A Human-Centred Approach TO RESEARCH COMMUNICATIONS

Victoria McLemore and Pete Gee
Communications, Engagement and Involvement
WELCOME!

Communications?
Engagement?
Involvement?
GOALS

By the end of this session you should know:

the difference between Communications, Engagement and Involvement (CE&I)

why CE&I is crucial and how to plan for and integrate it

where to go for more support
PUBLIC INVOLVEMENT

Research that is done ‘with’ or ‘by’ the public, not 'to', 'about' or 'for' them.

Members of the public are actively involved in research projects and in research organisations.
- throughout the research cycle
- public involvement standards
- designated team to support public involvement
Young People's Public Health Priorities

Physical Activity/Exercise
Nutrition/Diet
Smoking
Alcohol
Sexual Health
Drugs
Violence
Mental Health/Emotional Well-being
Bullying
COMMUNICATIONS

Identify your audience
So what?
Call to action
Watch your language!
ENGAGEMENT

Sharing information and knowledge

Two-way process: interaction and listening

Why is it important? What did we learn? What is the impact?

Think about the audience!
THE ELEVATOR PITCH

30 SECONDS

NO PRIOR KNOWLEDGE

WHAT DO YOU WANT THEM TO DO?
OUR CALL TO ACTION

Do you have a good story to share?

An opportunity to engage with others about your research?

Are you looking for input from members of the public?

healthandcarereresearch@wales.nhs.uk
Thank You!

Peter Gee
Senior Public Involvement Manager
peter.gee@wales.nhs.uk

Victoria McLemore
Senior Communications and Engagement Manager
victoria.mclemore@wales.nhs.uk