

NPDC Friday 24 September 2021

Discovering your path to effective public engagement

British Society for
immunology 

What do you understand by public engagement?



Public engagement defined (by Erika)



Two-way conversation;
listening and interacting

Vital to improve the quality
of research & make studies
more relevant, effective

Mutual benefit for
science/scientists and the public

Science communication, patient involvement,
outreach, widening participation, policy engagement

Patient and public involvement (by NIHR Centre for Engagement and Dissemination)

Research being carried out 'with' or 'by' members of the public rather than 'to', 'about' or 'for' them. Active partnership between patients, carers and members of the public with researchers that influences and shapes research.

NIHR | National Institute
for Health Research

Evidence

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Welcome to NIHR Evidence

Making health and care research findings informative,
accessible, relevant and ready for use for all

Search for Alerts, Collections and Themed Reviews

evidence.nihr.ac.uk

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Benefits for the public

Strengthen understanding

Make informed decisions
about their health

Increase confidence in own
knowledge – feel empowered

Pursue career in science

Build new relationships
with Universities etc

Share their unique experiences
& represent their communities

Have fun!

Increase trust in research funding

Awareness of contribution of
immunology to society

Feel listened to

Benefits for researchers

Build networks,
partnerships,
collaborations

Fresh perspectives, new
insights

Develop diverse
transferable skills -
project management,
leadership,
communication

Have fun!

Stimulates new
motivation

Boosts research
profile – positive
exposure

Enhance impact of research

Sense of giving back,
being accountable

Increase understanding of
implications of research

Civic duty

Gain funding

Ways that public engagement can make a difference to immunology research



- Making sure that researchers ask the right questions that matters the most to people
- Improving the quality and impact of the research by adding another perspective



- Communicating research findings in a way that the public understand



- Support formal and informal learning about immunology to inspire future immunologists

Why the BSI supports public engagement

- Aligned with our strategy
 - To increase understanding of immunological topics so that the public can make better-informed decisions about health
- Supporting our members to involve public perspectives
- Represent the expert voice
- Share our passion for immunology, communicate clearly
- Reputation & raising awareness of BSI



Two paths of BSI engaging the public

➤ BSI direct

- Science festival, events, digital/online
- Target diverse audiences, community engagement

➤ Our members

- Provide training and resources (financial and support) for our members to facilitate their public engagement activities on their specific research
- Utilising University connections

Engaging with the public about vaccines

A promotional graphic for the 'Celebrate Vaccines' campaign. It features a dark blue background with a yellow silhouette of a person holding a blue shield with a white cross. The shield is surrounded by several colorful stars (white, orange, yellow, blue). The text 'Celebrate Vaccines' is prominently displayed in white and orange. Below it, 'with the British Society for Immunology' is written in white. At the bottom, it says 'Show your support with #CelebrateVaccines' where the hashtag is in an orange box. In the top right corner, the British Society for Immunology logo and website are shown.

British Society for
immunology 
www.immunology.org

**Celebrate
Vaccines**
with the British Society for Immunology

Show your support with **#CelebrateVaccines**

Science communication with the public about COVID-19 vaccines

Building on our previous knowledge

We 'know' what the questions are!

Digital content/resources

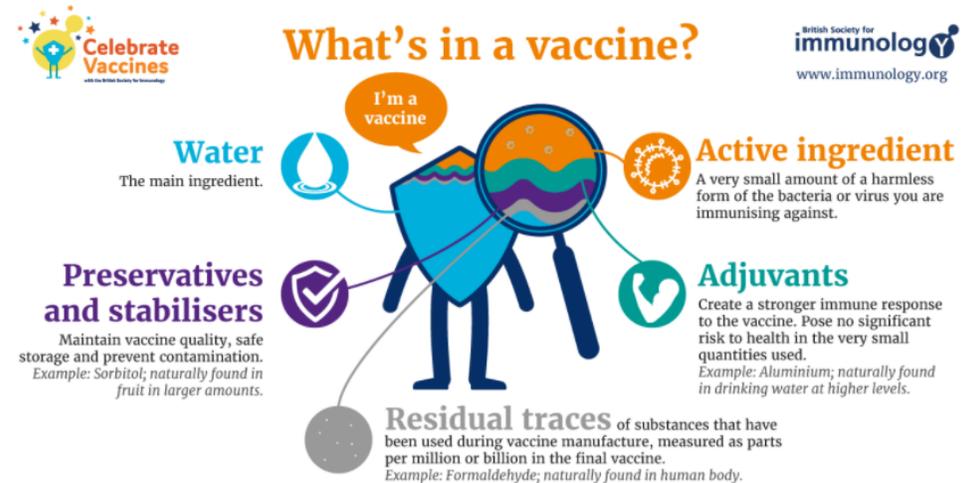
[home](#) // [connect on coronavirus](#) // [connect on coronavirus: public engagement resources](#) // [what's in](#)

What's in a vaccine?

