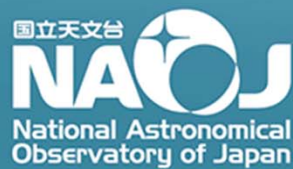




## Connections with IAU OAO and Commission C1

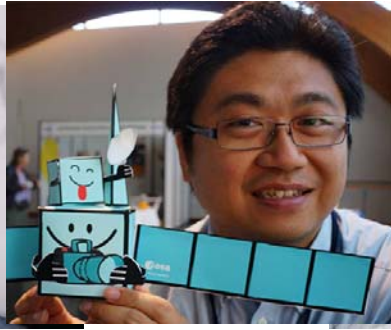




# OAO Members



**Dr Hidehiko Agata**  
Supervising Director  
(Japan)



**Sze-leung Cheung**  
International Outreach  
Coordinator  
(Hong Kong China)



**Lina Canas**  
Assistant Outreach  
Coordinator  
(Portugal)



**Yukiko Shibata**  
International Outreach  
Officer  
(Japan)



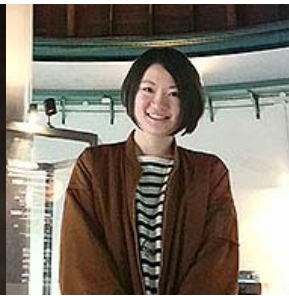
**Dr Kumiko Usuda-Sato**  
International  
Outreach Officer  
(Japan)



**Thilina Heenatigala**  
OAO Fellow  
(Sri Lanka)



**Dr Gabrielle Simard**  
Astronomy Translation  
Network Project  
Assistant  
(Canada)



**Haruka Suzuki**  
OAO Intern  
(Japan)



**Yuuki Kashiwada**  
OAO Intern  
(Japan)



**Dr Hitoshi Yamaoka**  
OAO  
Observer  
(Japan)



**Seiichiro Naito**  
OAO Observer  
(Japan)



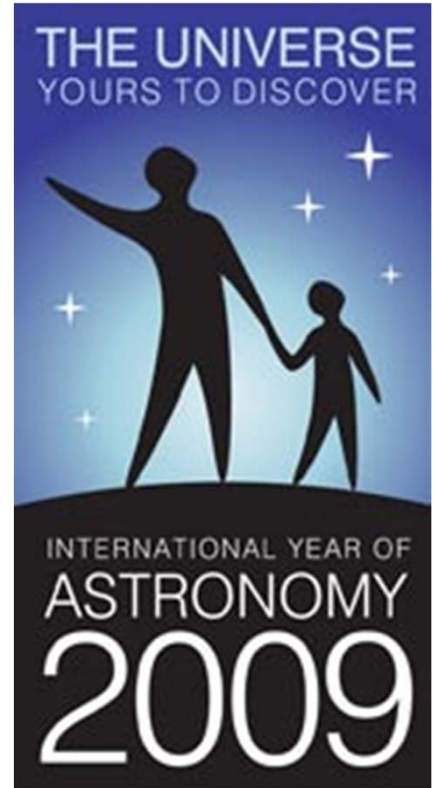
**Hiroko Komiyama**  
OAO Observer  
(Japan)

