

# Discover Your Role Public Engagement strategy overview



## Summary of work so far...

- One of the main recommendations from the Community of Practice events and Discover Your Role action plan
- Development of meaningful Public Engagement strategy document
- Update on activity aligned with five key pillars
- Next steps

## Public Engagement strategy

- Together with a working group we have developed the public engagement [strategy document](#) - A framework for raising awareness, extending reach and achieving impact in health and social care research 2021 – 2024
- Working document to provide overview of approach

Multi-  
platform  
awareness  
campaign

Building  
meaningful  
relationships

Aligning with  
UK  
strategies

Developing  
standard  
Wales key  
messages

Equipping  
researchers,  
senior  
leaders, PI  
leads,  
support &  
delivery staff

## Multi- platform awareness campaign

What do we want to achieve?

- Raise awareness of the **value** of research in Wales with the general public
- Showcase the value and importance of research by sharing **human interest** stories
- Celebrate the **existing research** happening in Wales and its impact, that it improves treatment and care
- Champion the **key players** in the industry
- Position Health and Care Research Wales as **experts** on research in Wales

## Creative rationale

COVID-19 has really shone a light on the *need* for research. Science has been our way out of this pandemic.

To continue to highlight the value of research we must highlight where would we be without... research, members of the public, scientists, a COVID vaccine, insulin.

## Where would we be without...

Health and social care research saves lives, to find out more visit [www.healthandcareresearchwales.org/withoutresearch](http://www.healthandcareresearchwales.org/withoutresearch)

Dedicated web  
page

Hero  
inspirational  
video

Establish  
ambassadors

Podcasts

Social media  
content

Human interest  
stories in the  
news

Blogs/ though  
pieces

Education  
packs

Digital or face-  
to-face events

Paid for social

Stakeholder  
coms packs

Collateral for  
digital screens/  
posters

## Meaningful relationships

- Focus group made up of representatives from:
  - Ethnic Youth Support Team (EYST)
  - Parent Voices in Wales
  - Public Involvement Community members
  - Change Grow Social Care Charity
  - Public Health Wales
  - Ylab
  - Learning Disability Wales
  - Grangetown Community Gateway
  - Wales Cancer Research Centre

## Aligning with UK strategies

- ‘A Healthier Wales’ strategy
- UK research clinical strategy, [Saving and Improving Lives: The Future of UK Clinical Research Delivery](#),
- Social Care Wales Strategy
- UK Standards for Public Involvement strategy a
- Be Part of Research and the implementation of the Make it Public



## Developing standard Wales key messages

Research is designed to improve lives

Research has played a vital role in developing treatments against COVID-19

Health and social care research will impact us all at some point

The role of participation and PI in research is crucial to drive improvements in health and social care

## Equipping stakeholders

- Media and communication training to enable research leaders in Wales to become Health and Care Research Wales ambassadors
- Briefing sessions to be arranged with key stakeholders
- Template documents, guidance and support

Diolch any questions?