Engaging the public with your research

Chloe Sheppard

C.Sheppard@wellcome.ac.uk

wellcome trust

Public engagement…what is it?

Informing .

- inspiring, telling, educating
- talks, lectures, publications, exhibitions

Consulting/Exchanging

- conversations rather than transmission
- opportunity for views/questions/values to be explored
- consultations, panels, discussion events

Collaborating

- jointly working on a research topic
- involving the public in research

What is the Wellcome Trust doing?

Our Engaging Science department supports individuals, projects and ideas that enable people of all ages and all walks of life to enjoy, understand, challenge and shape biomedical science and health research. It is pivotal to making the Wellcome Trust a leader in public engagement.

wellcome trust

Supporting researchers

- Training
- Opportunities
- Advice and networking
- Funding

1: Provision for Public Engagement

WHY?

- To strengthen capacity and provide opportunities for researchers to engage the public with Trust-funded biomedical science and health research.
- To stimulate dialogue and debate to enable public aspirations and concerns to be considered through the life cycle of the research project.
- To promote sustained collaboration between researchers and community or public organisations and cultural partners.

Common pitfalls

- Starting with the activity first
- Applying for engagement that should form part of your research
- Targeting audiences that are too specialist or too general
- Dissemination rather than two way engagement
- Conducting PE only at the end of your research
- Not thinking about how you will measure success
- Not being involved yourself
- Not collaborating with others
- Not planning engagement at an appropriate scale
- Focusing on policy rather than public engagement

2. Engaging Science grants

- Strives to build excitement and interest around science and society
- Seeks to inform, inspire and involve; and consider, question and debate
- Supports film, theatre, performance, exhibitions, discussion, dialogue & debate, creative arts, visual arts, social media, games.

wellcome trust

Any questions?