

Franklin Women

October 2016 Newsletter

Last month we held an event dedicated to networking. It was such a great night. There is something special about seeing a room full of like-minded women, who may otherwise never have met, enjoy each other's company. When I got home that night I reflected on all the new connections I have made through Franklin Women and how grateful I am for this new network of women I can learn from and call upon. In fact, each of the contributors to this month's newsletter are women that I have crossed paths with over the last few years and upon chatting have realised we had a lot in common (especially achieving gender equality in STEMM!) which has led to collaborations, like this.

One of these collaborations has also resulted in our next event. Many of you told us that you enjoyed our social media event last year but next needed some practical advice on how to set up your accounts and use them well. So, next month we have invited Michelle back to provide [*two intensive social media workshops*](#): one for Twitter and one for LinkedIn.

Hope to see you there! Happy reading.

Melina and the FW team

P.S. Speaking of new collaborations *and* social media... This month I joined the Macquarie University Faculty of Human Sciences ECRs at their Training Day to share my experiences with using social media. You can follow the conversation with their [*Storify!*](#)



What happened this month

- The [*2016 Nobel Prize in Medicine*](#) was awarded to Yoshinori Ohsumi “for his discoveries of mechanisms for autophagy”.
 - A new [*FW Blog post*](#) is up, featuring Megan Downie, malaria researcher turned health policy advisor.
 - The winner for Science's annual [*Dance Your PhD*](#) contest was announced, be sure to watch the winning video, or consider entering the 10th university next year?
 - [*L'Oreal-UNESCO For Women in Science*](#) announced the Australian recipients of their Women in Science Fellowships, congratulations to the worthy winners!
 - Photos are up from our recent [*Let's Meet networking evening*](#) on the FW website.
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FW Journal Club

This month's Journal Club contribution comes from Professor [Robyn Norton](#), Principal Director of The George Institute for Global Health, Professor of Global Health and James Martin Professorial Fellow at the University of Oxford, and Professor of Public Health at the University of Sydney.

[Ovseiko PV, Greenhalgh T, Adam P, Grant J, Hinrichs-Krapels S, Graham KE, Valentine PA, Sued O, Boukhris OF, Al Olaqi NM, Al Rahbi IS, Dowd AM, Bice S, Heiden TL, Fischer MD, Dopson S, Norton R, Pollitt A, Wooding S, Balling GV, Jakobsen U, Kuhlmann E, Klinge I, Pololi LH, Jaggi R, Smith HL, Etzkowitz H, Nielsen MW, Carrion C, Solans-Domènech M, Vizcaino E, Naing L, Cheok QH, Eckelmann B, Simuyemba MC, Msiska T, Declich G, Edmunds LD, Kiparoglou V, Buchan AM, Williamson C, Lord GM, Channon KM, Surender R, Buchan AM. A global call for action to include gender in research impact assessment. *Health Research Policy and Systems* 2016;14\(1\):50. doi:10.1186/s12961-016-0126-z.](#)



What were the aims of this research? This paper is a 'commentary' rather than a report of a research project and aimed to provide the rationale and argument for why gender-sensitive research assessment could facilitate moving science policy and practice towards gender equity. It also aimed to provide a set of recommendations to research funders, research institutions and research evaluators who conduct impact assessment, on how to include and strengthen analysis of gender equity in research impact assessment. The ultimate aim of the paper was to issue a global call for action to include gender in research impact assessment.

What are the top 3 take home findings of your research?

1. Growing global investment in biomedical research is unlikely to result in outstanding science that benefits women and men equitably if current levels of conscious and unconscious gender bias in health research persist. 2. Research impact assessment can become a force for good in moving science policy and practice towards gender equity by revealing and challenging gender bias. 3. Success in applying research impact assessment to address gender bias will require sustained action by multiple stakeholders at all stages of the research process and in all countries.

How does this research contribute to the field? Our paper and its recommendations should have relevance to all areas of biomedical science, globally, and ultimately should facilitate the production of outstanding science and improved health outcomes for all. The intention is that our recommendations will facilitate the increasing engagement of women in science, both as researchers and research participants, facilitate increases in the proportions of women who receive research funding and who are listed as authors on research publications, and ensure that women are the equal beneficiaries of research, in terms of its health, societal and economic impacts.

Who are your collaborators and how did your work relationship come about? The lead author is a colleague in the Medical Sciences Division at the University of Oxford and the senior author is the head of the division, where I have a half-time appointment. Pavel (the lead author) had learned of our recent [policy paper](#) on women's health and we realised that many of the recommendations in our report overlapped with those in his draft paper, so it seemed logical that I should join him and the other authors on the paper.

