



SCIENCE FOR SOCIAL EQUITY

OVERVIEW

The mission of the Science for Social Equity initiative is to foster an environment where community organizers and scientific researchers can work together on science-related issues that impact marginalized and underrepresented communities—with the goal of creating community-driven solutions that will help educate and mobilize communities to address these issues. To achieve this goal, organizers and researchers will: 1) Identify science-related issues that impact marginalized/underrepresented populations in a specific community; 2) Work with community stakeholders to identify a single issue on which they wish to focus; 3) Develop organizing tactics (traditional/digital) and outreach products (printed/digital/social media assets) to disseminate information and engage community stakeholders; 4) Conduct research to determine the impact and efficacy of organizing tactics and outreach products; and 5) Share research findings with community and other stakeholders.

PROGRAM DESIGN

Cohort Structure and Training

A maximum of five community organizers and five scientific researchers will be selected as Science for Social Equity Fellows, and each fellow will receive a \$2,000 stipend. Fellows will be paired based on Target Issue interest, and each pair will work together to address the program objectives. Fellows will receive the following trainings to help guide their work: 1) Project Management Training; 2) Organizing Training; 3) Science Communications Training; 4) Digital Tactics Training; and 5) Advanced Leadership and Fundraising Training.

Time Commitment

The cohort will meet virtually once a month (April–December), and meetings (60–120 minutes) will include trainings and breakout sessions for pairs. Pairs are expected to meet separately at least twice a month, and each pair will meet briefly (30 minutes) with the Fair Count Vice President once a month outside of the monthly meeting. Each fellow is expected to attend and/or participate in the SACNAS National Diversity in STEM conference October 28–30, 2021.

Deliverables

Each pair is expected to deliver a project report that will include organizing tactics and metrics, outreach products, and research results. Each pair will be expected to present their project findings to community stakeholders via public webinar by October 31, 2021.

TARGET ISSUES

Environmental Issues: climate change, extreme weather, pollution, biodiversity/conservation, renewable energy, etc.

Pandemic Recovery and Future Threats: COVID-19, vaccinations (COVID/flu), preparing for future disease threats, etc.



Mental Health Issues: depression, addiction and substance abuse, bipolar disorder, etc.

Science Policy Issues: environmental protection, land use, digital access, disaster preparation, investment in STEM education, etc.

Health Disparity Issues: diabetes, asthma, high blood pressure, HIV/AIDs, obesity, and other conditions that are associated with social, economic, and environmental disadvantages.

2021 TENTATIVE TIMELINE

February: Application opens.

March: Applicant interviews and selection.

April: Program launch and orientation; Project Management Training Session; End-of-Month (EOM) goal of identifying topic and community focus.

May: Organizing 101 Training Session; EOM goal of developing organizing and associated research plan.

June: Science Communications Training Session; EOM goal of developing talking points and messaging.

July: Digital Tactics Training Session; EOM goal of developing a digital asset and implementing message testing and outreach efforts.

August: Project check-in and feedback; EOM goal of reporting successes and setbacks.

September: Project check-in and feedback; EOM goal of reporting successes and setbacks.

October: Project check-in and feedback; Public webinars; SACNAS National Diversity in STEM conference.

November: Recap of SACNAS; Advanced Leadership and Fundraising Training Session; EOM goal of finalizing and submitting project reports.

December: End-of-Year Virtual Celebration and next steps.

PROGRAM INFORMATION

The Science for Social Equity initiative is a special project of Fair Count, Inc. that is funded by an award given to Dr. Jeanine Abrams McLean (Vice President of Fair Count) by the Black Voices for Black Justice Fund and matching funds from Fair Count.