

Communicating Science for Policy

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May 5, 2011
AAAS Forum on Science and Technology Policy



How Communication Adds Value to Science Policy

- Availability
- Accessibility
- Interpretation

Availability

- Getting the information out of the technical literature and into public domain (*clinical and intellectual*)
- Internet; open source publishing make this the easiest element to achieve
- Historically the principal rationale for public information practice



Accessibility

- At a level of *sophistication* appropriate to the audience
- On a *platform* available to the audience
- In the *aperture* of opportunity

Interpretation

- Putting information in the *decision space* of individuals in the context of *existing scientific knowledge*, *personal schema* and *internal value sets*.

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