

19 May 2020

### **CATCHING ON**

In 1822 Charles Babbage invented the 'difference engine' one hundred and fifty years before the advent of modern computers, yet his idea was largely ignored outside of some close knit mathematical circles. In the first century BCE, a Greek mathematician drew schematics for a quirky, rickety contraption that - with a little more R&D - could have brought forward the invention of the steam engine by 1800 years.

I do not know why some ideas catch on and some don't. However, I do see it as a personal duty to promote good ideas wherever I find them.

CFA does this a great deal through our social media and our Communiques. We tend to focus on plucky fundraisers and individual CF heroes. Occasionally we link arms with cause partners like the Accessible Design Alliance and other NFPs to lend our weight to important issues adjacent to CF.

However, it is also important to look at the bigger picture, and for that you need trusted sources.

The COVID-19 crisis has created a media nightmare with many traditional outlets proving shaky or inconsistent. Political bias is rife and often public debate can feel more like a football match than a quest for common truth.

Here is a list of my go-to sources when I am updating on the current crisis. The following publications are important to us because they have proven credentials in objectivity and scientific thoroughness.

The Lancet:

<https://www.thelancet.com/>

The BMJ:

<https://www.bmj.com/>

The Guardian Science:

<https://www.theguardian.com/science>

Cochrane:

<https://www.cochrane.org/>

Kind regards

A handwritten signature in black ink that reads "Nettie Burke". The signature is written in a cursive, flowing style.

Nettie Burke, CEO

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**CONSUMER CONNECT:** Join Nathan Charles and the creators of PERX on Consumer Connect on Wednesday night 20 May 2020 at 6.30pm. This session will focus on motivation, goal setting and behavioural psychology.