On this page, you will find our new infographic explaining the different ingredients found in vaccines. Scroll down to discover more, click the download link to print them out or share on social media tagging @britsocimm to help strengthen public understanding.

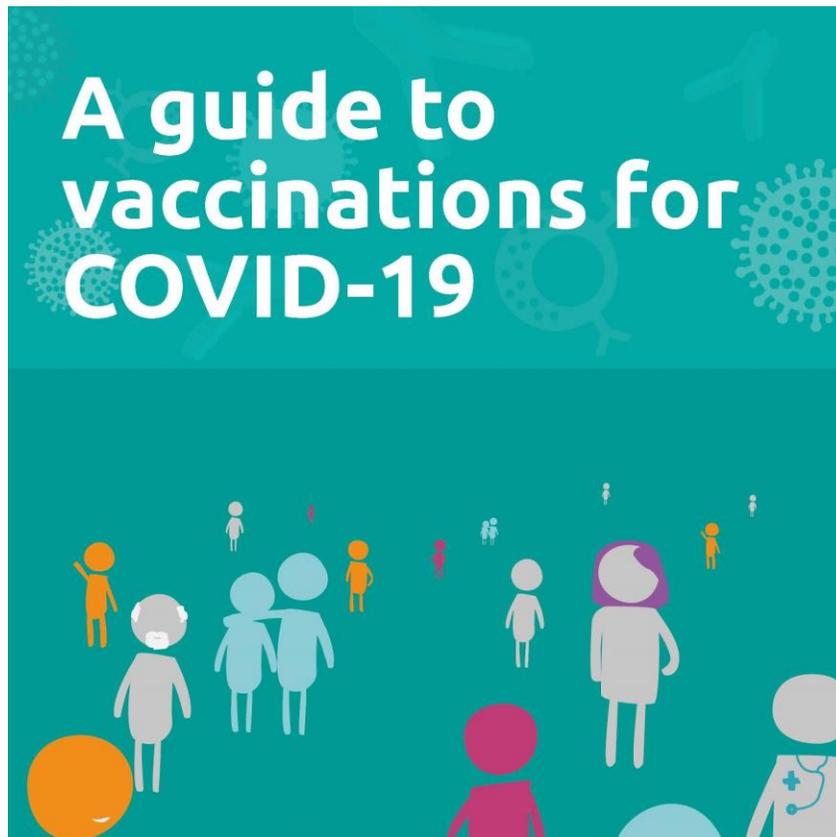
It's important to understand and address vaccine concerns that are prominent in public discussion and may lead to hesitancy to vaccination. Read more in our blog, that discusses in detail the ingredients found in a vaccine.

[Read our vaccine ingredients blog](#) >



Guide to vaccinations for COVID-19

www.immunology.org/guide-covid19-vaccines



Informed content, including:

