

Making outreach easy

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Communicating science and technology is universally acknowledged to be a shared responsibility across any organisation undertaking scientific research and development, but the reality is that often public outreach falls to communications officers to drive forward and to deliver. When the public deserves an authentic experience, is this enough and what can communications officers do to redress this balance? During 2016 the NOC communications team is developing a set of outreach 'grab bags' – ready to go, easy to transport, engaging outreach kits that can be used in a variety of situations to communicate key science areas. Ranging from interactive games, to large unmanned displays, the kits have been created to support science outreach to audiences "from 6 to 60". This presentation will cover how the topics were chosen, what they contain, how they were created and what the response has been from the community. By December 2016 the kits will have been in use for around eight months, has the effort paid off, and what's next?