

Storytelling; the art of bringing your research to life

**Hannah Bertie – Senior Communications
and Engagement Manager**

Tom Wilson – Communications Manager



This session will provide:

- ⌘ a brief overview of the media landscape
- ⌘ you with the tools and confidence to simply communicate your work as a research leader of the future
- ⌘ help you influence the communications agenda of your own organisation and help with personal branding
- ⌘ let you practice in a safe space

Who are we?

Hannah Bertie

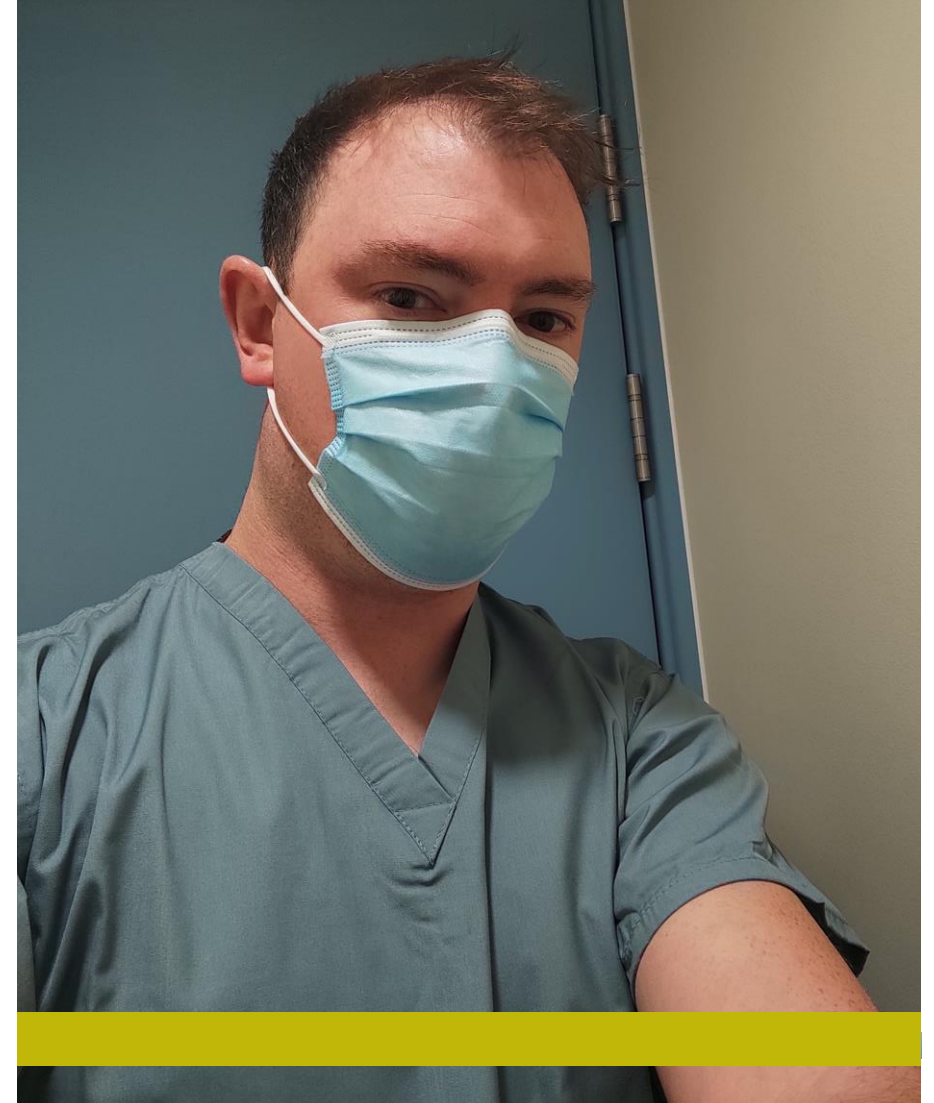
- ⌘ Joined Health and Care Research Wales in 2020 as Senior Communications and Engagement manager.
- ⌘ Seven years' experience at Wales' largest communications agency, Golley Slater most recently as an Account Director in the Creative Communications team.
- ⌘ Awarded the CIPR's silver Young Communicator of the Year award in 2019 she has worked with clients in a number of industries including, tourism and hospitality, construction, education and healthcare.
- ⌘ Campaigns included the award-winning organ donation behavioural change campaign, launching a rhino enclosure at Folly Farm and raising the profile of key solicitors at law firm Hugh James - to name a few.



Who are we?

