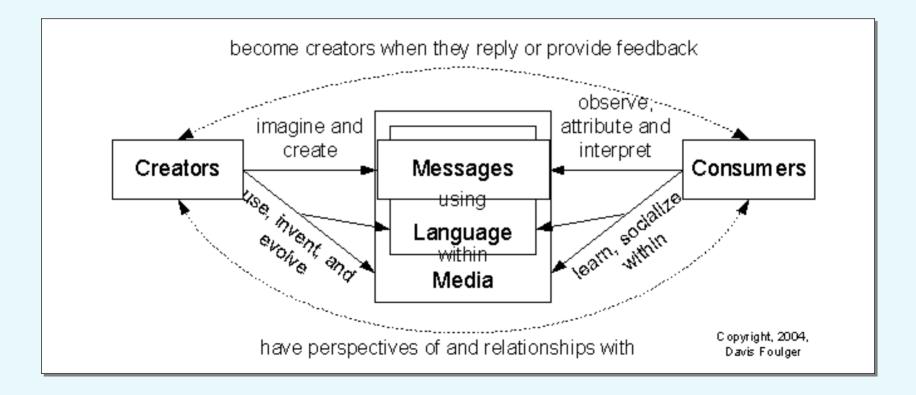
#### Dartmouth Toxic Metals Program Research Translation Core

**Research**: molecular mechanisms and epidemiology of arsenic; biomagnification of mercury in aquatic food chain

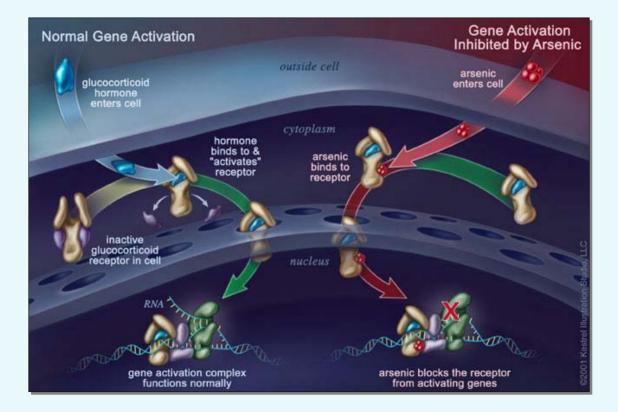
**Translation defined**: science communication with the goal of facilitating uptake of science, "...transfer of knowledge into use"

**Our approach:** promoting a two-way exchange informed by understanding of the social, political and economic contexts that affect the relevance of our science

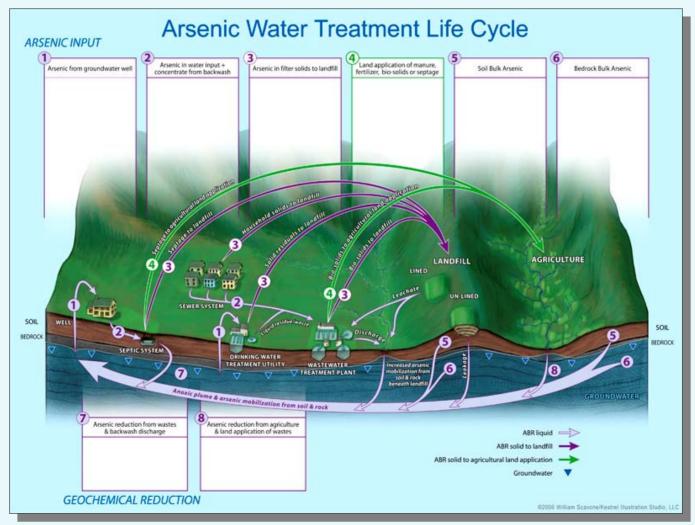
### Potential users as co-creators of knowledge



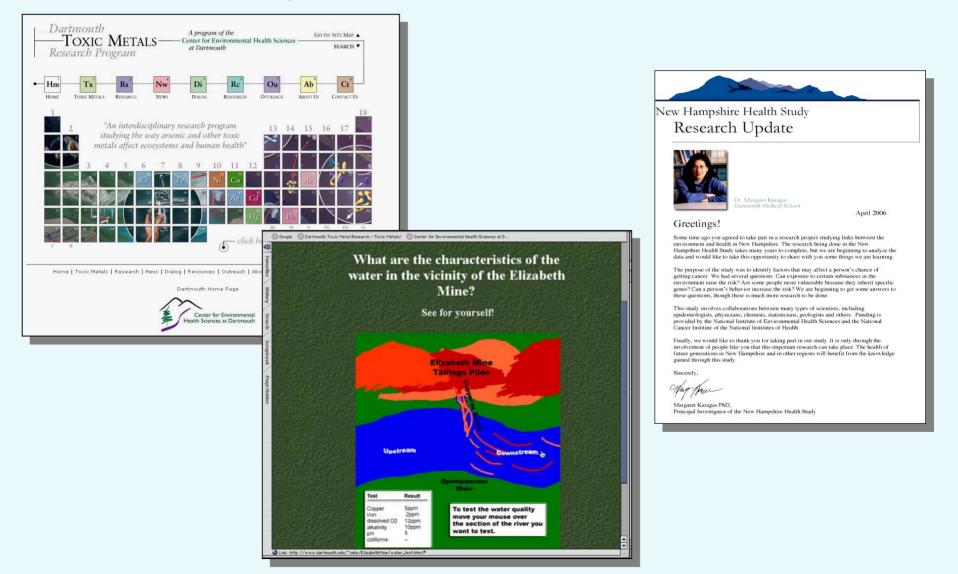
# Using images and "plain language" to facilitate communication



# Using images and "plain language" to facilitate communication



### Developing interactive communication tools



#### Characterizing potential users

- supermarket survey on mercury education materials
- focus groups on grocery store fish advisory posters
- survey of 45 arsenic water treatment contractors

