



# COMMUNICATING SCIENCE

to specific target-audiences

September 26<sup>th</sup> - 30<sup>th</sup> 2016  
in Grand Bassam, Côte d'Ivoire

**4-days training workshop** on various aspects of science communication  
scheduled through 10 modules grouped on three main topics:

- (i) Global approach of science communication;
- (ii) Science communication through media;
- (iii) Science communication through non-media way.

## For more information:

Centre Suisse de Recherches Scientifiques en Côte d'Ivoire (CSRS)

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## ORGANISERS

**CSRS**  
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**Swiss TPH**  
Swiss Tropical and Public Health Institute  
Schweizerisches Tropen- und Public Health-Institut  
Institut Tropical et de Santé Publique Suisse  
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**AAS** The African  
Academy of Sciences



## DONORS



# Program (Draft)

	Day 1 - Tuesday	Day 2 - Wednesday	Day 3 - Thursday	Day 4 - Friday
8h 00 - 8h 30	Opening Cérémonie (Grand Bassam authorities and CSRS Directorate)	Media: Press Release and media agencies (Module 4) <b>Christian Heuss</b>	Role models in Communication (Module 7) <b>Christian Heuss</b>	Policy Brief (Module 9) <b>Gilbert Fokou</b>
8h 30 - 9h 00	Introduction Science Communication (Module 1) <b>Christian Heuss</b>			
9h 00 - 9h 30				
10h 00 - 10h 15	Coffee Break	Coffee Break	Coffee Break	Coffee Break
10h 15 - 10h 45	Science Communication at a scientific Institution (Module 2) <b>Christian Heuss</b>	Social Media - n.n. (Module 5) <b>Christian Heuss &amp; Emmanuel Dabo</b>	Being interviewed (Module 8) <b>Christian Heuss</b>	Field visit : Practical Case with a journalist
10h 45 - 11h 15				
11h 45 - 12h 15	Target Audiences (Module 3) <b>Christian Heuss &amp; Boris Kouakou</b>	Group work: Communication Plan and Media Release	Group work: Exercise Interview on Video / Radio (Module 8)	
	Showcase: Swiss TPH & CSRS <b>Christian Heuss &amp; Bassirou Bonfoh</b>			
12h 15 - 14h 00	Lunch Break	Lunch Break	Lunch Break	Lunch Break
14h 00 - 14h 30	Toolbox : Messagebox (Module 4) <b>Christian Heuss</b>	Group work: Communication Plan and Media Release (Plenary restitution: 45mn)	Scientific Poster <b>Dongo Kouassi &amp; Bassirou Bonfoh</b>	Developing exhibitions (Module 9) <b>Boris Kouakou &amp; Bassirou Bonfoh</b>
14h 30 - 15h 00				
15h 00 - 15h 30	Group work: Define target audiences and create different messages, accordingly (Module 4)	Good writing for Non-Scientists (Module 6) <b>Christian Heuss</b>	Oral Presentation (Module 8) <b>Jasmina Saric &amp; Bassirou Bonfoh</b>	WebDev, ComDev, Behaviour Change Communication (BCC) <b>Boris Kouakou &amp; Philipp Zeia</b>
15h 30 - 16h 15				
16h 15 - 16h 30	Coffee Break	Coffee Break	Coffee Break	Coffee Break
16h 30 - 17h 00	Plenary: Presentations by students followed by plenary discussion (Module 4: 45mn)	Good writing for Scientists (Module 6) <b>Jasmina Saric &amp; Dongo Kouassi</b>	Monitoring & Evaluation of Communication (Module 4) <b>Karim Ouattara &amp; Emmanuel Dabo</b>	Global Discussion
17h 00 - 17h 30	Communication Plan (Module 4) <b>Christian Heuss &amp; Boris Kouakou</b>			Training Evaluation
17h 30 - 18h 00	Media: how do they operate ? <b>Christian Heuss &amp; Ivorian Journalist from AIP and abidjan.net</b>			Closing the Training

