

A Human-Centred Approach **TO RESEARCH COMMUNICATIONS**



Ymchwil Iechyd
a Gofal **Cymru**
Health and Care
Research **Wales**

Victoria McLemore and Pete Gee
Communications, Engagement and Involvement



WELCOME!

Communications?

Engagement?

Involvement?



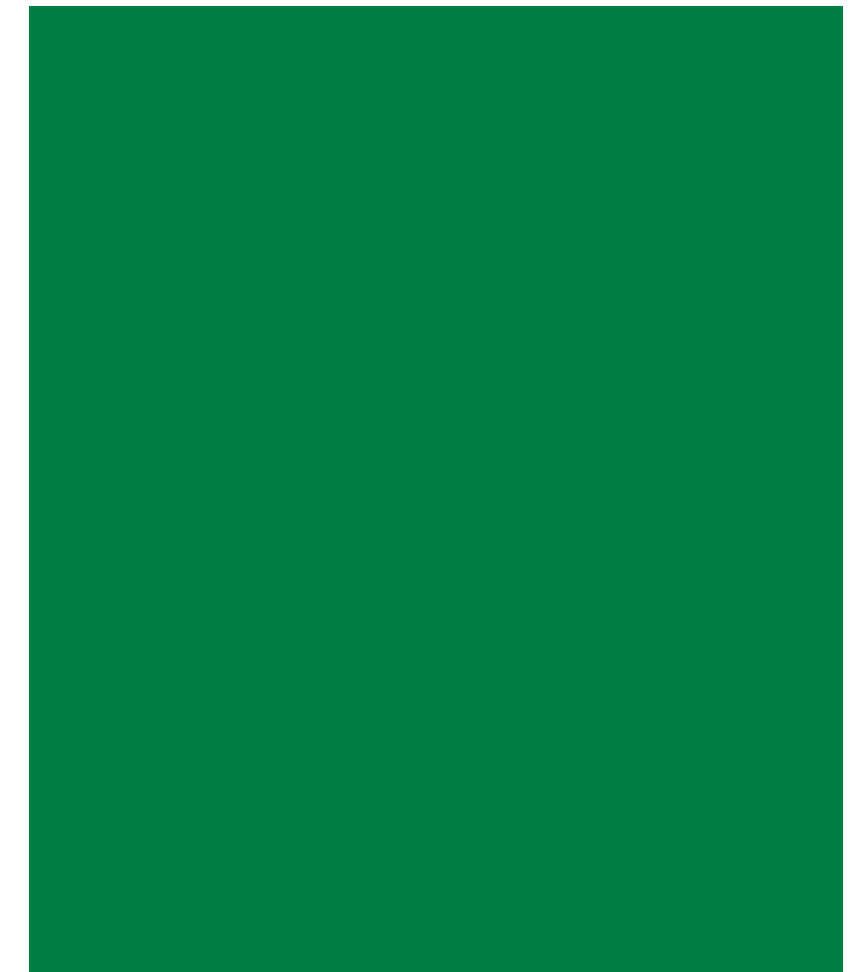
