

# How do you raise public awareness about paleoclimatology research?

## Identify the public

Average citizen, voters, children, parents, teachers.

## Make science user friendly

Make connections to local interests (history, economy, landforms) and topics people already know (dinosaurs, ice ages, etc).

## Education

Teacher outreach: workshops and conferences.

Go to the classroom.

Curriculum development.

## Media

Films, newspapers, TV news, radio, internet, partnerships with local news media.

## Suggestions

Use existing frameworks.

Write for the public, not just for scientists.

Get involved with your local community.