ABOUT THE EVIDENCE TO IMPACT WORKSHOP



“Human connection and storytelling are powerful tools for impact.”

-Participant reflection

On September 17-18, 2026 CUGH held *From Evidence to Impact: A Science Communication Workshop* in Washington, DC.

Over the course of the two-day event, graduate students, faculty, early-career investigators, and health care workers learned–and applied–techniques from award winning journalists to help them connect through stories, craft a compelling pitch to a reporter, and navigate the pitfalls of misinformation and disinformation that prevent science breakthroughs from reaching the people who need them the most.

Participants left the workshop with more confidence in their ability to write a persuasive article and talk about their work to a member of the media. They committed to taking a concrete action within the next 30 days to communicate about their work, such as writing an op-ed, reaching out and pitching a story to a journalist, or starting a blog or podcast.

For CUGH, *From Evidence to Impact* was just one step toward building a cadre of effective communicators in the health and science fields. CUGH will continue working with its members to ensure that communication skills are integrated into global health curricula and treated with the same importance as research skills.

“Journalists are invaluable partners to global health practitioners and researchers. Don’t discount their capacities as storytellers and our shared commitment to meaningful human impact.”

-Participant reflection



WHAT HAPPENS WHEN GLOBAL HEALTH RESEARCHERS LEARN TO THINK LIKE JOURNALISTS?

With *Evidence to Impact*, CUGH begins building a cadre of global health researchers ready to be heard

September 17-18, 2026 | Washington, DC

Human brains are wired to respond to stories, but most health researchers are trained to lead with data. At *Evidence to Impact*, CUGH's two-day science communication workshop, researchers learned to combine the two, practicing how to turn their own findings into pitches and stories that journalists, policymakers, and the public will act on. The workshop, held September 17 and 18 in Washington, DC, with support from the Pulitzer Center, grew out of a successful CUGH 2026 pre-conference and paired graduate students, faculty, early-career investigators, and health care workers with award-winning science journalists.

Award winning journalists share experiences covering global and local health and sciences stories and offer advice on how to combine science with human interest.

“Your work matters, and the stories you tell make a difference,” documentary filmmaker Molly Knight Raskin, told participants, while also sharing examples from her recent work reporting on the human impact of cuts to USAID, as told by people who lost access to local clinics and medications in rural Ghana. Data and a human voice together work better than either one alone.

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In small groups, the researchers and health practitioners worked to develop opinion articles and story ideas based on their current work, and the journalist facilitators drew out the most salient points that should go into a pitch or interview with a reporter.

In small groups, health researchers and practitioners practiced pitching their work and receiving feedback from peers and journalists to improve their narrative.

Read the full workshop recap here.

SAMPLE AGENDA

DAY 1 | SCIENCE COMMUNICATION STRATEGIES

Morning Sessions

- Participant arrival and check-in
- Welcome and introductions
- Opening scene-setter
- Panel session: effective communication skills and evidence-informed communication strategies

Afternoon Sessions

- Small group sessions: foundational learning
- Summary of the day
- Participant reflections and feedback

Example skills areas for small groups:

- Storytelling and persuasive communications
- Engaging with the media
- Engaging with policymakers
- Using new media

DAY 2 | ADDRESSING MIS- & DISINFORMATION

Morning Sessions

- Day 1 recap and reflections
- Panel session: misinformation and disinformation in global health
- Small group sessions: applied learning

Afternoon Sessions

- Small group sessions: applied learning
- Summary of the day
- Closing remarks and reflections
- Participant evaluations

Example skills areas for small groups:

- Storytelling and persuasive communications
- Engaging with the media
- Engaging with policymakers
- Using new media

