

**Title of the talk**

Science Communication in an Era of “Alternative Facts”

**Abstract**

This presentation will cover our role as scientists for supporting a better society. Scientific advancements in sleep and circadian biology have the potential to substantially improve society’s health, but translating knowledge into policies is often difficult. Important success stories exist (e.g., shiftwork, later school times), but there are more areas where science and society are not yet aligned, as in the case of daylight savings.

We benefit when scientists and policymakers foster a mutual understanding of important issues, working together on shared goals and socio-economic benefits. Navigating this landscape, possibly by developing collaborative platforms, will require patience, empathy, and persistence.