

# 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?

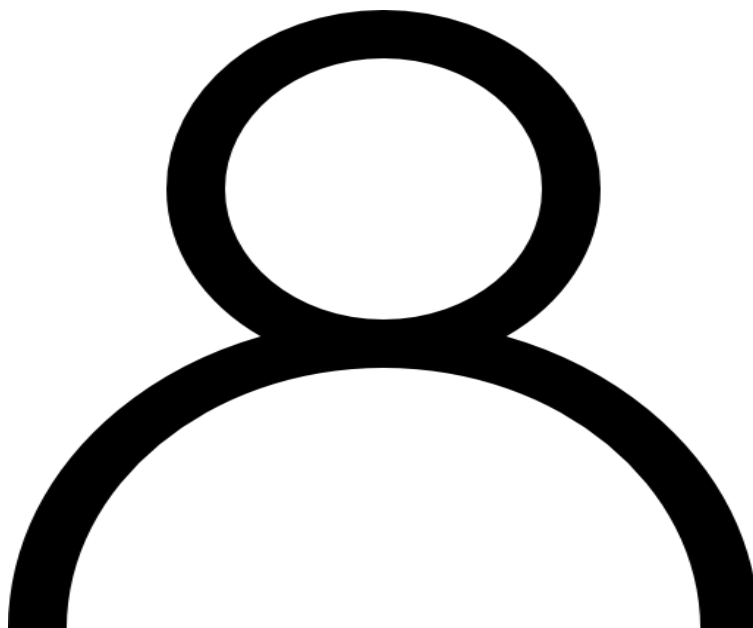
- The pandemic has put health and care research at the forefront of all our minds – we now want to keep all research in the **public eye**
- Reach and engage more people from **under-represented communities** in health and care research
- Showcase the value and importance of research by sharing **people's 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 26<sup>th</sup>