

**PROMOTION
of
ACCELARATOR SCIENCE**

*Suzie Sheehy
and
Swapan Chattopadhyay*

*Presentation to IUPAP WG-14
March 7, 2023*

ASSIGNMENT

How to use IUPAP WG-14 to ‘uplift’ i.e. ‘promote’ the status of accelerators and large instruments of science based on particle beams in general, for better understanding ‘at large’: general public, K-12 school education, colleges and universities.

OBSERVATIONS

1. *IUPAP is global*
2. *Need to identify Target audience:*
 - *From high school to general public interested in science*
3. *Need to identify “What are the Key Messages?”:*
 - *Should be a small number e.g. no more than 5 Key Messages*
4. *Must widen the “Scope” of communication:*
 - *Widen out the scope beyond just particle physics to many other fields*

EXAMPLES/IDEAS

1. Existing examples::

- *'Artists-in-residence' program at CERN and Fermilab*
- *AAAS/APS (USA): AMBASSADORS of science (provided with talk materials for local schools and colleges and public), as done to promote the newly emerging 'Quantum Science' in the USA*

2. WG-14 Tasks/Ideas:

- *Create a template of materials for communicating the wider benefits of particle accelerators*
- *Connect potential speakers to audiences and get invitations to speak*
- *WG-14 members to craft/draft the talking points and materials*

3. Focus on enabling technologies/instruments/experiments and spill-over into societal areas

PLANS for Discussion at March 7, 2023 meeting

1. Hire someone for 6 months on this project:

→ *Ideally a student intern at a university (Oxford, Melbourne,...) or a laboratory (CERN, SLAC, Fermilab, ESS,...) specializing in history of science or such areas*

2. Goals:

- *Produce templates for presentation materials for people to use for public talks*
- *Identify the 'Ambassadors'*
- *Gather existing resources: contact physical societies and labs for resources at EPS, APA, AAAS, IoP, CERN and other labs*
- *Budget for suitable graphics will be important*
- *Part of IUPAPs role is to gather information about existing accelerator related communication projects i.e to identify best practice or at least what exists already*