Public Engagement

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What is Public Engagement?

Why is it important?

How do I get involved?
What is public engagement?

Dissemination
- Mass media
- Press releases

Co-creation
- Public lectures
- 1:1 conversation
- Interactive exhibits

Public debate

Aim to create a close working relationship between schools, colleges and the University.
Why is public engagement important?

- **Research Councils**
  ‘Engaging the public with research helps empower people, broadens attitudes and ensures that the work of universities and research institutes is relevant to society and wider social concerns’

- **Transparency**

- **Societal need**

- **Personal development**

- **Impact**
Planning for IMPACT

- Plan for it at research grant application stage
- Budget for resource (people, materials, events) sometimes there are other opportunities to apply for funding!
- Capture data on impact throughout

Talk to us 😊
Who should you engage with?

**Who is your research relevant to?**
(stakeholders)

- Local community groups
- Schools – teachers, students, parents
- Interested adults
- Patients
- Families
How do I get started?

Training: Rising Stars, GSLS workshops (training.cam.ac.uk)

Cambridge Shorts
4 April 2016
www.cam.ac.uk/public-engagement/cambridge-shorts

PE Bulletin

Training: Rising Stars, GSLS workshops (training.cam.ac.uk)
**PE v PPI**

**Engagement** – where knowledge is shared between researchers and public

**Involvement** – where people are actively involved in research projects and in research organisations
- e.g. offering insight as members of a project steering group
- commenting on and developing literature
- undertaking interviews with research participants

**Participation** – where people take part in a research study
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For more information, resources and guidance
www.cam.ac.uk/publicengagement