Tom Wilson

- ⌘ Joined Health and Care Research Wales in 2022 as Communications Manager
- ⌘ 14 years' experience as a Senior Newspaper Reporter and Senior Communications Officer in NHS Wales
- ⌘ Chief reporter on April Jones murder investigation in 2012
- ⌘ Nominee and recipient of two separate Chairs' awards at Hywel Dda for media work, including BBC Radio Wales and 5Live
- ⌘ Specialist in communicating NHS strategic and operational delivery, media relations, crisis communications, service transformation / whole system change



Research has never had a higher profile

- ⌘ Throughout the pandemic we called upon the expertise of many of our **Welsh research leaders** to spread the word about the Wales-wide research effort
- ⌘ We now have an opportunity to spread the word about the importance of **all** health and care research not just with the public but across the NHS and wider policy making landscape
- ⌘ Health and Care Research Wales works together as **one research community** with leading spokespeople and brand ambassadors to generate more impact



What is news?

First

Best

Latest

Heart-
warming

Piggy-back
on news
agenda

Data driven

Media landscape

- TV
- Radio
- Social media
- Traditional and digital press
- Webinars / events / seminars/
- Award submissions

Great to see @DrNickyWilliams and @orodosanlou on @BBCWalesNews tonight on the Welsh research effort into #COVID19 including 3 vaccine trials and multiple pioneering research studies. Thanks to everyone for your ongoing contribution @ResearchWales @PublicHealthW



6:44 PM · Feb 2, 2021 · Twitter for Android

View Tweet activity

14 Retweets 1 Quote Tweet 50 Likes


Dr Emma Thomas-Jones @emma_tj1 · 17h
 Replying to @ResearchWales @DrNickyWilliams
 Well done both, great reflection on the capabilities of the infrastructure in Wales to deliver on these trials

News
 30th December 2020
Gwent volunteers help Oxford/AstraZeneca coronavirus vaccine approval


 By Tom Moody |  @TomMoodyArgus
 Trainee Reporter



0 comment

HUNDREDS of volunteers in Gwent played a key role in the development of the Oxford/AstraZeneca coronavirus vaccine, which was approved for use in the UK today.

NEWS

Home | Coronavirus | Climate | UK | World | Business | Politics | Tech | Science | Health | Family & Education

Wales | Wales Politics | Wales Business | North West | North East | Mid | South West | South East | Cymru

Covid: Hundreds in Wales take antiviral tablets

By Gemma Driscoll
BBC News
7 days ago

Coronavirus pandemic







The first patients in Wales have received antiviral tablets for Covid to take at home

