

# Comics, Communities and Geoscience: Creative Science Communication

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The Yukon Research Centre aims to build lasting connections with communities in the North. We do this by developing tools to support decision-making, and by solving northern problems with northern expertise. But, in order for our tools to be used locally, we need to let users know they exist. Using the example of our hazards mapping project, we illustrate the evolution of our science communication process.

## SETTING UP FOR SUCCESS

We build funding support for communications into the budgets of our project proposals. Rather than leaving communication to the end of the project, we work with our audiences from the beginning to ensure we lay a strong foundation for future communications and make projects relevant to a variety of end-users.

### Audiences include:

First Nations  
local and territorial government departments  
business and industry (including consultants)  
regulators and oversight bodies  
scientists and researchers



## BEYOND COMMUNITIES: ENGAGING OTHER AUDIENCES

We invited consultants, regulators, civil servants, and data managers to lunch to ask, "How can we deliver our results to you to make them most useful?"

They told us share our GIS-based maps on Geomatics Yukon, and send copies of our reports to local consulting firms. We also made a comic, and are writing a high-level, Yukon-wide summary report.

## LEARNING OUR LESSON

When we started our project, we presumed that there would be lots of community interest. But, at our first community open house, no one showed up!

We learned our lesson and now we develop communication strategies that are tailored to end-user needs, rather than taking a blanket approach.

IT ALL  
BEGINS  
WITH  
AN IDEA

## END USER PRODUCTS



## ENSURING SUCCESS: BUILDING RELATIONSHIPS

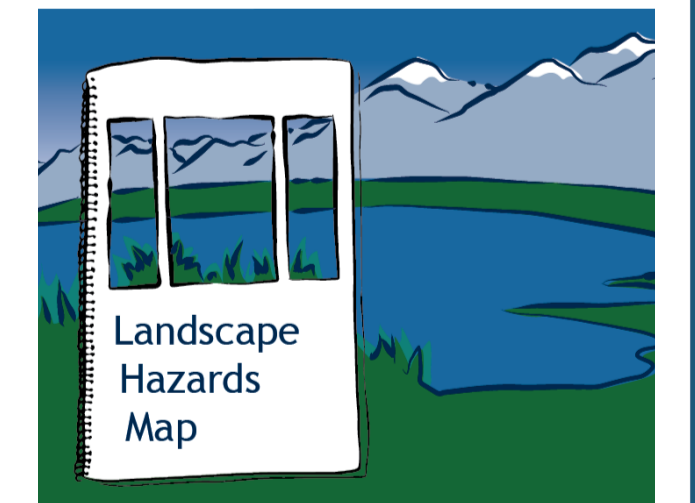
We have learned to put energy into developing relationships with communities. Building trust with audiences helps ensure results

are used after projects are completed. We have had success using invitational meetings as the foundation for fruitful community relationships, while being mindful that local capacity can limit community involvement.



## CREATING LOCAL RELEVANCE

We work with communities to identify key sites for data collection. These sites can reflect local priorities for development, or have traditional or historic significance. In Burwash Landing, Kluane First Nation wanted us to assess a site where they will develop a wind farm; in Ross River, the Ross River Dena Council asked us to include a traditional townsite as one of our study areas. Where local areas of interest are included, end results are more likely to be integrated in community decision-making.



## HOW WE KNOW IT WORKS

- success stories
- requests for more info
- continued funding support
- new partners
- word-of-mouth and positive feedback!

## A CHECKLIST FOR SUCCESS

- build communications into budgets
- have a strategy
- consult your audience
- seek feedback
- tailor products to audiences
- highlight successes!

## FIND OUT MORE...



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