GOALS

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

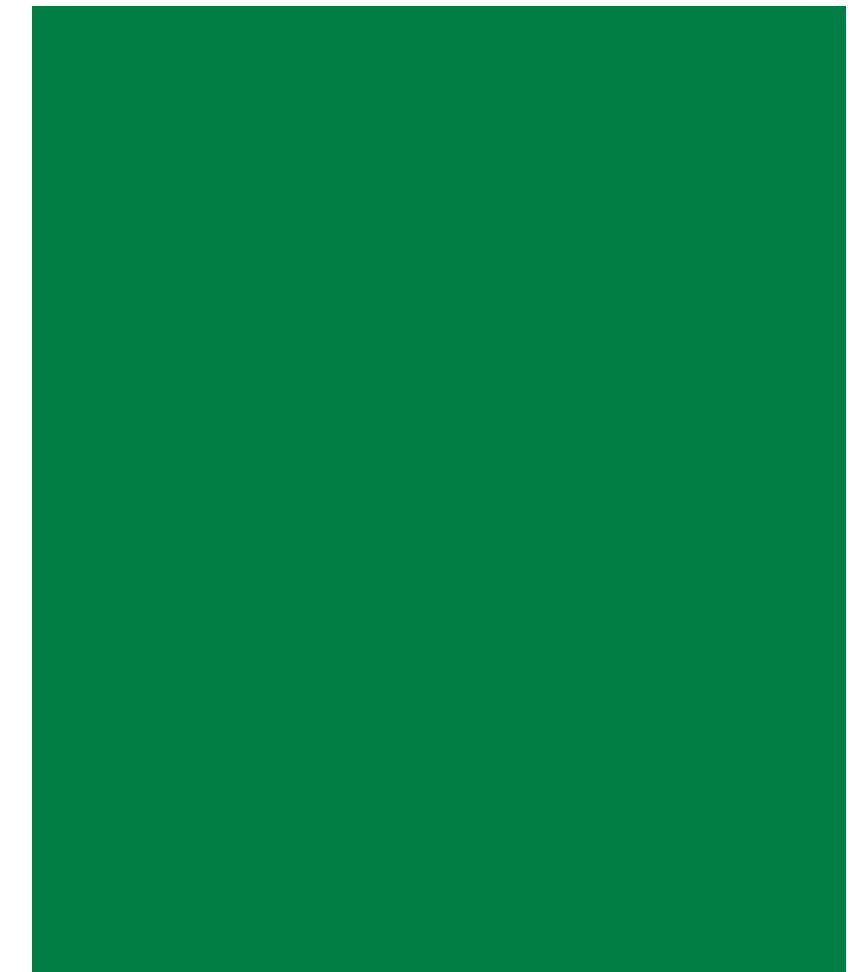


PUBLIC INVOLVEMENT

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



PUBLIC HEALTH PRIORITIES

Physical Activity/
Exercise

Alcohol

Sexual health

Nutrition/Diet

