

Springboard 2020

Topic: Effectively communicating probiotic and prebiotic science: what are the ways forward?

Chair: Glenn Gibson

Objective: Understand and overcome challenges to pro/prebiotic science-based communications and help ISAPP develop ideas for communicating with four Target Groups

Target Groups and Chairs

1. Messaging the general public – Glenn Gibson
2. Messaging scientists/nutrition professionals (e.g. dieticians) – Gregor Reid
3. Messaging physicians – Dan Merenstein
4. Messaging traditional media and social media influencers – Chris Cifelli

Process:

1. Participate (optionally) in pre-event survey on communicating pro/prebiotic science. Provide your input [here](#).
2. Zoom Live Event on June 2, 11:45 AM – 1:20 PM, EDT
 - 15 min introduction. The session goal is to prioritize messages for the Target Group and generate ideas for conveying those messages
 - 45 min breakout discussions. Participate in one of four 45-minute small group virtual discussions. Together, participants will address these topics:
 - What are the key messages for your target audience?
 - How do you reach different segments of the target audience you are messaging?
 - What are the best ways to ensure accurate information and implementation?
 - What should ISAPP do?
 - 20 min summary of key ideas from Target Groups, 5 min per group, presented to all participants

Registration required for event – register [here](#)

- Limited number of speaking participants in Target Groups
- Choose the Target Group you are interested in
- Session chairs will adjust group numbers as needed

Questions about this session? Email Glenn (g.r.gibson@reading.ac.uk) or Mary Ellen (Maryellen@isappscience.org)