Innovative concepts to communicate science during the COVID-19 pandemic

June 25th, 2021

Covid Dreams
Visual Science Communications
Reimagined
Dr. Radhika Patnala

Innovative concepts to communicate science during the COVID-19 pandemic

World Health Organization
Stand on the shoulders of giants
Complexity of the healthcare communications ecosystem

From discovery to medicine

I spent 10 years here
Challenges facing science communicators

Bridging the gap in foundational knowledge across stakeholders

- giving an accurate snapshot of how things work
  - making information understandable and clear
  - lessen scope for misinterpretation

Bulk of science communications - information heavy, jargon heavy.
The Inception
The COVID-19 Pandemic Is Changing Our Dreams

Anxiety about social distancing and infection is altering how much we dream and the nature of our dreams themselves.
The Work

A series of 10 artworks representing different aspects of Covid19 science and human experience.

1 artwork every night – summing up my thoughts of the day

Conceptual abstract framework of “dream-like”

Use a consistent “up-lifting” visual language
Day 01
Day 08
Day 08
Covid Dreams
We need certain communications to protect and heal our state of mind.

Like how vaccines protect our body.
1. Surprise
2. Amusement
3. Curiosity
4. Laughter
5. Entertained
6. The intent to look closer

A different approach

Using implicit communication and the power of art to create user experiences that are universally relatable

Elicit curiosity and interest as a precursor to knowledge/information transfer.
What did I learn

1. Learning motivated by **curiosity**, not fear

2. If society is afraid of science, cannot access it, cannot understand it, or cannot feel like they trust it, we are letting down those very people we serve and exist for.

3. Communications needs to capture attention, elicit feelings to generate empathy and hold interest.

4. Entertainment, curiosity and novelty are powerful motivators for capturing and retaining attention. Ref Netflix.