!

Introduction

Microbiologists have always been at the forefront of scientific outreach, their mission being that of providing an overview of the amazing world of microbes that is largely unknown by the broad public.

However, due to a general lack of academics involved in outreach and to an unbalanced diffusion on media broadcasts, laypeople are reached by few microbiology topics other than antibiotic resistance, nasty diseases and dangerous contaminations. This scenario leads to a misplaced focus, turning the perception of the discipline as a “war-field” rather than an amazing exploration.

In order to invert this trend, the combined efforts of scientists and policy makers have lead microbiology outreach towards a new rise, with several platforms inside and outside the academia committed to inspire laypeople with the fascination for microbiology. Furthermore, at a social level it is given more and more attention to the crucial importance of delivering plain and broad information, reducing the risk of generating misunderstandings that may lead to misplaced fears towards microbiology in general.

To further discuss the state-of-art of microbiology outreach and to exchange ideas, experiences and future projects, two sessions focused on Education and Outreach on Microbiology will be proposed in the context of the 2016 SSM Annual Congress. The first session (14th June 2016) will focus on the delivery of sensitive microbiological information to the laypeople (Making the Bridge: Talking about Epidemic Outbreak to the Broad Public) whereas the second one (15th June 2016) will host a discussion over microbiology education

and broad public engagement made by scientists active in the field of microbiology (From the lab with love: how to promote scientific education using microbiology).

All scientists and communicators involved or simply interested in public outreach and education in microbiology are warmly invited to attend to this mini-symposium!

Program

DAY 1 (14.06.2015) - 14h30-15h30 - Making the Bridge: Talking about Epidemic Outbreak to the Broad Public

KEYNOTE SPEAKER

14h30 -15h00 **M. Christen Darcy** Director of CEMCAV (Centre d'enseignement et de communication audiovisuelle), Centre Hospitaliere Universitaire Vaudoise, CHUV

Title: *Perception is Reality* (abstract to be announced)

CONTRIBUTED TALKS

15h00 - 15h15 Contributed talk

15h15 - 15h30 Contributed talk

DAY 2 (15.06.2015) - 14h30-15h30 - From the lab with love: how to promote scientific education using microbiology

KEYNOTE SPEAKER

14:30-15h00 **Dr. Joanna Verran**, Professor of Microbiology, National Teaching Fellow; Head of School of Research, Enterprise and Innovation; Head of Science Communication and Public Engagement in the Faculty of Science of the Manchester Metropolitan University

Title: *Mixed cultures: engaging the public with microbiology using the arts and humanities* (abstract to be announced)

CONTRIBUTED TALKS

15h00 - 15h15 Contributed talk

15h15 - 15h30 Contributed talk

POSTER SESSIONS (14-15.06.2016)

Poster session I - 14th June -- 14h00-14h30

Poster Session II - 15th June -- 14h00-14h30