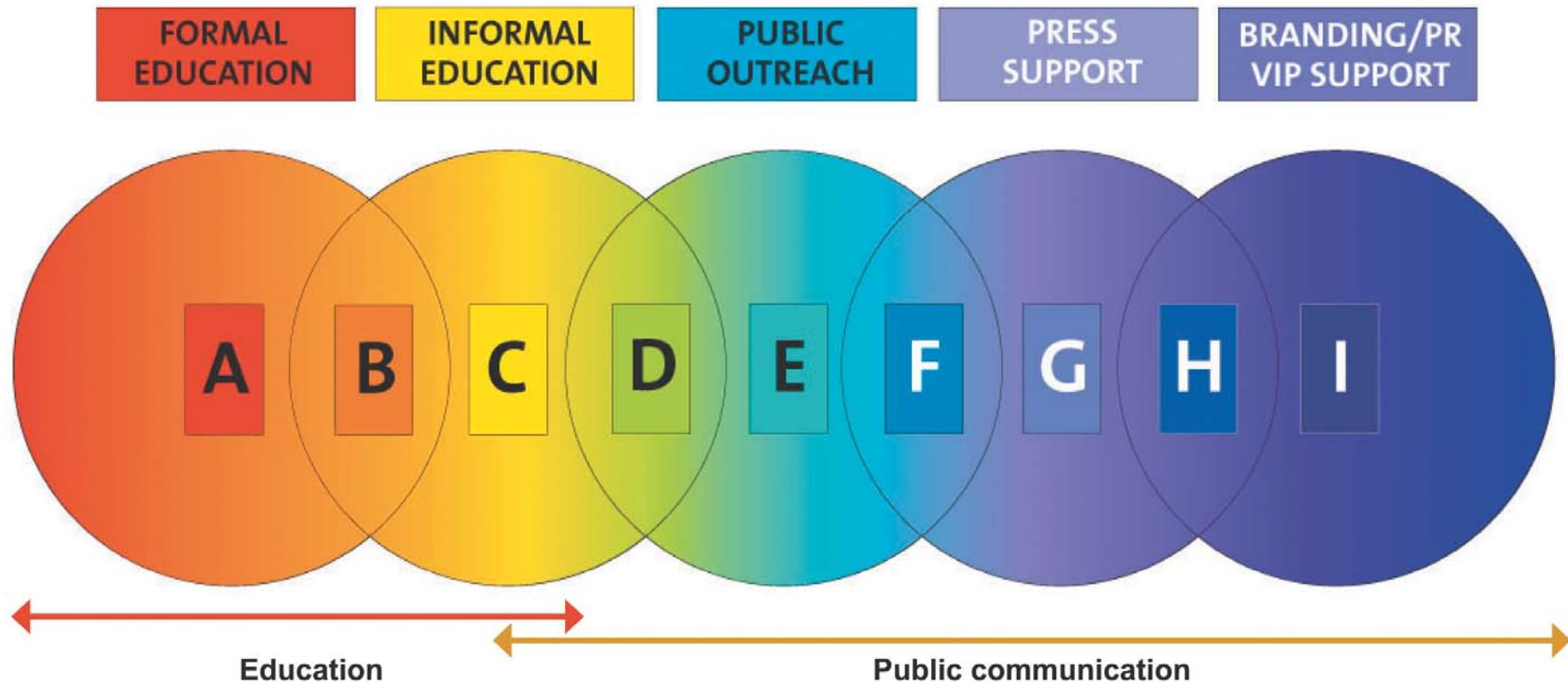




# History of OAO

- 2009 IYA2009 reached **more than 815 million people in 148 countries** -- the IAU realized the importance of central coordination of outreach activities.
- 2012 NAOJ signed the agreement with IAU to create the IAU Office for Astronomy Outreach (OAO).
- 2017 The IAU and NAOJ further extend the agreement of the OAO office to 2021.





A: Curriculum-driven  
 B: Educational programmes  
 C: Museum exhibits , star parties,...  
 D: Planetariums shows, IMAX movies, public talks  
 E: TV /radio documentaries, podcasts, magazine articles

F & G: Press releases, press conferences, press kits, Video News Releases, media interviews, media courses for scientists ...  
 H: Exhibition booths, annual reports  
 I: Merchandise









# IAU OAO activities



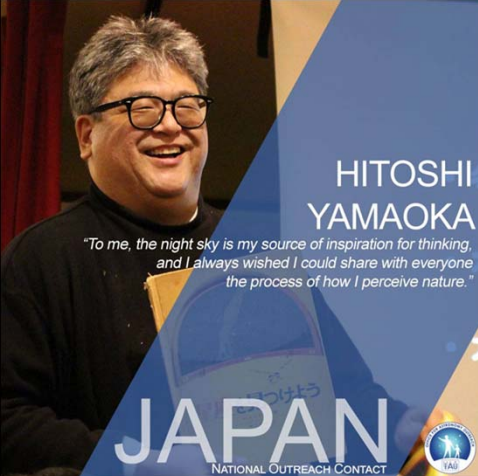


# Accessing the global network



80 National Outreach Contacts (NOCs)  
~25% Female





**HITOSHI YAMAOKA**

"To me, the night sky is my source of inspiration for thinking, and I always wished I could share with everyone the process of how I perceive nature."


