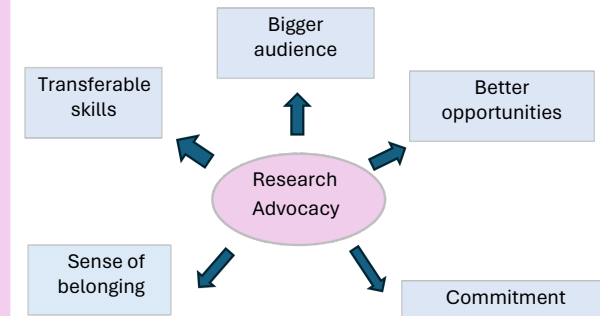


RESEARCH ADVOCACY

What does the term Research Advocacy mean?
 Research advocacy is when individuals/groups advocate for and promote careers in research or specific areas of research to raise awareness about the importance of research. It is actively promoting and supporting research efforts to drive positive change.



How should research advocacy be approached?



Challenges in Research Advocacy



Addressing Challenges in Research Advocacy

Training Advocates

Provide workshops to build advocacy skills.

Building Public Trust

Engage communities to foster trust in research.

Enhancing Communication Skills

Improve messaging and public speaking.

Managing Imposter Syndrome

Offer support and confidence-building guidance.

Equip advocates with training, public engagement, effective communication, and support to manage imposter syndrome.

Research advocacy is translation in action



Bottom line: research advocacy turns journals into credible, usable insight.

Why Advocating for Research Matters to Society

Social Impact

Research helps solve real-world problems and create positive change.

Representation

Including diverse voices strengthens research and equity.

Public Awareness

Sharing research keeps society informed and empowered.

Supporting Vulnerable Groups

Research improves policies, services, and protection.

SPEAK THEIR LANGUAGE: 4 KEYS TO RESEARCH ADVOCACY

FOR THE PUBLIC: TELL A STORY

Connect your work to their daily lives by showing how it improves their health, environment, or community.

FOR INDUSTRY: SHOWCASE THE OPPORTUNITY

Focus on practical applications, commercial potential, and how collaboration can create a competitive advantage.

FOR POLICYMAKERS: PROVIDE A SOLUTION

Lead with credible, data-backed actions that can improve services, save resources, and justify decisions.

FOR STUDENTS: INSPIRE CURIOSITY

Share the passion and excitement of discovery to demystify the research path and attract the next generation.

RESEARCH ADVOCACY