

## **WEISS Public Engagement Strategy 2018 - 2022**

Research at the Wellcome / EPSRC Centre for Interventional and Surgical Sciences (WEISS) will improve healthcare outcomes for current and future patients around the world, enabling cutting edge engineering solutions to reach patients faster.

Effective public engagement enhances research by broadening, exchanging, and testing knowledge, ideas and expertise. It also improves the rate and speed of translation into practice as ethics and practical application are contextualised and applied, and the public discourse engaged with.

This is why public engagement forms an integral part of the WEISS identity, is embedded into the centre's strategy and membership, and forms one of the WEISS key deliverables and translational aims.

### **Public Engagement Vision**

Using UCL's core values of openness, inclusiveness and fostering innovation and creativity, our vision is:

To engage with publics to improve the design and translation of WEISS research, building public awareness by opening up conversations about the wider implications of this for people's lives.

### **Public Engagement Strategic Aims**

Public and patient stakeholders have opportunities to inform research throughout the research cycle, through constructive dialogue and mutual learning.

Our public engagement is designed collaboratively, involving relevant people outside of higher education to create and design opportunities. Such as cultural partners, patient support groups and medical professionals

Public engagement is supported by an embedded culture of engagement at WEISS, ensuring the capacity and internal support for public engagement is part of our identity.

WEISS staff and students have access to training, advice and support that provide skills and

These activities link to the four strategic aims and will be our focus throughout the programme.

**Enhance** – Activity demonstrating a clear link to WEISS research, with potential to enhance elements of design, practice and/or translation.

**Collaborate** – Collaboration with relevant external partners & stakeholders to develop creative and relevant methods of effectively engaging with our target publics.

**Develop** – Activity that demonstrably contributes to the development of a skilled staff and student base for public engagement, developing new skills or understanding in participants and sharing learning wider across the centre.

**Embed** – We seek to embed public engagement within core business, ensuring capacity a





## Appendix II - Public Engagement Outcomes

**Public and patient stakeholders have opportunities to inform research throughout the research cycle through constructive dialogue and mutual learning.**

Public engagement approaches are embedded throughout the research cycle and the development of grant applications, with activities and/or planning prepared beforehand.

Research projects feel they have benefitted from using their planned public engagement approaches and can identify where these activities have contributed to their work.

Public contributors feel they have been provided the requisite information / training to inform participation and that their involvement has been valued and factored into research decision making.

**Effective and relevant opportunities are created for target publics by involving non-academics in collaborative approaches to their development, such as cultural partners, patient support groups and medical professionals**

Public engagement activities are informed by external collaborators (non-WEISS), involved in the development and/or delivery of public activities to generate creative and relevant projects that reach key publics.

Our publics feel more informed about WEISS research through opportunities that clearly communicate research and stimulate thinking around WEISS key themes.

WEISS staff and students have the opportunity to take part in centre-led initiatives linking them with collaborators, feeling that they've come out of these with a better understanding of collaborative approaches.

The centre is part of a network of relevant and engaged collaborators with an interest in reaching patients and our publics with research.

**Public engagement is supported by an embedded culture of engagement at WEISS, ensuring the capacity and internal support for public engagement is part of our identity.**

Public engagement is considered as part of core centre business, included in recruitment, ongoing appraisals and probation, core processes and strategy, with representation at advisory board level.

WEISS staff and students feel supported and encouraged to take part in public engagement opportunities by centre management, with support and time to do so.

WEISS staff and students have a shared understanding of the centre's definition of public engagement and how it is relevant as part of their role and the aims of the centre.

**WEISS staff and students have access to training, advice and support that provide skills and opportunities to conduct effective public engagement**

Training is provided and linked to by the centre, providing the opportunity to develop an understanding of the basic steps of public engagement and develop specific practice based on the centre strategy and member needs

Funding calls and opportunities led by the centre provide the chance for WEISS staff and students to develop skills in public engagement and they feel supported to continue developing these.

WEISS staff and students' own public engagement is evaluated and shared across the centre as part of wider practice sharing, including internal events and online resources.

WEISS staff and students feel there are adequate reward mechanisms in place that celebrate good practice and demonstrate the value of activity to the centre, including internal mechanisms and external award nominations.