

Population, Policy and Practice Programme

Engagement Strategy May 2020

Evidence of patient and public engagement or involvement in the planning, design, management and dissemination of research has increasingly become a requirement of funding bodies in health and social care.

Our strategy supports and is supported by our Communications Strategy.

Our work involves engagement with people and organizations including:

- PPP research, academic and professional services staff, honorary colleagues and students
- UCL-wide staff and students
- Patients and carers
- The wider public
- Prospective students
- Researchers
- Academic and other funders
- Policy makers
- Practitioners in health, social care and the wider determinants of health
- The media
- Professional bodies/colleges
- Enterprises, Innovators and donors

Introduction

Within our context, patient/social care/carer involvement or engagement is more familiar than public engagement, and engagement has been largely uni-directional, where 'we' engage 'them' with our proposals or findings.

Since 2009, a Public Engagement Unit has been part UCL Culture as a core part of the university.

"Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit."¹

"The 'public' includes individuals and groups who do not currently have a formal relationship with an higher education institution (HEI) through teaching, research or knowledge transfer."²

PPP's Engagement Aim

Our work will support the delivery of the strategic objectives of UCL, Great Ormond Street Institute of Child Health through engagement activities which improve the health of children and young people, narrow inequalities and help our colleagues, students, patients and wider population of children to be all they can be. It is underpinned by UCL's core values – collaboration, innovation, mutual respect, excellent service and empowerment.

¹ UCL uses this definition of public engagement developed by the National Co-ordinating Centre for Public Engagement

² A definition of 'public' developed from that provided by HEFCE (now superseded by Office for Students):

We aim to:

1. Develop a culture where engagement is embedded in all our research programmes
2. Produce world leading researchers with the skills and experience to readily engage with diverse communities

Background

Strategies which build on or develop existing enthusiasms are more likely to succeed than those imposed, so we draw on the aspirations identified at the Departmental away day in November 2018.



Whilst we all need to understand the imperative of good engagement for good science and democratic accountability, full-scale engagement is not for everyone. Engagement is not a cheap option. Relationship building takes time, and needs to be part of organizational planning if it is to be a core activity.

What do we already have in place?

UCL, UCLH, and UCLP all provide guidance and training on engagement and ICH's EDI steering group have organized training and opportunities for public engagement (PE).

In PPP we have a range of activities/resources on which we can build including:

Teaching GOS, ICH, UCL and hospitals	A recent survey suggests that most of us teach on undergraduate, postgraduate or short courses, supervise doctoral students, examine and/or teach in clinic.
Lectures/symposia ICH	Catherine Peckham lecture and symposium series; 3 minute thesis; seminars, upgrade meetings.
National and international conferences	Senior and mid-career PPP members regular give plenary, keynote, or other presentations at conferences in their discipline(s).
Media and social media	A number of PPP colleagues discuss academic findings and or issues of the day on TV, the radio, in print on social media and in Ted Talks.
Special interest groups	A knowledge exchange, chalkboard, qualitative group, statistics group, and qualitative research provide like-minded colleagues with opportunities to engage with one another.
Schools outreach	Colleagues are actively engaged with schools
Blogs	Colleagues contribute to blogs eg https://acmedsci.ac.uk/more/news/medscilife-top-tips
Podcasts	Podcasts as part of our communication strategy provide a welcome view of ICH colleagues' lives and work
Christmas lectures	PPP played a key role in the successful Christmas lectures in 2019 and are engaged in further opportunities for 2020
In2science/ summer school	For some years, we ran a successful placement for East London school pupils. We currently plan to be engaged in ICH summer schools and may want to return to a dedicated PPP summer school in due course if funds are available
Formal PPI	Well-established connections between research groups in PPP and PPI groups including NCB and YPAG and YPF at GOSH, Moorfields and Kings Mental Health Group.

Key Objectives

1) PPP engagement

To encourage the development of engaged and engaging researchers, teachers and administrators who can enjoy opportunities to share our knowledge and findings with patients, practitioners, students and the general public and in a spirit of reciprocity, learn from their knowledge, skills and experiences.

In particular:

- a) All members of staff and students will have the opportunity to take up a minimum of one training opportunity a year relating to engagement. UCL offers regular *Find Your Voice* beginners training as well as targeted courses for post-graduate research students and post-docs, and bespoke training on a departmental level.

- b) In view of PPP’s educational priorities, those without training should start with teaching as a form of engagement, through Arena Open or the short course offered by UCL Innovation and Enterprise. This will provide some of the skills needed for wider engagement
- c) The Community Engaged Learning service offers training and resources online <https://www.ucl.ac.uk/teaching-learning/research-based-education/3-students-make-connections-across-subjects-and-out-world/community-engaged>
- d) Online resources will be sourced, made available and regularly updated to access engagement training and funding
- e) Since students consistently value learning about contemporaneous research and practice, every PPP member involved in teaching will consider the role of engagement and evidence-informed advocacy in their teaching.

2) External work

To raise the profile of the work of the programme, those actively involved in engagement will liaise with the Communications Group for:

- a) High quality events
- b) Communications group outputs on engagement
- c) Media activity in conjunction with wider ICH/UCL frameworks.
- d) Liaison with UCL innovation and engagement <https://www.ucl.ac.uk/enterprise/> who provide free courses on developing short courses, idea development and more.

Evaluation

This strategy will be implemented for a year as a pilot project, with formative evaluation to drive the activity forward.

A sound evaluation of this strategy involves assessment – both quantitative and qualitative – of our two objectives in relation to the volume and extent of activities, investment, and cost effectiveness. An evaluation would itself incur costs.

Objective 1

	2021	2022
Staff taking part in engagement training		
Arena Open or other teaching development		
Level of integration of engagement into the research process across all research groups		

Number and downloads of online resources on S Drive		
Engagement and evidence informed advocacy included in teaching		

Objective 2

	2021	2022
No of engagement events		
Communications group outputs in relation to engagement		
Level of integration of engagement into the research process across all research groups		
Media activity		
Liaison with Innovation and Engagement Scheme		

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