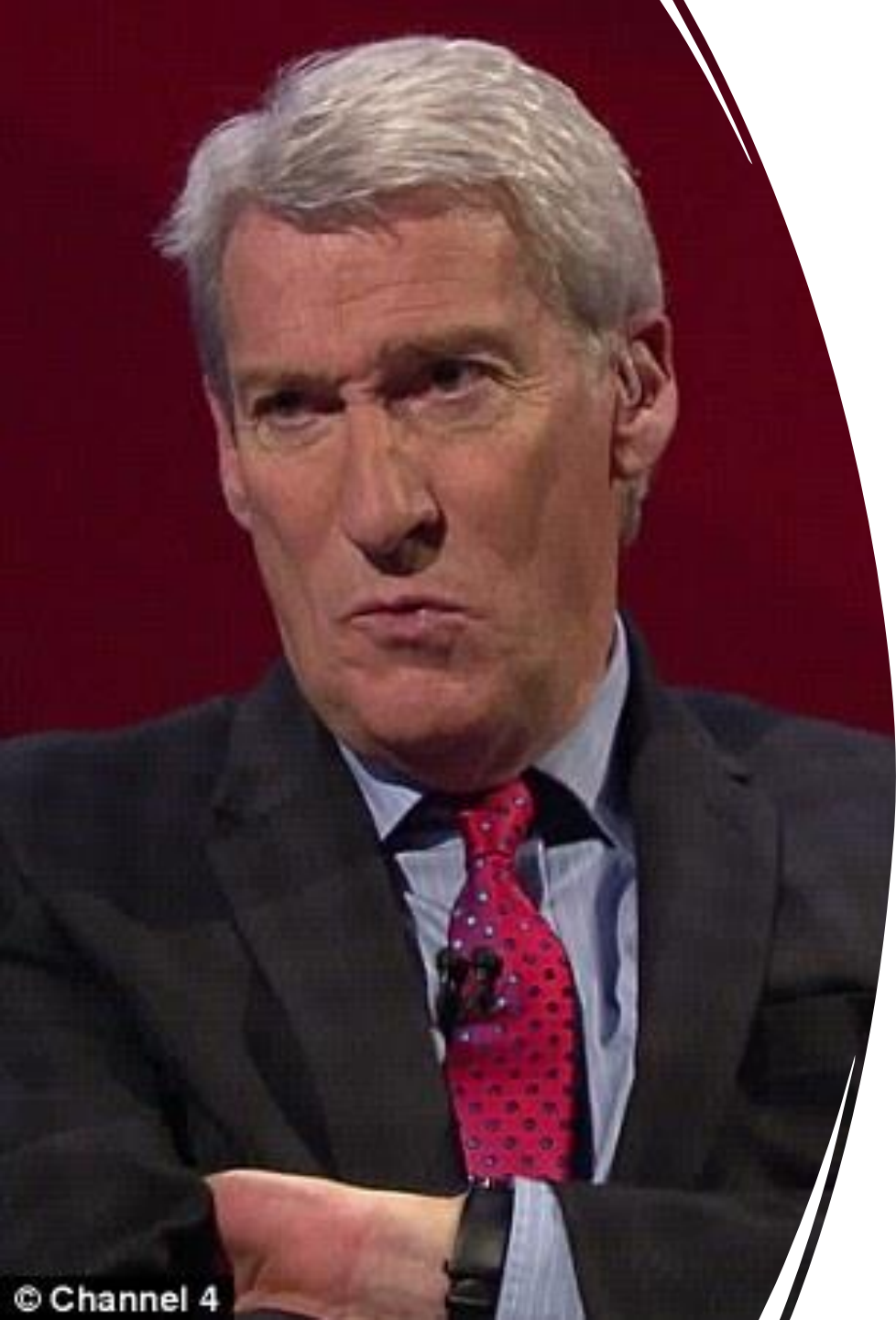


BBC Wales Today

Evening News: 02/02/2021

Most read Commented

- 
 Take a look at this amazing transformation of a South Wales Victorian property
- 
 Teenager killed in Heads of the Valleys Road crash
- 
 'We're trapped here': This Newport family's house is overrun with mould and damp
- 
 Self-styled gangster teenage drug dealer first started trafficking cocaine at



Who are journalists?

Why participate?

- ⌘ To communicate your work effectively **sets you apart** from other researchers
- ⌘ Profile raising can **benefit** your research career
- ⌘ Communicating impact **simply**, is key



Clear and concise messaging



Think about:

- The big picture...
- What do I want to achieve?
- How can I use a media appearance, a tweet, LinkedIn post or a Faculty news piece on the website to achieve it?
- Can I link it to an important event, local issue or publication of a key strategy?
- What you can answer
- Comms colleagues

Do's

- ⌘ Have 3 key points as 'bankers'
- ⌘ Breathe
- ⌘ Pause before answering
- ⌘ Speak slowly and clearly
- ⌘ Explain as if you're talking to your neighbour
- ⌘ Be yourself!

Don'ts:

- ⌘ Give answers that are too long or try to squeeze as much information in as possible – less is more
- ⌘ Fidget
- ⌘ Use jargon or acronyms
- ⌘ Answer questions out of your wheelhouse
- ⌘ Chat and be tempted to elaborate after the cameras are switched off!
- ⌘ Do any interviews without your comms team knowing about it