What is your current role and organisation and how long have you been there for? I am the Principal Director of The George Institute for Global Health, Professor of Public Health at the University of Sydney and Professor of Global Health at the University of Oxford. I co-founded The George Institute in 1999, so have been in the first two roles for the past 17 years. We established The George in the UK just over five years ago, so I have had an appointment in Oxford since that time.

What new skills or projects are you currently working on? My latest passion is pushing forward the recommendations in the women's health policy paper mentioned above – working with colleagues across all our offices, not only in Australia and the UK, but also in China and India. The key messages in the policy paper are that we need to extend the women's health agenda beyond a primary focus on maternal and reproductive health to include those conditions that are responsible for the most deaths and disability for women, namely non-communicable diseases and injuries. The paper also focuses on the need to collect, analyse and report health data separately for women and men – so as to produce the best science and the best health outcomes for women (and men).

Who is a woman that inspires you? Not just because I am a New Zealander – but Helen Clark, the former Prime Minister of New Zealand, now Administrator of the United Nations Development Programme (UNDP) – and still in line for the role of UN Secretary General (although unlikely to be successful*). Her commitment to social justice, above all else, is impressive and inspirational.

What food have you eaten too much of in your life? Some might say Vegemite, given its high salt content – but can you really have too much?!

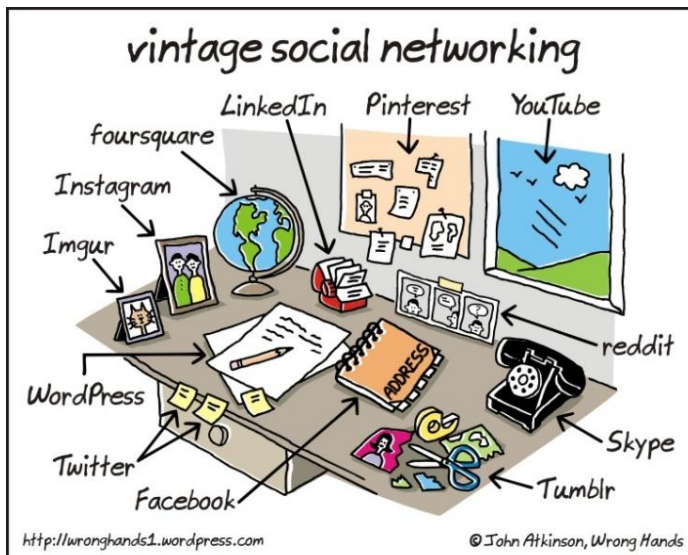
*Update- the UN Secretary General role has now been [announced](#).

Have you published recently? Firstly congratulations! Secondly drop us a line at hello@franklinwomen.com. We'd love to hear from you and are always on the lookout for journal club contributors for our newsletter. ☺



Upcoming FW Event

Next month [Michelle Gallaher](#) from The Social Science is joining us to facilitate two intensive Social Media Workshops to help you get started with two popular platforms: Twitter and LinkedIn. Researcher and Franklin Women founder Melina shares why she uses them both and the tips she has picked up along the way.



I am one of those researchers who has always been pretty keen on sharing my research, so it was a given that I was going to jump on the social media bandwagon. After many years of ‘tweeting’, ‘liking’ and ‘sharing’ stuff, I have definitely fine-tuned how I use social media in my academic career.

These are my top three tips.

- **Be strategic with the platforms you use.** There are so many social

media platforms out there and you can feel like you have to use them all. You could try, but I am sure you will start to feel very overwhelmed very quickly and either stop using them completely or use them all poorly. Instead, think about what outcome you want from using social media at this point in your career. Then prioritise a few platform that will best help you achieve that. I choose to use Twitter as a tool to build my reputation as a thought leader in my research area and my other passion – gender equality. I use LinkedIn as a platform to make sure I am accessible to, and can access, professionals in health but also beyond. I am not pursuing a traditional research career pathway so I do not actively manage academia-specific platforms like ResearchGate, but you might choose to!