Smoking

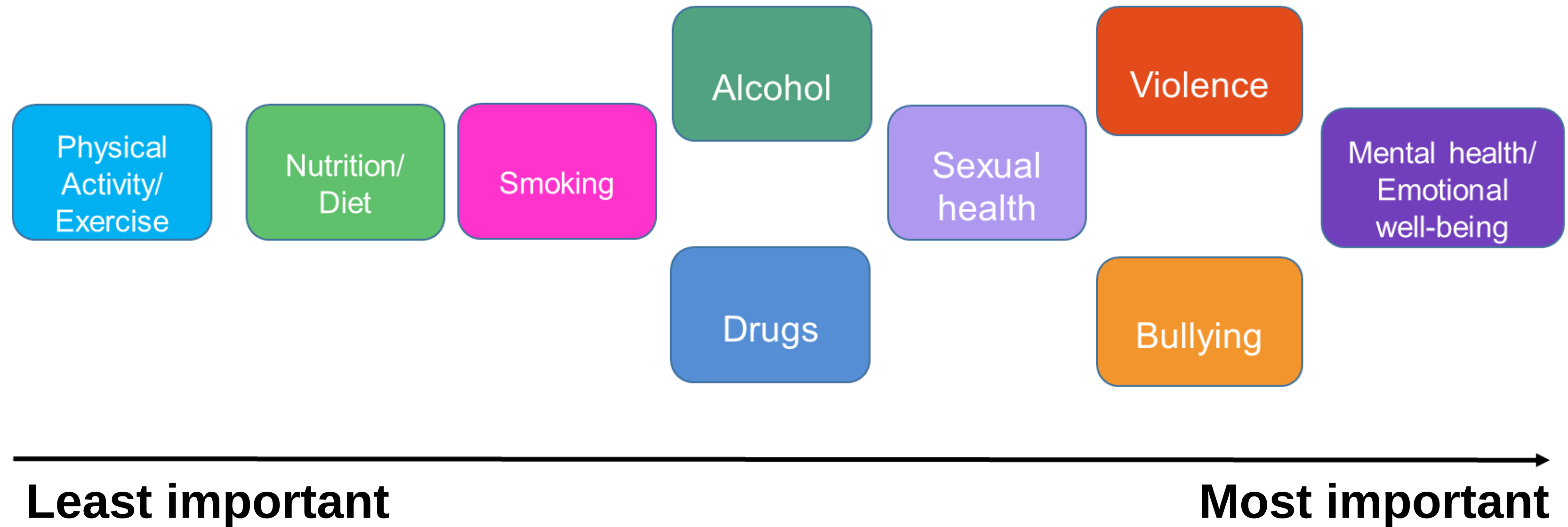
Violence

Bullying

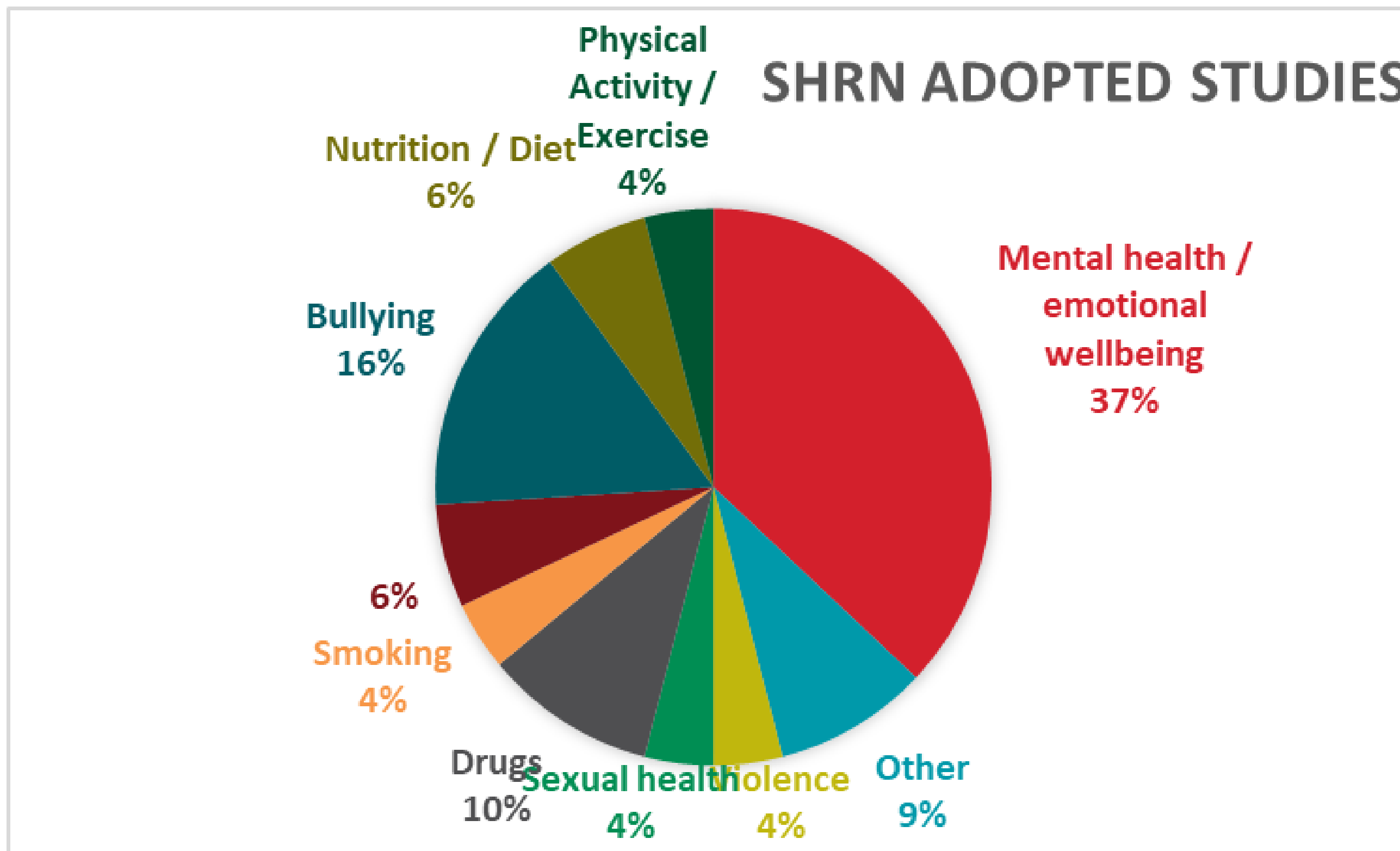
Drugs

Mental health/
Emotional well-
being

Young People's Public Health Priorities



WHO Health Promotion Schools 2015



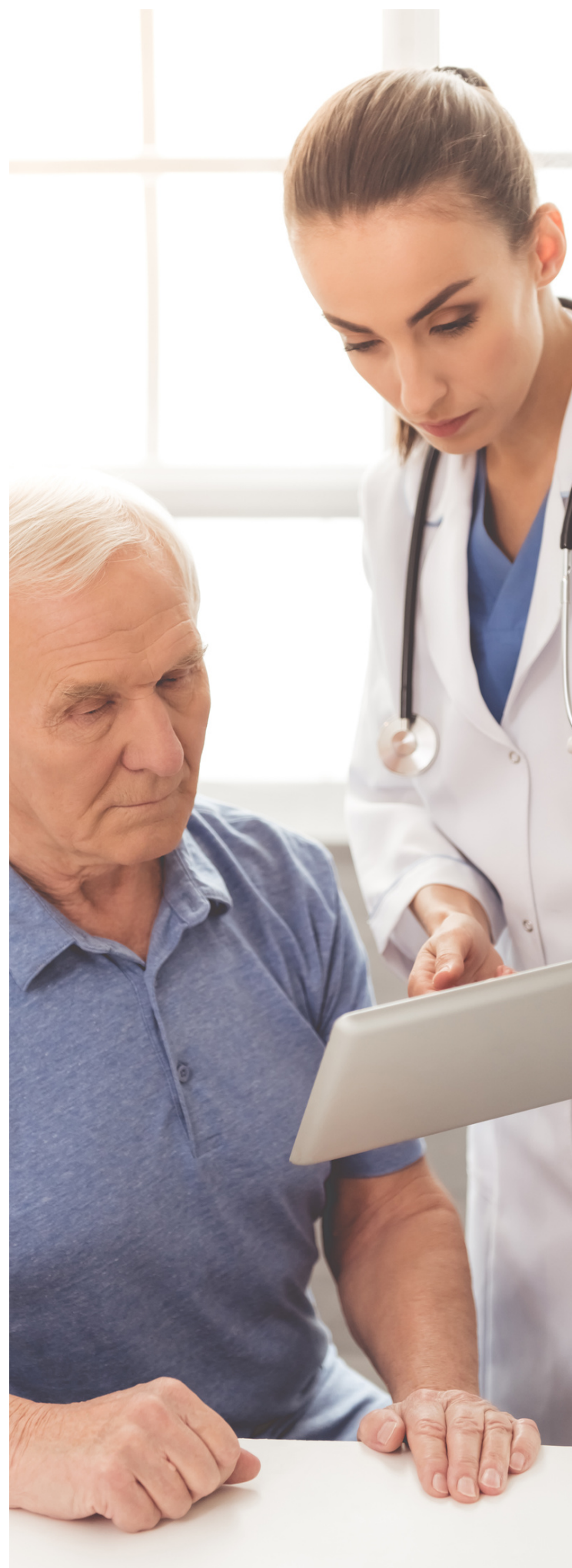
COMMUNICATIONS

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?**



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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?

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Thank You!



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