It's as easy as ABC

 Acknowledge

 Bridge

 Communicate

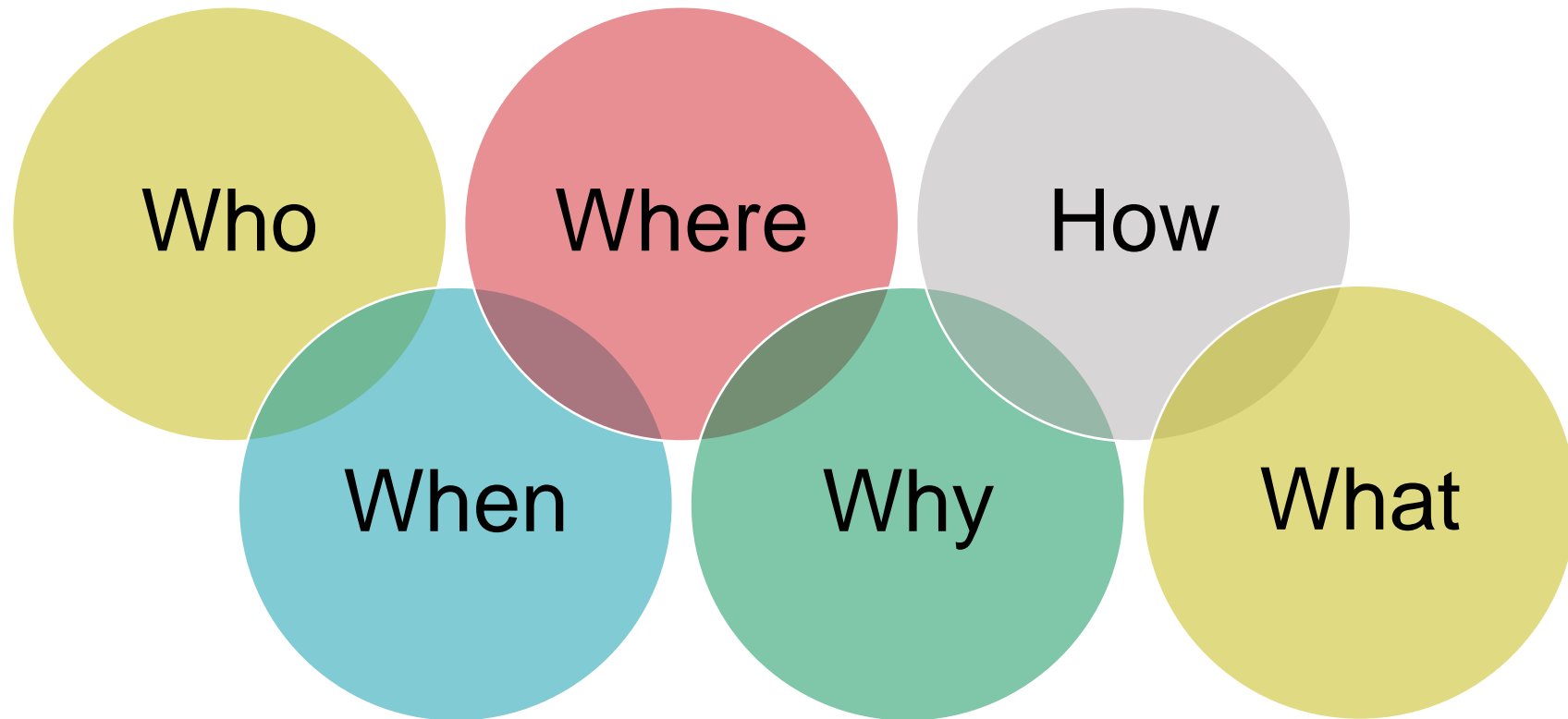
Debunking the jargon

Research name	News angle
<p>IMproving Prophylactic Antibiotic use for Recurrent urinary Tract infection (IMPART): mixed-methods study to address evidence gaps and develop a decision aid)</p>	<p>Does drinking cranberry juice ACTUALLY help your UTI? Meet the doctor aiming to answer just that.</p> <p>Cranberry juice - old wives' tale or helpful antidote to urine infections?</p>
<p>Development and feasibility randomised controlled pilot study of HD-DRUM - a novel motor sequence training app for people with Huntington's disease</p>	<p>How drumming could help improve the lives of those living with Huntington's Disease</p> <p>"Learning the bongos changed my life"</p>
<p>Precision Oncology: A novel approach to modelling neuroblastoma and specific treatment as its underlying genetic abnormalities changes during a patient's treatment</p>	<p>New researcher 'A-Team' assemble to fight childhood cancer with only 40% survival rate</p> <p>"I'm dedicating the next 20 years of my life to this" – the Welsh child cancer surgeon in the fight against neuroblastoma</p>



Let's practice

- 8 Imagine you're on ITV Wales talking about your research
- 8 Spend 10 mins
- 8 Think of the top key three messages you want to get across about your research?
- 8 Remember your target audience



Let's practice

- 8 Meet your journalist – Tom Wilson
- 8 Live from the studio is ... to talk about their life-changing research into...
- 8 Watch out for any curveballs...



Health and Care Research Wales Faculty

It's a free member-only network to improve prospects for the Welsh research leaders of the future, increasing the chances of high-quality research being funded and delivered in Wales.

Faculty ambassador

You are the research leaders of the future

- What a research career means to you?
- Motivations to add research to your career
- What you hope your research will achieve?
- What is the Faculty?
- How has the Faculty impacted your career?

Faculty key messages

- **provides funding** through personal awards to develop the research careers of future research leaders in Wales
- enables Welsh researchers to be as **ambitious as possible**
- is a **network** of likeminded people working together to help advance their careers as researchers
- has an **expert team** to provide learning and development opportunities and advice to members
- facilitates access to **relevant training** for members who want to apply for further funding opportunities

Key takeaways

- ⌘ Jump at opportunities
- ⌘ Reference your role as a Health and Care Research Wales Faculty member where possible
- ⌘ Prepare and practice
- ⌘ Pre-record ask for a re-take
- ⌘ Remember who you're talking to
- ⌘ Think about how you come across – are you trusted? Clear? Friendly?
- ⌘ Simplifying your work doesn't diminish the impact
- ⌘ Do your research the day of the interview – news, twitter
- ⌘ Use your comms teams!

Any questions?

- 8 For further help feel free to contact us
- 8 Or if you have any news

Hannah.Bertie@wales.nhs.uk / Tom.Wilson@wales.nhs.uk

A group of business professionals in a meeting. A woman in a grey blazer is pointing at a tablet held by another person. A man in a dark suit and tie is also visible. There are coffee cups on the table. The scene is brightly lit, likely from a window in the background.

DIOLCH