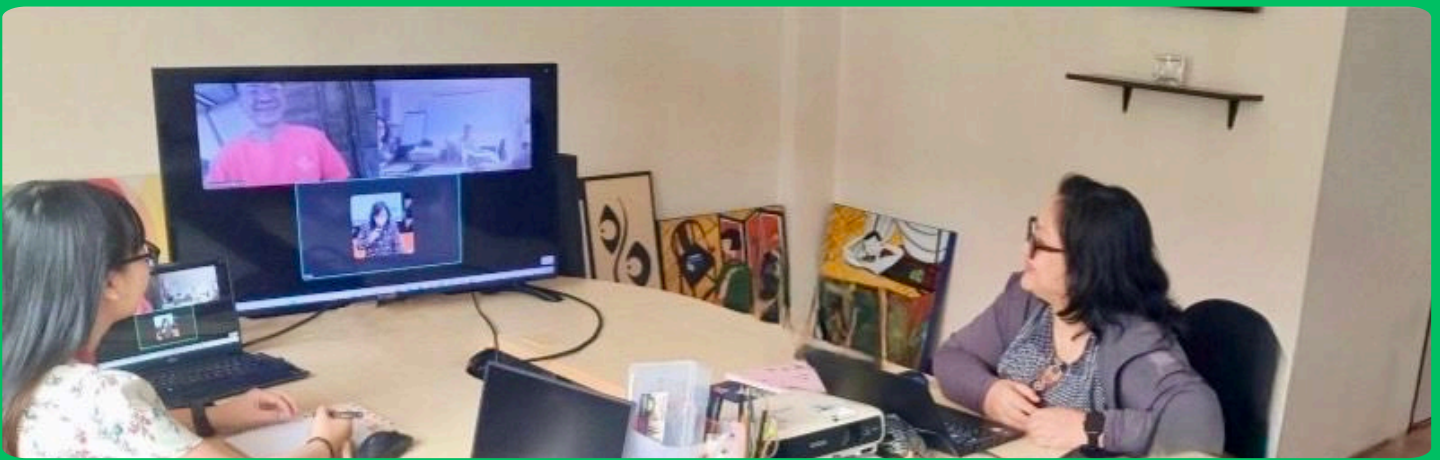


Newsletter

Volume 6

March 2025



PANDASIA's Work Package 6 Plans for Fiscal Year 2025

On January 24-25, 2025, the PANDASIA's Work Package 6 (WP6) team led by Dr. Kanokwan Suwannarong, the Director of SUPA71, met in Bangkok to revisit the planned communication activities for Fiscal Year 2025. WP6 is PANDASIA's component that is in charge of communication, dissemination, and exploration tasks of the project. This two-day meeting focused on improving the communication and dissemination activities and content of the PANDASIA website, utilizing various channels like social media, optimizing the website design, developing relevant content or stories, actively engaging visitors, and regularly monitoring and analyzing the website traffic for improvement. This year, WP6 will remain active and consistent in social media by providing its audience with opportunities to create and share content, as well as to interact with other users.



In 2025, WP6 will focus on developing content and knowledge translation to bridge the gap between technical research and practice or application. Content of communication will be synthesized and translated into simple and plain language summaries to make information delivered easy to understand and digest. In cooperation with other PANDASIA work packages, WP6 will also pursue strengthening relationships with public relations officers, journalists, and partner media practitioners of consortium members. In 2024, WP6 prepared a roster of local media practitioners, journalists, and a few foreign correspondents. Media practitioners are viewed as conveyors of news and messages in simple language. WP6 at the end of 2024 started working on a glossary of technical terms and translating or simplifying scientific jargon into more understandable terminologies. WP6 offers this glossary to media practitioners to assist them in their reporting and enable their audience to better understand and appreciate science-based information.