

**DATE:**  
**Monday,**  
**September 9, 2013**

**TIME:**  
4:00 p.m. to 5:30 p.m.

**LOCATION:**  
MDCL 3020

**WEBSITE:**  
[www.demystifyingmedicine.ca](http://www.demystifyingmedicine.ca)

**CONTACT INFO:**  
**Dr. Kjetil Ask**  
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# Why communicating research matters

## SPEAKERS:



**Ms. Chantall Van Raay**

*Manager of Administration and Communications,  
Michael G. DeGrootte Institute for Infectious  
Diseases Research (IIDR)*



**Mr. John Chenery**

*Communications Manager,  
Ontario Lung Association*

## LEARNING OBJECTIVES:

- Learn how to communicate science through traditional and new media
- Understand the importance of communicating research and learn how to communicate to a lay audience without miscommunicating the science
- Learn tips and strategies on communicating science to mass audiences
- Understand how better communication leads to more papers, increased exposure and potential government support



Department of Medicine



Continuing Health  
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