

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Sending out a Signal: Innovative Outreach and Communications Initiatives (7)

Author: Dr. Anna Kussmaul
Institute of Biomedical Problems (IBMP), Russian Academy of Sciences (RAS), Russian Federation

Mr. Oleg Voloshin
SSC RF Institute for bio-medical problems RAS, Russian Federation

Mr. Mark Belakovskiy
Institute for Biomedical Problems, Russian Federation

Prof. Oleg Orlov
Institute of Biomedical Problems (IBMP), Russian Academy of Sciences (RAS), Russian Federation

EDUCATIONAL ACTIVITIES AND PUBLIC OUTREACH IN SPACE BIOMEDICINE: NEW
APPROACHES

Abstract

Space medicine could never thrive without public recognition; without bringing young talents to the industry, or attracting interested investors and stakeholders. Therefore, space biomedicine in general and related institutions in particular need to build and project a positive public image to the wider public. Understanding the importance of public outreach and educational activities for modern society, the Institute of Biomedical Problems has been actively working in this direction for many years. The IBMP uses a rich arsenal of traditional and modern promotion methods, including: effective interaction with schools and organizations of secondary and higher professional education, work with Russian and foreign mass media, blogging and posting on social media and Internet web-sites, organizing historical and innovative exhibitions. One of the most important traditional approaches is the involvement of schoolchildren in space experiments carried out on board of piloted and automated space objects. Nevertheless, the development of modern technologies dictates the necessity to find new ways of promoting the IBMP's achievements, activities and new developments to the public. In addition, in order to grab the attention of the youth, it is necessary to use radically new approaches that focus on their interests, as well as psychological and physiological characteristics. One of those is the active inclusion of an educational and lecture component in exhibitions and expositions held as part of our partnership with cultural and educational institutions. The Institute combines the festival and the classical museum approaches, which makes it possible to better convey information to every visitor. Another popular method are public tours on space analog facilities and space simulators, including VR-tools. Such tours not only inform the public about space flight conditions, research on the influence of space factors on the living organism, and the activities of the Institute in this direction, but also create the image of space science as an exciting and progressive environment. Many traditional methods are currently implemented in an online or hybrid format. Informing the public about the achievements of space biology and medicine and their contribution to the development of human cosmonautics and scientific space in general, as well as the translation of research results into the national economy strengthen and develop the image of the space industry as one of the flagships of scientific and technological progress and form the attractiveness of the industry for highly qualified personnel.