TOP TIPS

For Public Engagement

Building relationships & clear communication with the public

This resource was produced to reflect and re-evaluate our approaches to public engagement caused by the ongoing effects of Covid-19. This document was a collaborative effort, thank you to those who contributed across all themes.

Engaging with Stakeholders

Shared expectations

Clearly outline what people can expect from working with you, and the requested level of commitment. What does the group hope to achieve together? How will you meet? How often? Ask community members what they expect in return by offering their time.

Be flexible and adaptive

Choose a medium that suits the person you are connecting with. Make sure where you meet is comfortable and appropriate. You may need to schedule a time outside of office hours. Do not expect much commitment initially, and allow relationships to grow organically.

Sell working with researchers!

Emphasise the benefits of working with researchers, such as opportunities for being heard and bringing about change. Collaborating with researchers can provide opportunities for building wider networks.

Social Media

01

02

03

Take a multi-platform approach: **Twitter, Facebook and Instagram** attract different audiences

Provide accessible content and avoid jargon



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Communicate Effectively

Communicate visually where possible

Engage as wider audience as possible. Visual content is not just for social media, produce at-a-glance summaries of reports, and collate information through infographics, animations and illustrated mind maps.

Be sensitive

needs and develop a good relationship with the community.

Before forming the Stevenage

Dementia Involvement Group, I

visited local dementia groups in

Stevenage to get to know the

members and learn what it is like

organised a photo competition.

To celebrate all entries, we made

Claire Thompson, Senior Researcher

in Prevention and Early Detection in

[See pic below of virtual-reality

exhibition. Click here to view.]

living with dementia in

a virtual exhibition."

Health and Social care

Stevenage."

Consider appropriate language when communicating sensitive issues. Run by a trusted partner or community member if unsure.

Take Advantage of Free Creative Software



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Make quick and easy animations with sites such as Bitable and Canva. Re-invent social media posts and produce short, explainer videos. Use Shotcut or Divinci Resolve for free video editing software.

Make online conferences more engaging by incorporating ideation boards such as Miroboards. Make meetings as interactive as possible by using **Zoom** breakout rooms and experimenting with presentation formats.

To enhance promotional content, use Canva to create tailored visual material for social media platforms: including photo collages, infographics, flyers, thumbnails and posters. Find free vector icons on Flaticon.

Find New Public Audiences

Alternative platforms

Introduce your research to wider audiences by expanding where you write, such as blogs or local newsletters. Writing for blogs can coincide with the publication of findings and can help disseminate results.

Only online? Who do you exclude by only using online communication? what are the alternatives? Find

Improve representation

There is under representation when engaging with people from some groups; consider age gender, economic background, disability and race. For advice on engaging with Black, Asian & Minority Ethnic groups, click here.

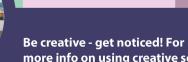
more info on using creative software, read 'Take advantage...' section

Build trust with the public by engaging often



Nicole Darlington, Senior Research Assistant in Ageing & Multi-Morbidity "Consider engagement unrelated to research. To engage with our populations in focus, we

more info here.



For more information about The NIHR ARC East of England, visit our website here.

Be brief & friendly

Emailing

Make sure event links are easy to find

Consider if a phone call would be better

Don't be impatient personal situations may delay responses

Avoid large attachments

Avoid long wordy emails