# **Public Engagement with Research Action Plan University of Glasgow College of Medical, Veterinary & Life Sciences logo**

Before embarking upon events or developing activities you need to be clear about what you want to achieve from your public engagements. The following questions will help you consider this.

We want to hear about your **overall engagement ambitions** (rather than one specific event) so we can discuss what opportunities or engagement(s) may be most appropriate.

Do not worry if you have not got all the information requested – please explore each section as far as you are able, highlighting any gaps will allow us to offer you specific support.

The completed plan should be sent to: MVLS-Engage@glasgow.ac.uk

The MVLS Engagement team, or your local engagement officer, will then contact you to arrange a meeting.

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**Name:**

**Job Title / level of study:**

**Institute/School:**

## **1. RESEARCH**

Give a brief (~250 word max) overview of your research area suitable for a lay audience.  Include any research sensitivities e.g., use of animals, terminal illness, mental health issues etc. Highlight any key research partners and funders. Include any existing timeframes for engagement activity.

*This is useful background information for us and provides us with context.*

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## **2. PUBLIC ATTITUDES**

How is your research topic talked about in the public domain?

How well is information used? What are the misconceptions?

What context is missing? What are the key underlying assumptions?

*Our Moodle section on Public Attitudes offer some reference sites. Do include any key examples and personal observations. If you are unsure, gaining a better understanding of the public attitude to your research could be an objective for your engagement*

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## **3. OBJECTIVES**

What are you trying to achieve through your engagement activity?

How can engagement activity aid your research?

Is there a need you wish to fulfil? e.g., understand public attitudes to your research, raise awareness amongst those likely to benefit from your research, involve groups in conducting or shaping your research, explore entertaining ways to explain your research to lay audiences, inform policy/debate, inspire, educate or entertain).

What is the difference you are hoping to make through engaging the public? E.g., Change attitudes, increase awareness in a new audience, involve others in directing research.

You should consult your research impact plan to ensure these objectives align.

*Please include any commitments you have made to funders*

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## **4. AUDIENCE**

Is there a key group or audience that you want to engage with? \*

Do you know how to reach them? Are there any gatekeepers to that audience who you will need to contact?  for example, charities, healthcare groups, educators etc.

*Work out the significance for different groups and how to involve them.*

Which individuals and groups are most interested, concerned or involved in this issue? Who isn’t but should be? Who is driving the public conversation?

Do you have contacts with any key groups/individuals who might support your engagement activity? Could you invite them to review engagement plans/materials?

Who can help share your findings?

Do consider why your selected audience would want to engage with you – what is the benefit to them?

\*When considering the participants for your engagement, it is helpful to define the different groups that you might like to work with. Targeting the public as if they are an undifferentiated group of people is not very effective.

Instead, it can be helpful to segment people based on some shared characteristics for example: 'communities of place' group people by where they live; 'communities of interest', group people based on their interests, or select another demographic. The more you understand your audience and consider why they may be interested in your research, the easier it is to ensure the engagement is fit for purpose.

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## **5. SKILLS AND EXPERINCE**

What engagement skills and experience do you have?

Are you experienced at engaging with public audiences? Have you developed or participated in public engagement events? Have you undertaken any engagement training? Are there key skills you wish to develop? Please provide some examples

If part of a research team you may also wish to consider the range of skills/experience available to support these engagements.

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## **6. RESOURCES / OPPORTUNITIES**

While the benefits resulting from public engagements can be great all engagement activities have costs. What resources do you have to support your engagement ambitions? Please highlight any dedicated engagement funding.

*The MVLS Engagement team can help identify funding sources to support public engagement with research.*

Have you identified any key engagement opportunities? This may be a forthcoming event involving your key audience or an international day/anniversary of significance to your research.

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