**JAPAN**  
NATIONAL OUTREACH CONTACT



**MARIEKE BAAN**

"Astronomy is about the big questions in life. Where do we come from and where are we going? Unraveling the secrets of space with the largest telescopes that look back billions of years, sparks the imagination of everyone and widens people's perspective."

**THE NETHERLANDS**  
NATIONAL OUTREACH CONTACT



**MUHAMMED ALASSIRY**

"Astronomy fascinates me. It makes me feel how much small I am compared to the Universe and curious of the many mysteries it still has to unveil. It is our task, no matter our hardships, to educate children about the importance of Astronomy and plant the love for science in their hearts."

**SYRIA**  
NATIONAL OUTREACH CONTACT



**AVIVAH YAMANI**

"As a child, I was always fascinated with the mysteries of the sky. Astronomy is the science that serves as a gateway to natural and social sciences and captivates young children the most - the perfect way to start building a scientific mind."

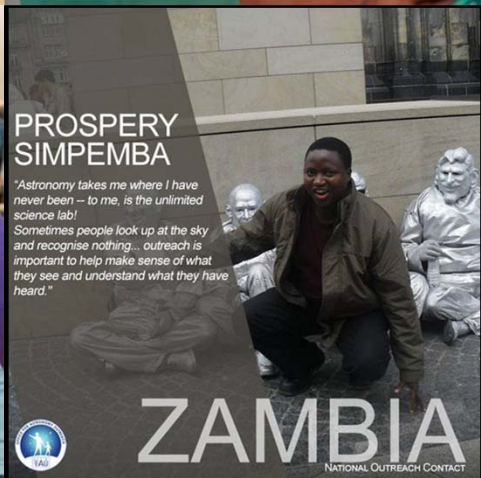
**INDONESIA**  
NATIONAL OUTREACH CONTACT



**BEATRIZ GARCÍA**

"Science is all around us, and we only need a little push to discover how the Universe works. Someone opened that door to me a long time ago, now it's our turn to do the same for the new generation."

**ARGENTINA**  
NATIONAL OUTREACH CONTACT



**PROSPERITY SIMPEMBA**

"Astronomy takes me where I have never been - to me, is the unlimited science lab! Sometimes people look up at the sky and recognise nothing... outreach is important to help make sense of what they see and understand what they have heard."

**ZAMBIA**  
NATIONAL OUTREACH CONTACT



**SEO-GU LEE**

"More than any other science, Astronomy stimulates in us a fundamental curiosity about our origins and to where we are headed - Astronomy makes people feel their desired path in life."

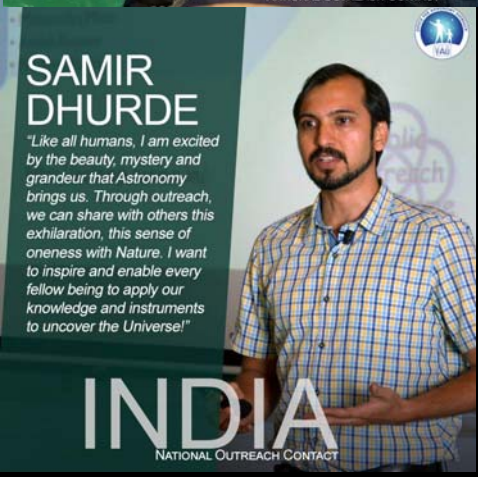
**SOUTH KOREA**  
NATIONAL OUTREACH CONTACT



**FARSEEM MOHAMMEDY**

"Astronomy integrates most of other sciences to explain cosmic events. As such, it is a quintessential tool for teaching in the guise of the mysteries of the Universe."

**BANGLADESH**  
NATIONAL OUTREACH CONTACT



**SAMIR DHURDE**

"Like all humans, I am excited by the beauty, mystery and grandeur that Astronomy brings us. Through outreach, we can share with others this exhilaration, this sense of oneness with Nature. I want to inspire and enable every fellow being to apply our knowledge and instruments to uncover the Universe!"

**INDIA**  
NATIONAL OUTREACH CONTACT



**BENJAMIN MONTESINOS**

"As an Astronomer, looking at the sky and understanding it through the laws of physics is one of the most wonderful things. Bringing all these topics to the society is at the same time a pleasure and a stimulus to keep working."

