

Outreach and Advocacy: from Phlies to Physics



Robin Craig, PhD
@RobinCraig123

Following

Thanks @OntUniv & @OntarioResearch for organizing #ParlHill Pop-Up Research Park! @LaurentianU & @ResourcefulCity research impacts! #cdnsoci



Thomas Merritt



@tjsmerritt



Thomas Merritt
@tjsmerritt

400 DNA Isolation kits are ready - be afraid, Bananas, be very afraid! World Record here we come #DNA #outreach #OdySci



LAB SPACES / S1 EP7

Inside the Dark Matter Lab Buried Over a Mile Underground



Laurentian University
Université Laurentienne

Why

Why is outreach important?

Education



Thomas Merritt
@tjsmerritt

More fun with DNA! Grade 11 & 12 Sudbury Secondary HS students talking Genomics, mashing bananas, and isolating DNA
[#Outreach](#) [#STEM](#) [#DNA](#)



10:37 AM - 26 May 2017 from [Laurentian University](#)



Thomas Merritt
@tjsmerritt

My afternoon with Lila's day camp, or as she calls it, "DNA with Daddy" ... [#STEM](#) [#DNA](#)



11:00 AM - 19 Jul 2017 from [Laurentian University](#)

Why

Why is outreach important?

Advocacy

Paul Lefebvre Retweeted

Robin Craig, PhD @RobinCraig123 · May 17

Thanks @OntUniv & @OntarioResearch for organizing #ParlHill Pop-Up Research Park! @LaurentianU & @ResourcefulCity research impacts! #cdnsci



You, Paul Lefebvre, Laurentian Research and 3 others

Reza Moridi ✓
@rezamoridi

Following

Visiting @tjsmerritt's #lab where adv. equipment incl. #DNA sequencing, genotyping & quantitative PCR is used to conduct #genetics #research



12:58 PM - 19 Jul 2017 from Laurentian University

3 Retweets 18 Likes



You, LaurentianUniversity, Reza Moridi and SNOLAB



How

6 Suggestions for Outreach and Advocacy

1 – Get on Twitter (or Instagram)



Thomas Merritt
@tjsmerritt

Geneticist | Drosophilist | Accessible Sport Advocate | I like coffee | Dabbler in parenting, transvection, metabolomics, rowing, paddling, and running.

[laurentian.ca/dr-thomas-merr...](https://laurentian.ca/dr-thomas-merritt)

