

## Anna McLaughlin

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### Winner of the BAP Public Communication Prize

I am currently working at the Stress, Psychiatry & Immunology Laboratory (SPI Lab) at King's College London, and will be starting my PhD here in October. Alongside my academic research, I am actively involved in sharing and communicating research to the public through non-traditional pathways, such as social media, blogs, film and artwork. My interest in creative dissemination of research first developed in high school, where I studied graphic design, illustration and psychology.



This year I launched [Facebook](#), [Twitter](#) and [YouTube](#) pages for SPI Lab, where I post a variety of content ranging from our group's publications, conference proceedings, awards and upcoming events as well as blog posts, podcasts, videos, animations, and photos of laboratory experiments. The SPI Lab Facebook page has followers in over 45 countries and some of our most successful posts have engaged over >10k people! For our YouTube channel I have directed, narrated and filmed [a video of myself running an ELISA experiment](#) on cortisol samples, explaining the importance of cortisol measurement in clinical research. I have also written a [blog post on children's mental health](#) for MQ Mental Health and assisted with coordinating a [BBC news segment](#) with King's Press Office and the BBC News Medical production team. An exciting new project that I have coming up with my lab involves working with a [visual artist](#) and poet on an installation that explains the inflammatory hypothesis of depression, which will invite the public to interact with and contribute to the installation as it runs.

Receiving the Junior BAP Public Communication prize at the summer meeting was an incredible honour, and I hope that other early career researchers and PhD students from the BAP community are also inspired to become involved with public engagement. Communication between scientists and the public can promote the growth of new ideas and encourages collaboration across disciplines.