

New Microbiome Horizons: Understanding the changing communication landscape of gut health & microbiome science

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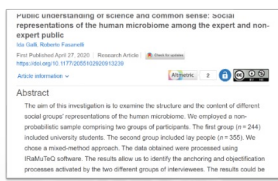


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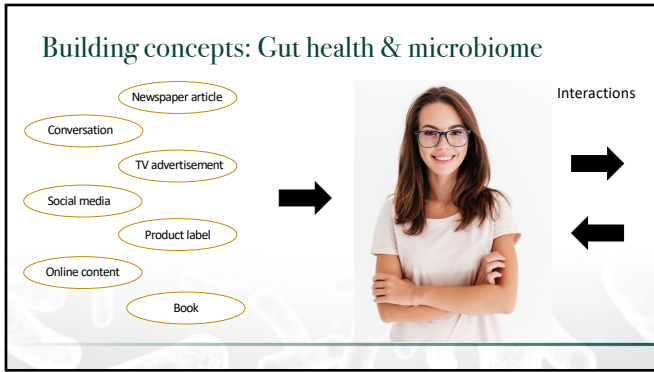
Microbiome: Collectively building a concept

- Microbiome: something unfamiliar that requires experts & non-experts to **“establish an order that enables individuals to become familiar”**
- Meanings are **“co-constructed and circulating in our society”**

2020 Article



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Building scientific concepts: Ultimate goals

- Help consumers avoid **ineffective** products and services
- Make consumers aware of **unsafe** products and services
- Encourage your audience to be **more scientific** about how they live

The slide lists three ultimate goals for building scientific concepts. Each goal is accompanied by a small image: a person reading a newspaper for ineffective products, a medical syringe for unsafe products, and a doctor examining a patient for being more scientific.

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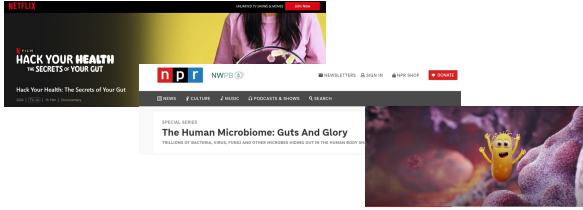
The difference 10 years makes

The slide shows a screenshot of a newsletter from 'straight'. The article title is 'From sauerkraut to kimchi, probiotic foods are both good for you and delicious'. A red circle highlights the word 'probiotic' in the title, with a red arrow pointing to it from the top right. Below the title is a small image of a bowl of kimchi.

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The current microbiome moment

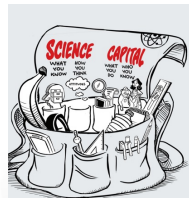
- Widespread recognition of the microbiome, gut health, and biotics
- Focused content based on the novelty of the topic



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Changes in the science communication landscape

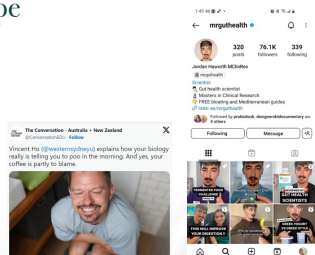
- Reckoning with disinformation & misinformation
 - Task: to build "science capital"
- Becoming more aware of how science & science communication affect potentially vulnerable groups
 - Task: To support food security & food sovereignty
- Grappling with responsible use of AI tools
 - Task: To build awareness of
 - Accuracy
 - Authorship
 - Authenticity



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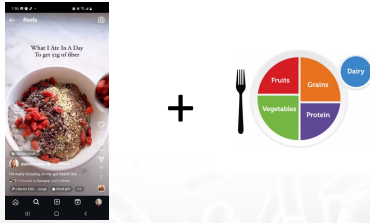
Changes in the gut health & microbiome communication landscape

- Seeing 'cool kids' talking about gut health
- Observing the rise of gut-health-specific social media influencers
- Witnessing a much greater volume of digital content on the gut microbiome and gut health
- Breaking taboos about symptoms



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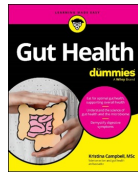
The current communication opportunity



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The current communication opportunity

- Integrating gut health & microbiome into materials that are not exclusively focused on these topics
 - Public health messaging
 - Educational curricula
- Elevating the science & voices of experts
 - Simultaneously reinforcing what it means to think scientifically & what expertise means
- Using the gut health & microbiome as motivation / justification for positive health changes
 - 'Prevention revolution'



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Insights to your inbox



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