Joined March 2013

How

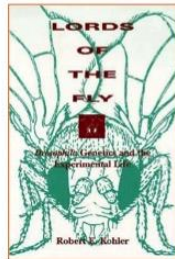
6 Suggestions for Outreach and Advocacy

2 – Do your homework



Fly advocacy, outreach & training

Drosophila is an important pillar in the process of scientific discovery



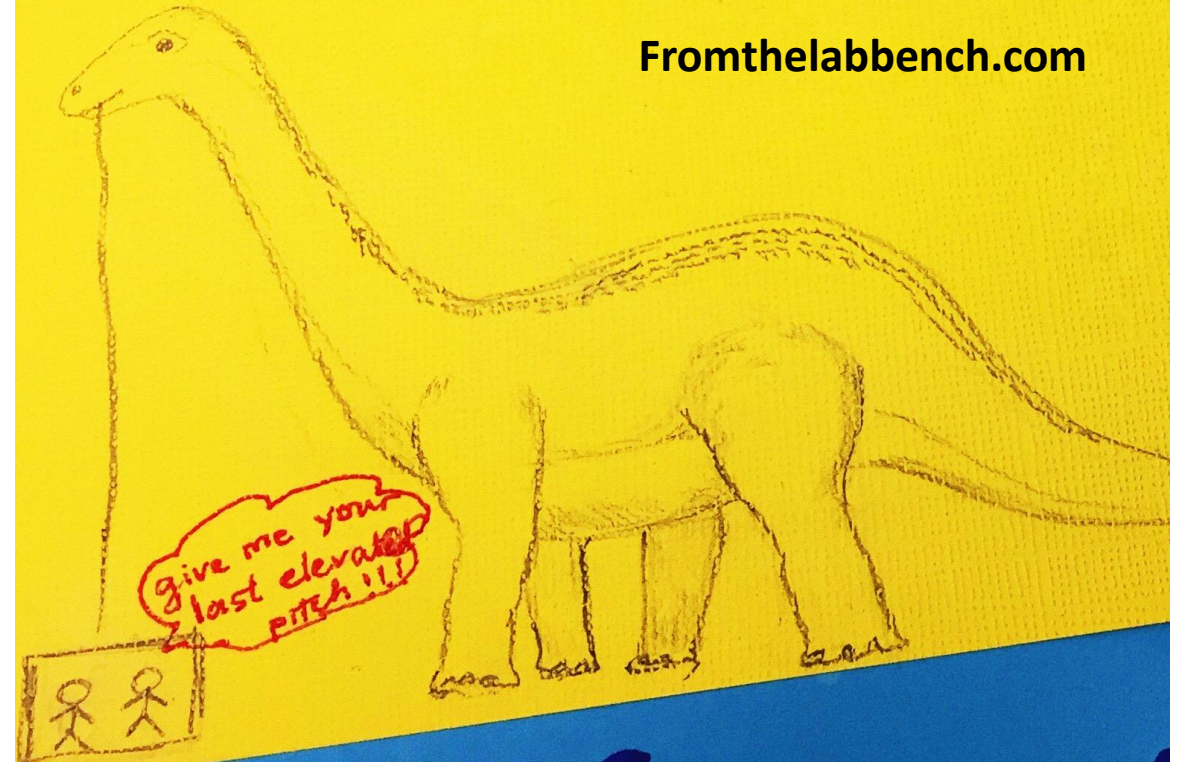
Am not I
A fly like thee?
Or art not thou
A man like me?
"The Fly"
W. Blake, 1794

For more explanations about the importance of fly research see:
["drosos4schools/Why fly?"](https://drosos4schools.org/why-fly/)

Slides from Andreas Prokop

Top 10 Tips for Breaking into #SciComm

Fromthelabbench.com



How

6 Suggestions for Outreach and Advocacy

3 – Ident. your audience, voice, goals

 **Christa Isobel Lee**
@OhPoorPup

 Follow

i googled "cheese fish" and it gave me this and now you have to cope with it



2:18 PM - 24 Jul 2017

 **Thomas Merritt**
@tjsmerritt

Good morning #paddling #SUP



 **Ashley Farley**
@ashleydfarley

Following

After seeing relevant conversations this past week, I wanted to share a tip sheet created at the foundation. Sharing with permission.

Equity & Inclusion

11 Ways to be a Male Ally

1. Attribute ideas to their originators. Concretely and explicitly **praise women's contributions**.
2. **Cultivate openness and vulnerability** as a male characteristic by sharing stories and feelings.
3. Seek out **female mentors** to provide you with a different perspective.
4. **Be aware of your power** and take measures to account for it. If needed, leave the situation to shift power elsewhere.
5. **Speak up** in uncomfortable conversations, jokes, or situations so it's not always the woman having to say something.
6. Take on more of the **'office housework'** on the team – notetaking, teambuilding, cleaning up.
7. **Empower all teammates to contribute** – especially women and more junior colleagues. Here's a great [example](#).
8. Address **imbalances and double standards** in team practices or foundation policies.
9. Listen for **gender bias in language**. Why is he 'critical' while she is 'difficult'?
10. Continually and explicitly **ask for feedback** on your blind spots. Respond in a posture of humility and acceptance.
11. Fighting sexism is an uphill battle; the bare minimum



Jul 2017 from [Northern Water Sports Centre](#)

How

6 Suggestions for Outreach and Advocacy

4 – Produce content



Sex matters: Male bias in the lab is bad science

July 27, 2017 10:02am EDT

Male scientists dominate labs, often with little to no female representation in the work or research subjects. Shutterstock

- Email
- Twitter
- Facebook
- LinkedIn

When I first started doing experimental biology, I noticed that we only looked at males.

