

Washington Tracking Network Youth Science Contest

Science Communication Track Guidelines

Science communication projects are designed to communicate information about health or environmental data from WTN to a specific audience. This can be to raise awareness or to encourage behavior change.

Science Communication projects must include the following components:

1. Identification of a public health concern through WTN data.
2. Identification of an audience for information about the public health concern.
3. Development of a message for the chosen audience.
 - You may find it helpful to look at science communication resources such as the [American Association for the Advancement of Science's Communication toolkit](#) to help you develop your message.
4. Creation of the message in a format for communicating to the chosen audience.
 - You may choose a social media campaign, a radio or television Public Service Announcement (PSA), a video, or an art project (graphic novel, cartoons, games, poetry, dance, song, fine art, photography, found art, etc.) so long as the project conveys a message about the data.
 - When choosing your presentation format, keep in mind that all presentations will be submitted electronically. For formats that are not computer based, you may film your work and submit the video.
 - If you choose to make a video, please refer to the video submission guidelines.
 - If you have other ideas about how to present your message, please discuss them with WTN staff by emailing DOH.WTN@doh.wa.gov for guidance.
 - You do not have to actually deliver the message, but it has to be in a deliverable state. For example, if you decide to create a social media campaign for a local health jurisdiction (LHJ), you do not need the LHJ to post your campaign, but the files for the posts must be submitted in ready-to-post condition.
5. Separate from your communication project, you must submit a paper including:
 - Who your identified audience was, and how you tailored the message to the audience.
 - A discussion of the [equity](#) impact of your project, such as how it could be or will be used to rectify a disparity.
 - A discussion of the health impact and/or social significance of your project. Ideas for finding significance in your work include:
 - A new idea
 - A new approach
 - Broad implications or high impact
 - Innovativeness or creativity
 - Potential to create positive change
 - A reflection on your process, discussing how you chose your topic, what led you to your approach, what challenges you encountered along the way, and what assistance you received (please describe any support you received in the form of ideas, critiques,

materials, or equipment, and who provided them). This does not have to be a large section.

- Note: science and social change do not occur in a vacuum. Often it is helpful to run ideas by others to refine them or think of other issues or approaches. This contest does not prohibit receiving assistance from others, but the project and the work behind it must be substantively yours, and you must give credit where due.

Considerations for all projects:

- All projects must be submitted by 11:59 p.m. Pacific Time on April 30.
- Projects that do not include all required components will be disqualified.
- Projects must be submitted in accordance with the submission guidelines.