**SPAIN**  
NATIONAL OUTREACH CONTACT



**ROSA DORAN**

"Astronomy is the essence of what we are. Its flexibility can be used as inspiration, as source of fascination but also as an enterprise to help us find our place in the cosmos."

**PORTUGAL**  
NATIONAL OUTREACH CONTACT



**MEI-YIN CHOU**

"Studying this immense Universe of ours always reminds me to be open-minded and keep enthusiastic about Nature. Sharing the beauty of the Universe is our duty to the younger generation."

**CHINA TAIPEI**  
NATIONAL OUTREACH CONTACT



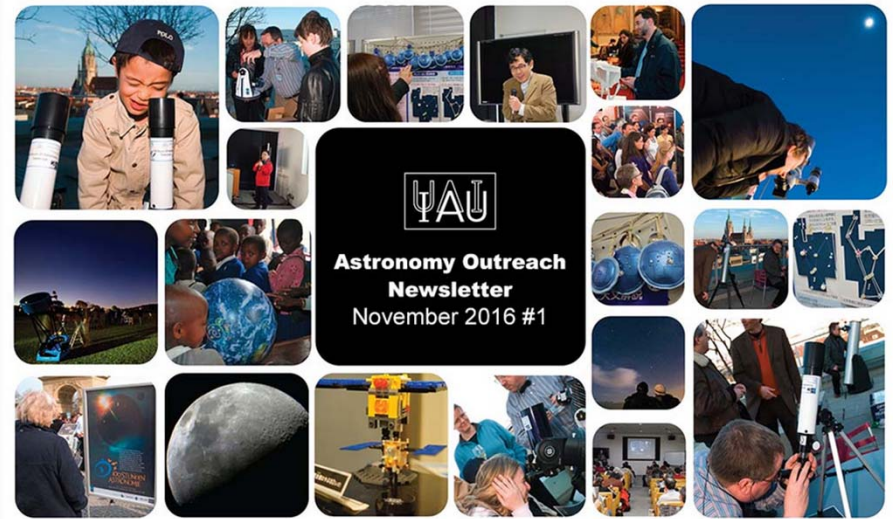


# NOC network

- Disseminate astronomy education information through the NOC network
- Identify key person related to astronomy education in each country
- Connections with schools and teachers

## IAU Office for Astronomy Outreach media channels

- IAU Website views/month ~ 150 000
- IAU Twitter Followers ~ 5250
- IAU Facebook Followers ~ 8900
- IAU OAO Facebook Followers ~ 1600
- IAU OAO Twitter Followers ~ 1000
- Newsletter Subscribers ~ 5000



# IAU Astronomy Outreach Newsletter

## November 2016 #1

**In this newsletter:**

## 0) From the Editors

- 1) [IAU PhD Prize](#)
- 2) [IAU Office of Astronomy for Development \(OAD\) Newsletter #14](#)
- 3) [National Outreach Contact \(NOC\) Corner: News from Indonesia](#)
- 4) [European Astro Pi challenge: code your International Space Station \(ISS\) experiment](#)
- 5) [Europlanet Public Engagement Funding Scheme](#)
- 6) [Open Source Free Astronomy Introductory book](#)

### b) Upcoming

- 10) IAU Astronomy Outreach Newsletter in other languages  
11) Contributions to IAU Outreach Newsletter for 2016

