

# CTHS PATHWAYS TO TRUST

Members of the *Coalition for Trust in Health & Science* are taking action to become trustworthy partners within the communities they serve by building relationships and engaging as authentic health and science communicators.



Coalition for Trust  
in Health & Science

## AMERICAN PHYSICAL SOCIETY

### BUILDING A CULTURE OF TRUSTWORTHY SCIENCE COMMUNICATION

The Science Trust Project (STP) at the American Physical Society (APS) is equipping scientists to communicate with empathy by incentivizing listening and engagement. Members have inspired APS to expand what it means to be a scientist in modern society and to focus on cultivating trust rather than on misinformation. As a result, APS has created a lasting and easily utilized practice for credible, human-centered science communication and they are actively engaging ambassadors who spread these proactive practices across the field of physics.

*“Our approach emphasizes connection over correction and how that builds trust, one conversation at a time.” — APS Science Trust Project Team*

#### TRAINING SCIENTISTS TO BUILD CONNECTIONS

Launched in 2022, the [STP training program](#) empowers scientists to strengthen relationships with the public through engagement.

STP programming explores how humility, empathy, and active listening can build trust, and the science behind why these actions matter for physicists and scientists.

#### ORGANIZATIONAL COMMITMENT TO PUBLIC ENGAGEMENT

In 2024, APS adopted a formal [policy statement on public engagement](#).

The policy statement reinforces the organization’s commitment to a physics community dedicated to science and society, urging physics institutions to recognize the public engagement work of its scientists.

#### CREATING AND EMPOWERING LOCAL LEADERS

The STP Ambassador Program develops a small cohort of scientists ready to lead trust-building workshops within their own networks.

The yearlong program combines skill-building and action projects, a focus on reflective listening, facilitation, and adaptive-trust communication skills.

**IMPACT:** With 50,000 members worldwide, APS recognizes that scientists can only serve effectively when society trusts them. APS demonstrates how building trust starts within professional communities. More than 600 scientists have already completed STP training sessions, and enrollment is ongoing.