LUDWIG BOLTZMANN INSTITUTE
Science Outreach and Pandemic Preparedness
at the Medical University of Vienna

SciCom around One Health: What works?

Suggestions for accessible presentations around One Health, based on our regular seminar evaluation and insights from cognitive psychology.

Connect your presentation to the One Health concept.

Because the seminar is framed around One Health, briefly explain at the beginning how the day's topic connects to One Health. This helps the audience place the information in context and will improve their understanding.

Take your time to guide the audience through graphics and data.

For instance, when showing a graph, introduce x-axis, y-axis and labels before discussing the results.

Be conscious of technical terms and abbreviations, explain them when they appear to help the audience follow.

For instance, instead of saying 'The CDC reported…,' say: 'The CDC—the U.S. Centers for Disease Control and Prevention—reported…' and add one sentence about their role.

Help your audience connect the research to real-world relevance.

Explaining why the work matters (e.g., for households or policymakers) makes it easier to understand and process. Example: "Understanding how COVID-19 enters human cells helps improve prevention and treatment."

Try to use simple, accessible language whenever possible and consider non-native English speakers.

Using short sentences, everyday language, and limiting technical jargon helps the audience focus on the content instead of struggling with language.

Here is an example: Instead of "H5N1 exhibits zoonotic spillover potential through direct or indirect exposure to infected avifauna." say "The H5N1 bird flu virus can sometimes pass from birds to humans, usually through contact with infected birds or contaminated environments."

Limit new information per slide to support cognitive processing.

Human brain capacity is limited. This especially needs to be considered when learning about a new topic. As a rule of thumb, introduce no more than five new pieces of information per slide, and split extra details across multiple slides to keep your audience focused.

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