- **Set them up right from the get go.** We are all busy and it’s hard to justify taking time to learn about each of the platforms and set up your accounts. The result is usually a half-baked job and you end up having an [Egg Avatar](#) on your Twitter profile – which isn’t a good thing. Take the time to set up your social media accounts so they are best representing you. When I first started a LinkedIn account, I just wanted to ‘test the water’. I only half completed my profile and never really took advantage of what the platform has to offer. Then I started getting emails that I was getting ‘noticed’. I realised some very big people in my (the immunisation) field were inviting me to connect and hence had read my poorly written profile with the odd spelling error here and there. Not. A. Good. Look.
- **Don't feel guilty or ashamed.** Yes. Social media is used to share holiday pics, post pictures of your #foodporn or to ‘Keep up with the Kardashians’. But that doesn't take away from the fact that it is also a valid and productive academic tool. I check my Twitter account routinely as part of my workday and I don't feel guilty about it. Especially as I find out about, and comment on, new research before any of my colleagues. I also do not feel ashamed about promoting my work and also myself. The Tall Poppy Syndrome is alive and well in academia but don't subscribe to it. You should be proud that you are proactively getting your research out to a wider audience and building a name for yourself (and your organisation!) beyond peer-review manuscripts. The metrics of success are changing and you will be keeping up.

In hindsight, I wish there had been a workshop I could have gone to when I was considering using social media, where I could dedicate time to set up my accounts and learn how to use them to their full potential. Hence, the reason for our intensive practical workshops next month. They are situated in a computer lab so you can work through all the stages, from account set up to strategically building your networks, with someone who is an expert guiding you each step of the way. Good luck!

For all the workshop details including registration, please visit our [website](#). To ensure attendees get time with Michelle, places are strictly limited!

Paying it forward - Georgina Sweet Awards

At Franklin Women we love hearing how leaders in the field are using their position to support up-and-coming female researchers. In this article we hear from Professor Leann Tilley about how she used part of the funding she received through the Georgina Sweet Australian Laureate Fellowship to fund two awards to support women in the field of Quantitative Biomedical Science.



In 2015 I was fortunate to receive a [Georgina Sweet Laureate Fellowship](#) and have used part of this grant to fund [two new awards](#) to recognise women in science – the Georgina Sweet Award for Women in Quantitative Biomedical Science (\$25,000 each), and the Georgina Sweet Travel Support for Female Keynote Speaker in Quantitative Biomedical Science (\$3,000 each).

I was overwhelmed by the extremely high quality of the applications we received for the Georgina Sweet Award for Women in Quantitative Biomedical Science this year, and as it's the first year, decided to make three awards. The 2016 winners are Associate Professor Alicia Oshlack from the Murdoch Childrens Research Institute, Associate Professor Kathryn Holt from the University of Melbourne, and Associate Professor Freya Fowkes from the Burnet Institute. These impressive researchers were celebrated at a presentation on Thursday 27 October.

In addition to these awards, I'm also really keen to increase the gender balance of speakers at scientific conferences, where I see lots of my female colleagues attending but all too often few female keynote or plenary speakers. I've set up a list of high profile female speakers that can be circulated to scientific conferences to encourage them to invite more women speakers. Visit the [Georgina Sweet Laureate Fellowship](#) for more on this and other initiatives I hope to develop over the next few years.

[Leann Tilley](#) is a researcher at the University of Melbourne who is on a mission to support and promote quantitative biomedical science, and to encourage more women to take leadership roles in this field. As a passionate researcher focusing on developing new therapeutic strategies to combat malaria, Leann and her team were honoured to win the 2016 Eureka Prize for Infectious Diseases Research. When not in the lab, Leann loves to go bush and photograph the local birdlife.

We are loving right now...

Magazines!! There's something so relaxing about sitting down with a cup of tea and a [good ol' fashioned magazine](#). So since we all need some extra help with relaxing around this time of the year, here are some of our favourite magazine recommendations...

- [Collective Hub](#) combines style and substance with a fresh perspective on issues from business to fashion, with some good advice from industry experts thrown in as well.
 - A delightful Australian favourite is [Frankie magazine](#), and if you're a paper organiser kind of gal, their yearly [calendars](#) and [diaries](#) are never a bad idea.
 - What is not to love about [Womankind](#) – a magazine that explores philosophical ideas on ways to live a more fulfilling life (and has beautiful images and no adverts!).
 - There are just too many favourites to choose from! If you've got more time on your hands check out this list of all the magazines you [should have read in 2016](#).
 - Oh, and Happy Halloween! Check out these terrifyingly '[pawsome](#)' costumes!
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We want to include your contributions in our newsletter. If you have published your work recently or are doing (or know of) something that other women in our field would be interested in, drop us a [line](#). Want to receive our newsletters directly to your in-box? [Subscribe here](#).