

# Reverse Science Fair 2025

## Engaging Community in Mental Well-Being Research

MAY 1, 2025 | UPEI, CHARLOTTETOWN

### What do you mean by ‘Reverse Science Fair’?

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The concept for the Reverse Science Fair emerged from the 2023 Research Forum, where participants recognized a need to better engage the community in mental well-being research. A Reverse Science Fair was proposed as an innovative way to highlight the valuable knowledge held by community organizations and involve them as collaborators in the research process, so that research is driven by the community’s needs and produces knowledge that can be directly implemented into action.

This event is designed to build connections and share knowledge between community and researchers by swapping the roles that each play in a traditional science fair. Community organizations are invited to host a booth where they’ll share their insights, observations, and challenges from practice. Researchers and students are invited to learn from the community, share insights about the research process, and explore collaborative opportunities to find evidence-based answers to the community’s questions.

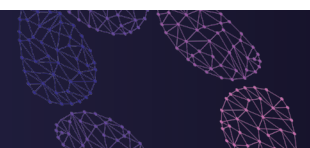
### Why are you hosting a Reverse Science Fair?

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The Reverse Science Fair aims to...

- **Empower** community organizations to share their valuable knowledge, voice their real-world challenges, and ask the questions they need answered.
- **Connect** community organizations and researchers who share common goals and interests, so they can start addressing real-world issues together.
- **Inform** about the process, benefits, and barriers of community-based research, and highlight projects happening in PEI.
- **Launch** new funding opportunities specifically designed to support community-based mental well-being research.

The main goal of the Reverse Science Fair is to provide organizations and researchers with the opportunity to connect, learn from one another, and start thinking about how they can work together to improve mental well-being outcomes in PEI.



## Why do I need to attend?

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Everyone has something to contribute to the Reverse Science Fair and everyone has something to gain from community-based research partnerships.

- Community organizations have a wealth of knowledge about the people and communities they work with. They can offer valuable insights to help researchers better understand and engage with the populations they want to study.
- Researchers can share their expertise in the research process with community organizations. They can also help design research projects to build the community's evidence base, gain insights into the people they serve, and address real-world challenges.
- A strong evidence base can help community organizations explain why their work matters and access funding to continue supporting their community. It can also help them improve programs and services to make an even bigger impact in their community.
- Partnering with organizations to design and implement community-focused projects allows researchers to make a direct impact on their communities and see their work in action.

Ultimately, the Island community will benefit from our collective efforts to drive impactful community-based research that helps improve mental well-being outcomes.

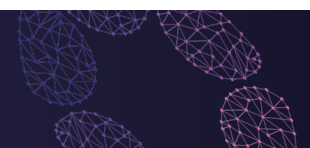
## What will the day look like?

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This one-day event on May 1st, 2025 will run from 10am to 4pm at the UPEI Faculty of Sustainable Design Engineering (FDSE) Building, with doors opening at 9:30am. We'll start the morning with a keynote presentation to set the stage for a shared understanding of community-based research and building relationships. Then, we'll highlight funding opportunities to support community-based research in PEI before moving into the main event - the reverse science fair!

The middle portion of the day will be dedicated to connection and conversation as participants make their way around the booths. We'll also provide a complimentary lunch - the perfect opportunity to continue networking.

We'll wrap up the day by highlighting some examples of collaborative projects between community organizations and researchers in PEI, with guest speakers sharing their experiences for inspiration.



## How does the Reverse Science Fair align with the Alliance's work?

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The Alliance is dedicated to empowering our community partners with the knowledge, resources, connections, and support they need to do their important work and contribute to a shared goal of improving mental well-being in PEI.

We know that impactful work is grounded in evidence. We also recognize that many community organizations face capacity limitations and barriers that make it difficult to access and mobilize the knowledge they need. So, if we want the work of the organizations that serve our communities to be grounded in evidence, we need to support them to develop their evidence base.

The Reverse Science Fair has been designed to do just this. The aim is to empower community organizations by fostering collaborations with researchers who can provide capacity support and research expertise. We are also excited to launch new funding opportunities at the Reverse Science Fair specifically designed to support collaborative community-based mental well-being research projects.

By supporting our community partners and working together, we can help create a future where everyone on PEI can achieve and maintain the best possible mental well-being throughout their lives.