I was in a fly lab — a very good one — and we could have looked at males or females, or both, but we didn't. We collected female flies to mate, of course (flies need males and females to reproduce, just like humans), but

Author



Thomas Merritt
Professor and Canada Research Chair, Chemistry and Biochemistry, Laurentian University



How

6 Suggestions for Outreach and Advocacy

5 – Give Interviews

Hundreds of children smash bananas in DNA World Record attempt

Experiment involves mixing mashed bananas with salt, water, detergent, and rubbing alcohol to reveal DNA

By Robin De Angelis, CBC News | Posted: May 16, 2017 7:00 PM ET | Last Updated: May 16, 2017 7:00 PM ET



A student at R. L. Beattie school in Sudbury, Ont. showed some extra spirit during the banana DNA experiment by dressing up as a banana. (Robin De Angelis/CBC)

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AUDIO | Fruit flies travel underground to Sudbury's SNOLAB

CBC News | Posted: Oct 09, 2014 11:56 AM ET | Last Updated: Oct 10, 2014 7:30 AM ET



SNOLAB is a physics lab located two kilometres underground near Sudbury, Ont., and exists within Vale's Creighton Mine. (SNOlab)

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LAB SPACES / S1 EP7

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How

6 Suggestions for Outreach and Advocacy

6 – Be Fearless (but aware)

SUMMER U | Northern Ontario researcher looks to fruit flies for cancer cure

CBC News | Posted: Aug 27, 2015 10:39 AM ET | Last Updated: Aug 27, 2015 10:39 AM ET



Laurentian University biology professor Thomas Merritt will help students at R.L. Beattie Public School in Sudbury, Ont., attempt to break a world record for the most people conducting a DNA isolation experiment at one time. The current record is 302. (Megan Thomas/CBC)

1 of 3

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Why

Why is outreach important?

Scholarly Activity



T-WiSE Episode 31: Communicating Science

Why

Why is outreach important?

Scholarly Activity

Thomas Merritt @tjsmerritt · 49m
I'm giving a talk (in 2 hours) on Science Outreach. Anyone have good examples of getting credit for outreach as Scholarly Activity? #STEM



Dr. Paige Jarreau, Andreas Prokop, Esther Verheyen and 7 others

Rerouting....™ @aaron_lucs
Following

Replying to @tjsmerritt @FromTheLabBench and 8 others

Always thought we should have something in place (and would be happy to be involved in such talks) but have no concrete examples to date.

7:45 AM - 27 Jul 2017

Ann Pegoraro @SportMgmtProf
Following

No but it should count and be counted!!



Thomas Merritt @tjsmerritt
I'm giving a talk (in 2 hours) on Science Outreach. Anyone have good examples of getting credit for outreach as Scholarly Activity? #STEM

7:44 AM - 27 Jul 2017

Michael J. Biercuk @MJBiercuk
Following

Replying to @tjsmerritt @FromTheLabBench and 9 others

I kept a tally of the outreach/media work I was doing and then negotiated this is now an (additionally compensated) part of my job...

8:15 AM - 27 Jul 2017

1 Retweet 5 Likes

Cheryl Keller Capone @KellerCaponePhD
Following

Replying to @tjsmerritt @FromTheLabBench and 8 others

I list efforts in my faculty activity report, but it's not acknowledged in any way that I'm aware of.

7:45 AM - 27 Jul 2017

4 Likes



2



4



Tweet your reply

Ann Pegoraro @SportMgmtProf · 49m
Following

Replying to @KellerCaponePhD @tjsmerritt and 8 others

I have done the same - I put it on my annual report - not sure it has been acknowledged



4



Edan Foley @imin200 · 30m

Replying to @KellerCaponePhD @tjsmerritt and 8 others

IME faculty powerbrokers are a cultural monolith and they act accordingly. They never needed outreach, so see no reason to reward it



1



How

10 steps to getting started in Science Communication

Get a twitter

Read

Produce content

Get involved

Network

Look for SciCom Jobs

Focus on Broader impacts

Train

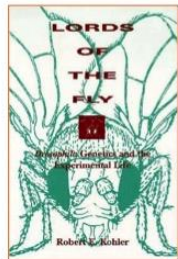
Have a web:

Be Fearless



Fly advocacy, outreach & training

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