## 0) From the Editors

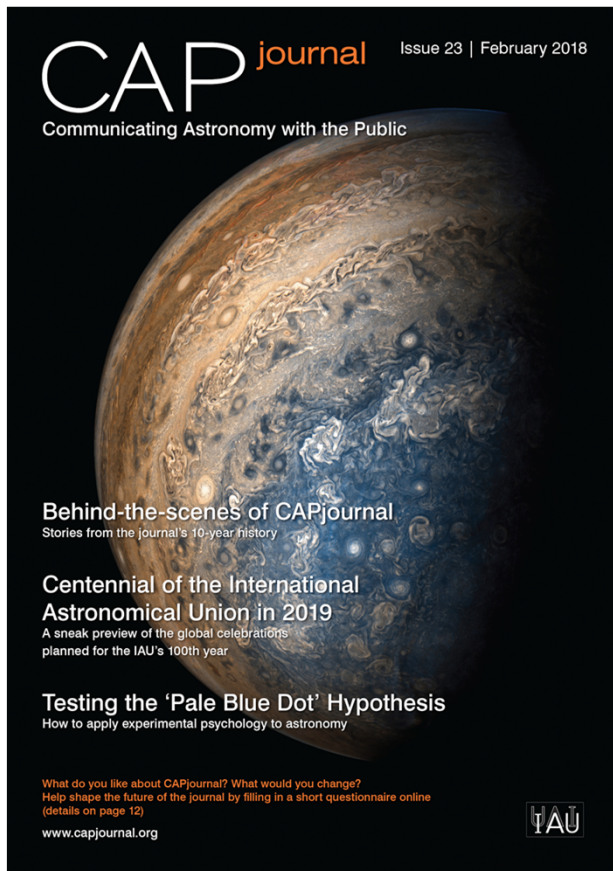
In this issue, learn about the Astro Pi Challenge promoted by the the European Space Agency, the American Astronomical Society WorldWide Telescope Competition and the Europlanet public engagement funding scheme. And don't forget that the IAU Office for Astronomy for Development newsletter #14 is now online. Happy reading!





# Partnership with education publication?

## Communicating Astronomy with the Public Journal



- The only peer reviewed journal on astronomy communication started in 2007
- Next goals - encourage submissions on research and application papers and build a strong editorial board
- Reader's feedback  
<https://www.capjournal.org/survey.php>
- Call for papers – Special issue on Solar Eclipses <https://www.capjournal.org/call-for-papers.php>



# Astronomy for Equity and Inclusion

- 3<sup>rd</sup> Symposium on Universal Design for Astronomy Education 2016
- first time the symposium had an international component.
- 131 participants from 8 different countries.



## **C1 Working Group Astronomy for Equity and Inclusion**





# Translated resources pool

## Astronomy Translation Network

Bring more astronomy into your language

.....



**CONNECT**

VOLUNTEER NETWORK



**TRANSLATE**

ASTRONOMY MATERIALS



**SHARE**

VALUABLE RESOURCES

The Astronomy Translation Network will develop a global networking framework and web platform which will centralise translation resources and match those in need of translation services with volunteer translators.



# The Astronomy Translation Network

**144 volunteers** from **34 languages**

Volunteers are translating **20 resources** related to **astronomy education and outreach** in Indonesian, Portuguese, Chinese, Spanish, French, German and Japanese

