

## CICASP Seminar in Science Communication: Summary

Thursday 20<sup>th</sup> September, 2018 (2 - 4pm)

### Summary: CICASP Seminar #85

#### Follow-up Workshop on Education Programs

In our previous workshop on Education Programs, the audience learned how to design, plan, implement lessons focus on wildlife education, as well as evaluating tools, depending on budget, target audience, and the message they want to deliver.

This time, the audience had the opportunity to present and discuss about their own education programs. Rie Akami and Yui Fujimori presented their strategies at the Japan Monkey Centre to educate children and the general public about nonhuman primates. In a discussion led by Dr. Xyomara Carretero-Pinzón, both presenters received feedback with ideas to attract interest from the public, to implement more tools, and to evaluate the program.

After this workshop, the participants had concrete examples about the challenges of elaborating a program, what tools are more appropriate depending on the resources available, and how is the best way to evaluate the impact of the program.

