



2nd Global Genetic Biocontrol Congress

Pre-Congress Course Programme

Communicating Genetic Biocontrol Technologies

Course Coordinators: Gloria Ogbaki and Caroline Thuo

March 17-18, 2025 | Alisa Hotel North Ridge, Accra, Ghana

Organized by: African Genetic Biocontrol Consortium in collaboration with National Biosafety Authority in Ghana



In Partnership with



Course 002/2/2025: Pre-Congress Course on Communicating Genetic Biocontrol Technologies

Course Coordinators: Gloria Ogbaki and Caroline Thuo

Venue: Opera II Hall

About the Course

The course will provide an opportunity to scientists researchers and science communicators to interrogate innovative communication approaches to address gaps in communicating genetic biocontrol technologies which include gene drives, gene editing, and synthetic biology; explore how to develop key messages and appreciate the impact of official communication, mainstream and social media in the public exchange of scientific information between scientists (experts), government (policymakers), intermediaries (journalists and social media platforms), and citizens (non-experts and influencers) during the development of genetic biocontrol products.

Course Programme

DAY ONE: MARCH 17, 2025		
SESSION 1: BASIC SCIENCE OF GENE DRIVES		
SESSION CHAIR: MARY AMA		
08.30 am - 09.00 am	Opening Remarks	Rosalia Omungo
	Workshop Objectives and Gauging Expectations- Individual Pentagons	Gloria Ogbaki
09:00 am - 10.00 am	The basic science and case studies of genetic biocontrol technologies in the African continent	Amelie Wamba
	Current and upcoming genetic biocontrol technologies and their application in disease vector control	Dickson Lwetoijera
10.00 am - 10.30 am	Q& A	All
10.30 am - 11.00 am	Break and Group Photo	All
SESSION 2: FOUNDATIONS OF RISK COMMUNICATION IN SCIENCE		
SESSION CHAIR: SAMUEL OWUSU		
11.00 am - 11.30 pm	Communicating uncertainties in science, regulatory decision-making, in addressing public concerns	Andrew Kiggundu
11.30 am - 12.00 pm	Q & A	All
12.00 pm - 12.15 pm	Case Studies and Lessons learned – Examples of effective and ineffective science risk communication, insights from journalists and scientists	Milly Murigi
12.15 pm - 12.45 pm	Social Media and Science – Best platforms used in science communication to engage broader audiences	Abraham Isah
12.45 pm -13.00 pm	Q& A	All
13:00 pm- 14:00 pm	Lunch Break	All
SESSION 3: IDENTIFYING BIOSAFETY CONCERNS		
SESSION CHAIR: ABRAHAM ISAH		
14.00 pm - 14.45 pm	Identifying opportunities for communicating biosafety to different groups (<i>farmers, media, consumers, industry, researchers, and policymakers, etc.</i>)	All
	Presentation of the concerns	All
14.45 pm -15.30 pm	Regulatory frameworks and policies	Gloria Ogbaki
15.30 pm - 16.00 pm	Tea Break	All
16.00 pm - 17.00 pm	Handling challenging biosafety questions	Eric Okoree
17.00 pm	DAY 1 ENDS	
19.30 pm	Group dinner	

DAY TWO: MARCH 18, 2025**SESSION 4: DEVELOPING MESSAGE MAPS****SESSION CHAIR: ANDREW KIGGUNDU**

08.30 am - 09.00 am	Introduction to message mapping	Andrew Kiggundu
09.00 am - 10.00 am	Practical session – Using narratives to make scientific research understandable, relatable, and memorable	Milly Murigi
10.00 am - 10.30 am	Tea Break	All
10.30 am - 11.30 am	Presentation and discussion of the practical session group work	All
11.30 am - 12.15 pm	Introduction to effective media relations: Working with the media Pitching stories Building media networks – pairing scheme	Rosalia Omungo
12.15 pm - 12.30 pm	Q&A	
12.30 pm - 01.00 pm	Managing Science news for reporters and journalists – anticipating how journalists might frame a story, aligning science stories with public interest	Mary Ama
01.00 pm - 01.15 pm	Q&A	All
01.15 pm - 02.00 pm	Lunch Break	All

SESSION 5: EFFECTIVE MEDIA INTERVIEWS**SESSION CHAIR: ROSALIA OMUNGO**

02.00 pm - 03.00 pm	Practical Mock Media Interviews and Role Play – Scientists and Journalists	Milly Murigi
03.00 pm - 03.30pm	Public Engagement: Strategies and Tools	Philbert Nyinondi
03.30 pm - 04.00 pm	Tea Break	All
04.00 pm - 04.30 pm	Engaging Policymakers: Strategies and Tools	Eric Okoree
04.30 pm - 05.00 pm	Measuring Impact: Strategies and Tools to evaluate success of science communication initiatives	Philbert Nyinondi
05.00 pm - 05.30 pm	Workshop evaluation and action plans for post-workshop follow-up	Carol Thuo
05.30 pm	Closing remarks Gloria Okbaki/Caroline Thuo	
	Pre-congress course ends	



The African Genetic Biocontrol Consortium

10D, Sifa Towers, Lenana/Cotton Avenue Junction, Nairobi Locate us

Phone: +254 020 205 4451 | +254 719 283 353

Email: info@genbioconsortium.africa | Website: www.genbioconsortium.africa

