

Archived Information

American Association for the Advancement of Science

ENGAGING THE PUBLIC

The American Association for the Advancement of Science (AAAS) offers numerous programs to increase public understanding of issues related to mathematics and science. A sample of such programs offered by AAAS either through Project 2061 or Education and Human Resources (EHR) is given below.

Healthy People 2010 Library Initiative (EHR) provides resources to help libraries respond to consumer demands for health information. They are: seven plain language booklets focusing on the science behind the diseases like asthma, diabetes, and hypertension; and a web site, www.healthlit.org.

Mass Media Science and Engineering Fellows Program (EHR) places advanced degree students in mathematics, science, and engineering in newsrooms across the U.S. Each year, 20 to 30 fellows work for 10 weeks during the summer as reporters and research assistants. The program, in its 28th year, has had more than 400 fellows.

Science Books and Films (EHR) has been a standard resource for librarians and K-16 educators since 1965. Published six times a year, it is the only critical review journal devoted exclusively to print and non-print materials in all of the sciences and for all age groups. Every year, *SB&F* evaluates nearly 1,000 books, A/V materials and software packages. *SB&F* Online (www.sbsonline.com) offers more than 9000 science reviews.

Science Update (EHR), an award-winning 90-second radio feature that airs every weekday on 55 commercial stations nationwide, has brought listeners the latest in science, medicine and technology since 1988. Shows are delivered in a lively style, free of technical terminology and laboratory jargon. About 3,360,000 people listen each week. So far, nearly 3000 shows have aired on commercial stations across the nation.

Kinetic City (EHR), a web-based after-school science program for third- through fifth-graders, uses online animated adventures with bi-monthly boxes of hands-on science materials to engage and guide children towards an understanding of standards-based science. Children test their science knowledge in on-line Mission to Vearth computer games. Evaluations show that children demonstrate significant gains in standards-based content knowledge (see <http://www.kcmtv.com>).

Parents Involved/Pigeons Everywhere (PIPE) (EHR), a partnership with the Cornell Lab of Ornithology and its Project Pigeon Watch (<http://birds.cornell.edu/ppw>) asks people to count pigeons and record courtship behaviors. AAAS has developed, tested, and disseminated print and video materials to get children and parents involved. **Birds in the Hood** or *Aves del Barrio* continues the PIPE model, collecting data on gulls, crows, and doves. Materials for this bilingual project will be available on the web.

Partnership for Science Literacy (Project 2061 and EHR) aims to build public support for increasing science literacy among K-12 students, particularly among minority or underserved populations. This public awareness initiative is developing models in Austin, Chicago, Lehigh Valley (PA), Los Angeles, and Tampa. Sites have conceived and organized free science-related activities and developed customized parent-accessible materials. Radio and Television public service announcements are being developed and have been endorsed by the Ad Council. Future plans include expanding the current efforts to other sites and eventually nationwide.

Science and Everyday Experiences Initiative (SEE) (EHR) joins the Delta Research & Education Foundation, Delta Sigma Theta Sorority, and AAAS to help parents and caregivers of African-American elementary and middle-school children find ways to support their informal science and mathematics learning. AAAS develops materials and provides leadership development activities to prepare and mobilize members of the chapters to serve as informal science education learners and organizers. A science radio talk show; a website; science activities in kids and family sections of the *Afro-American Newspaper* (Baltimore) and affiliated African-American newspapers are planned.

Science in the Summer (EHR) offers one-week courses to second through sixth graders in libraries in the Greater Philadelphia area for eight weeks in the summer. Each year, about 6,000 children take courses in Bioscience, Oceanography, Simple Machines, Paleontology, Chemistry, and Physical Science, engaging in inquiry-based activities that support the science and mathematics standards. Participating county library systems are Bucks, Chester, Delaware, Montgomery, and Philadelphia. 146 libraries offer the program funded by GlaxoSmithKline.