Developing a Public Engagement Strategy

A framework for raising awareness, extending reach and achieving impact in health and care research
What do we want to achieve from this strategy?

- The pandemic has put health and care research at the forefront of all our minds – we now want to keep all research in the public eye
- Reach and engage more people from under-represented communities in health and care research
- Showcase the value and importance of research by sharing people’s experiences of PPI to inspire others to get involved in and/or participate in research
- Celebrate the existing research happening in Wales and its impact in improving treatment and care
- Champion the key players in the health and care research industry in Wales to demonstrate trust and expertise in research
Public engagement strategy working group

- Made up of engagement professionals from across Wales

- Met twice since the first Public Forum with the aim of producing a draft strategy by July 2021

- Not starting from scratch – building on the last 18 months and linking to current activity
Overarching aim

To highlight that research improves lives and to encourage more people to get involved with, and participate in, health and care research in Wales
Key messages

• Research is designed to improve lives

• Research and science have played a vital role in the pandemic

• Health and social care research will touch everyone at some point in their lives

• The role of public involvement and participation in the research process is essential to drive improvements in health and care
Challenges to be addressed to maximise the impact of the strategy

• How do we ensure that the research infrastructure across Wales is able to offer more PI opportunities as well as a positive experience?

• How do we manage increased demand and show we value expressions of interest when opportunities may not be immediate?

• Widespread issue is the lack of feedback on the results of research studies and the impact of involvement – what can we do to address this?

• How do we ensure researchers value PPI and that it embedded throughout the research process, not an add-on?
Progress and next steps

• Database of organisations being developed to share engagement contacts and reach more under served communities

• We need to go out to people rather than expect them to come to us – range of engagement methods and communication tools being considered to reach a diverse audience

• Equality, diversity and inclusion will be embedded

• Strategy being linked to wider UK Be Part of Research initiative

• Framework will be further developed at next meeting of the working group - May 26th