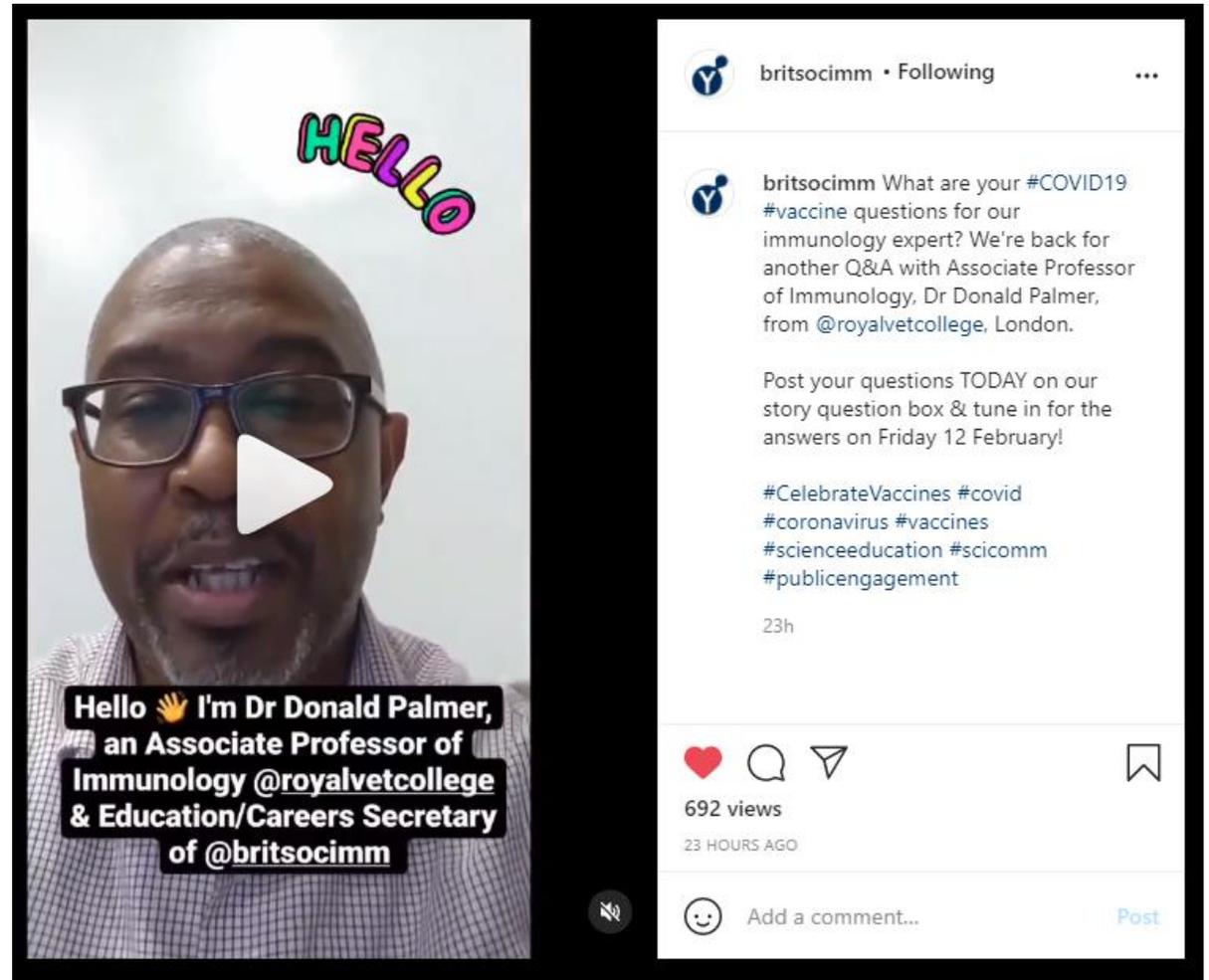
- Do I need two doses of the vaccine?
- After COVID-19 vaccination, can I still pass the SARS-CoV-2 virus on to others?
- How have the COVID-19 vaccines been developed so quickly without compromising safety?

Engaging with the public about COVID-19 vaccines – listening

Using Instagram for Q&As – younger audience (vaccine hesitant)

Online science festivals

Engaging with healthcare workers



Engaging with the public about COVID-19 vaccines – diverse audiences

Community engagement

Translations

Patient charities

Links to media and policy



Successes of public engagement during a pandemic



- Online engagement reaching wider audiences
- Increased public interest in science (especially immunology!) – captive audience
- Empowered with new knowledge
- Real impact & influence on research
- Real impact & influence on people who are vaccine hesitant
- Immunologists more aware of concerns; public feeling listened to
- Finding new voices

Challenges of public engagement during a pandemic



- Online engagement excludes some
- Time and resources
- Losing focus - political



- Anti-vax movement
- Researchers concerned about spotlight



How do we support our members?

- Communicating Immunology grant £££
- Resources and activity ideas
- Guidance and support, training
- Opportunities to network



Empowering our members – vaccine engagement starts at home campaign

Training/support – webinars

Resources/advice

Case studies

BSI webinar: COVID-19 vaccine conversations: effective ways of engaging with the public

This free webinar is part of the British Society for Immunology's series '[Connecting on coronavirus: the expert hub](#)' and new public engagement campaign about COVID-19 vaccines '[Vaccine engagement starts at home](#)'.

This session is presented by **Professor Sheena Cruickshank** and **Dr Matt Morgan** on the topic '**COVID-19 vaccine conversations: effective ways of engaging with the public**'.



How to get started



- Lots of existing resources out there!
- Who is your audience? Why do they want to engage with you?



- Listen as well as talk
- Plan your evaluation from the start



- What support is available?
- Be brave! Try something new

Importance of evaluating impact (from the beginning!)



- Have a plan – who, when, how?
- Capture as you go along
- Quantitative and qualitative

Further guidance and help

- National Co-ordinating Centre for Public Engagement
www.publicengagement.ac.uk
- National Institute for Health Research
www.evidence.nihr.ac.uk
- Journal of *Research Involvement and Engagement*

Research article | [Open Access](#) | Published: 31 May 2021

More than a method: trusting relationships, productive tensions, and two-way learning as mechanisms of authentic co-production

[Sarah E. Knowles](#) , [Dawn Allen](#), [Ailsa Donnelly](#), [Jackie Flynn](#), [Kay Gallacher](#), [Annmarie Lewis](#), [Grace McCorkle](#), [Manoj Mistry](#), [Pat Walkington](#) & [Jess Drinkwater](#)

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Questions?