*Associated prospect: Astronomical glossary, resources pool*

**Collaborating with astronomy communities**



International  
Astronomical  
Union | Office of  
Astronomy  
for Development



**Astronomers  
Without Borders**  
ONE PEOPLE + ONE SKY



**ASTROEDU**

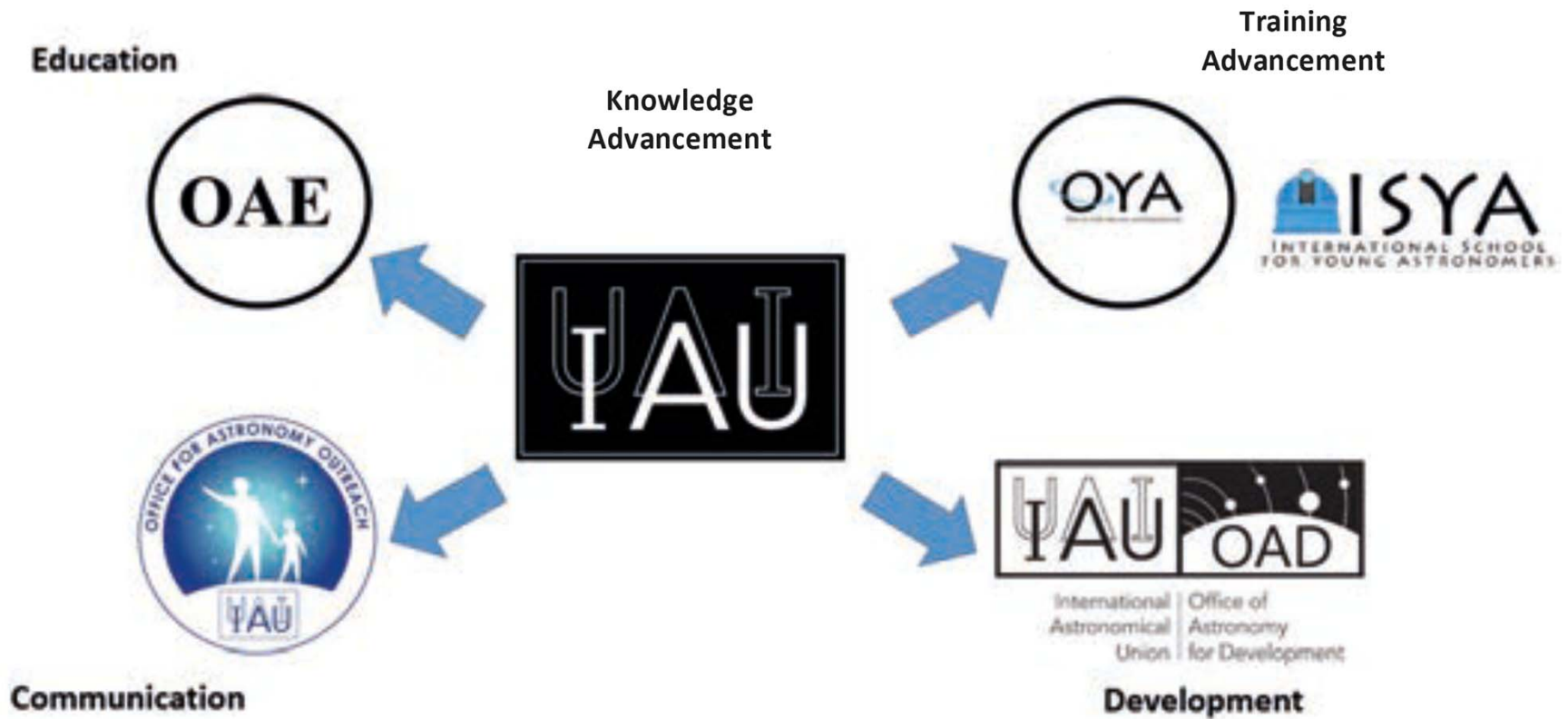






# IAU Strategic Goals 2020-2030

- Goal 1: The IAU leads the worldwide coordination of astronomy and the fostering of communication and dissemination of astronomical knowledge among professional astronomers
- Goal 2: The IAU promotes the inclusive advancement of the field of astronomy in every country
- Goal 3: The IAU promotes the use of astronomy as a tool for development in every country
- Goal 4: The IAU engages the public in astronomy through access to astronomical information and communication of the science of astronomy
- Goal 5: The IAU stimulates the use of astronomy for teaching and education at school level



Relation between the various IAU components and offices in the proposed IAU Strategic Plan 2020-2030





## Action items on the IAU Strategic Plan 2020-2030

- Increase the NOCs; restructure and ensure their effectiveness
- Facilitate international communication through exchanges and translations
- Provide open databases and public-friendly access to astronomical information
- Encourage communication of science and critical thinking through IAU member public engagement, professional-amateur, and citizen science activities
- Promote dark skies and the pale blue dot message



# IAU GA Focus Meeting 14

- Deadline for poster submission: May 31, 2018
- Agenda
  - Bridging the Astronomy Research and Outreach Communities – Recent Highlights, Emerging Collaborations, Best Practices and Support Structures
  - Communicating Astronomy in our Changing World
  - The IAU National Outreach Contacts (NOC) Network – Coordinating and Catalyzing Astronomy Outreach Worldwide
  - Outreach Action and Advocacy in the Context of IAU's 2020-2030 Strategic Plan

XXXth General Assembly of the International Astronomical Union  
**IAU Focus Meeting FM14:**  
**IAU's role on global astronomy outreach,**  
**the latest challenges and**  
**bridging different communities**  
**August 23, 2018**

