Advancing Behavioral Research Through Public Education

Steven Breckler
What We Do Now…

- Research
- Publish
- Convene
- Train
- Lobby
- Advocate
Who is the Audience?

- Ourselves
- Other scientists
- Our students
- Policy makers
What is Missing?

- Public education
- “Lay” public as audience
Why Worry about the Masses?

*Because they ...*

- Feed the pipeline
- Influence funding
- Accept interventions
- Resent ivory tower elitism
What is Public Education?

- a.k.a. Public communication
- a.k.a. Public information
- To educate and inform the public
- The use of media to influence large numbers of people ...
- ... to persuade or change behavior
We Already Do This!
We Already Do This!

Science Café
We Already Do This!
We Already Do This!
We Already Do This!
Not Bad, Compared to This…
Or to This...
Yet, Not Quite Here …

For a Healthy Mind and Body...

Now that my psychologist has taught me strategies to improve my psychological health, my physical health has also improved.

My psychologist helped me to understand my problems so I could build resilience to things that stress me the most.

Seeing a psychologist helped me gain a mental edge to be my best with both work and family.

...Talk to a Psychologist
Or here …
Or here …
Or here...
Or Here…
Public Education is…

- A simple, plain message
- Designed to persuade
- Requires understanding of audience
- And of media
- Expensive
- Something behavioral science does not do well (if at all)…
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