## Topics

- Developing and Sharing Big Data for Effective Astronomy Outreach
- Promoting Citizen Science Projects in Astronomy
- Brokering Pro-Am Partnerships in Astronomy
- Supporting Research Scientists in Astronomy Outreach
- Key Outcomes of the CAP 2018 Meeting in Fukuoka, Japan
- Effectively Navigating the Media Landscape
- Effectively Coordinating Museums and Planetaria Worldwide
- Supporting the Underserved and Dispossessed
- IAU Network of National outreach contacts activities
  - East Asian and Pacific Region
  - South Asian and Near Eastern Region
  - African Region
  - American and European Region
- Finding Common Purpose and Implementing Coordinated Action
- Addressing key aspects of the IAU 2020-2030 Strategic Plan
- Supporting IAU research scientists in their outreach
- Supporting amateur astronomers and other volunteers in their outreach
- Developing and coordinating astronomy information and resources dissemination plans
- Working with UNESCO, ICSU/ISSC, etc. for more inclusive outreach
- Formulating a position and statement on terrestrial climate change and other astronomically-related issues of societal concern



## Dates and Deadlines

The 30th IAU General Assembly will take place from August 20-31, 2018.

- Sept. 1, 2017** Opening of registration, abstract and grant submission
- Jan. 31, 2018** Deadline of early-bird registration and deadline of exhibition reservation
- Feb. 28, 2018** Deadline of regular abstract submission for oral and poster contributions; Deadline of IAU grant submission
- May 1, 2018** Announcement of final programs of Symposia, Focus Meetings and Division Meetings
- May 31, 2018** Deadline of poster-only submission
- June 30, 2018** Deadline of regular registration

## Enquiries

Please contact SOC co-chairs  
**Sze-leung Cheung** (cheungszeleung@oao.iau.org) or **Bill Waller** (williamhwaller@gmail.com)



[www.iau.org/public/oao/fm14](http://www.iau.org/public/oao/fm14)

<https://www.iau.org/public/oao/fm14/>





[www.iau.org/public](http://www.iau.org/public)  
[outreach@iau.org](mailto:outreach@iau.org)

Contact Us

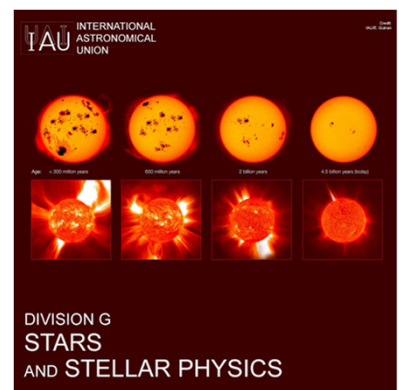
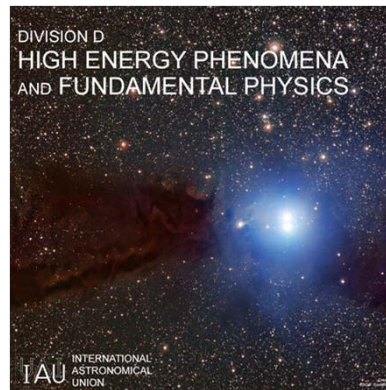
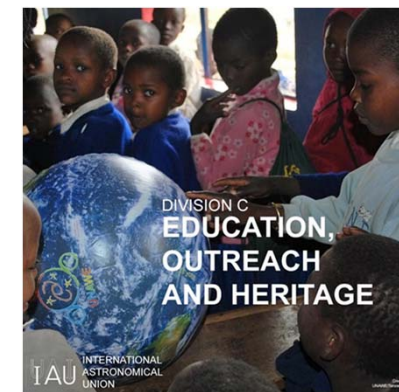
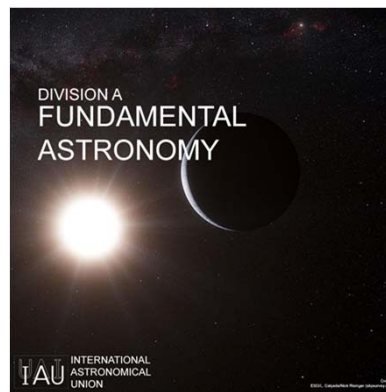
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[twitter.com/IAU Outreach](https://twitter.com/IAU_Outreach)





# Bridging the Public and different IAU scientific bodies

- Address public enquiries with different units of IAU
- Produce IAU related content for themes
- Increase the IAU visibility to the public



## IAU for the Public

