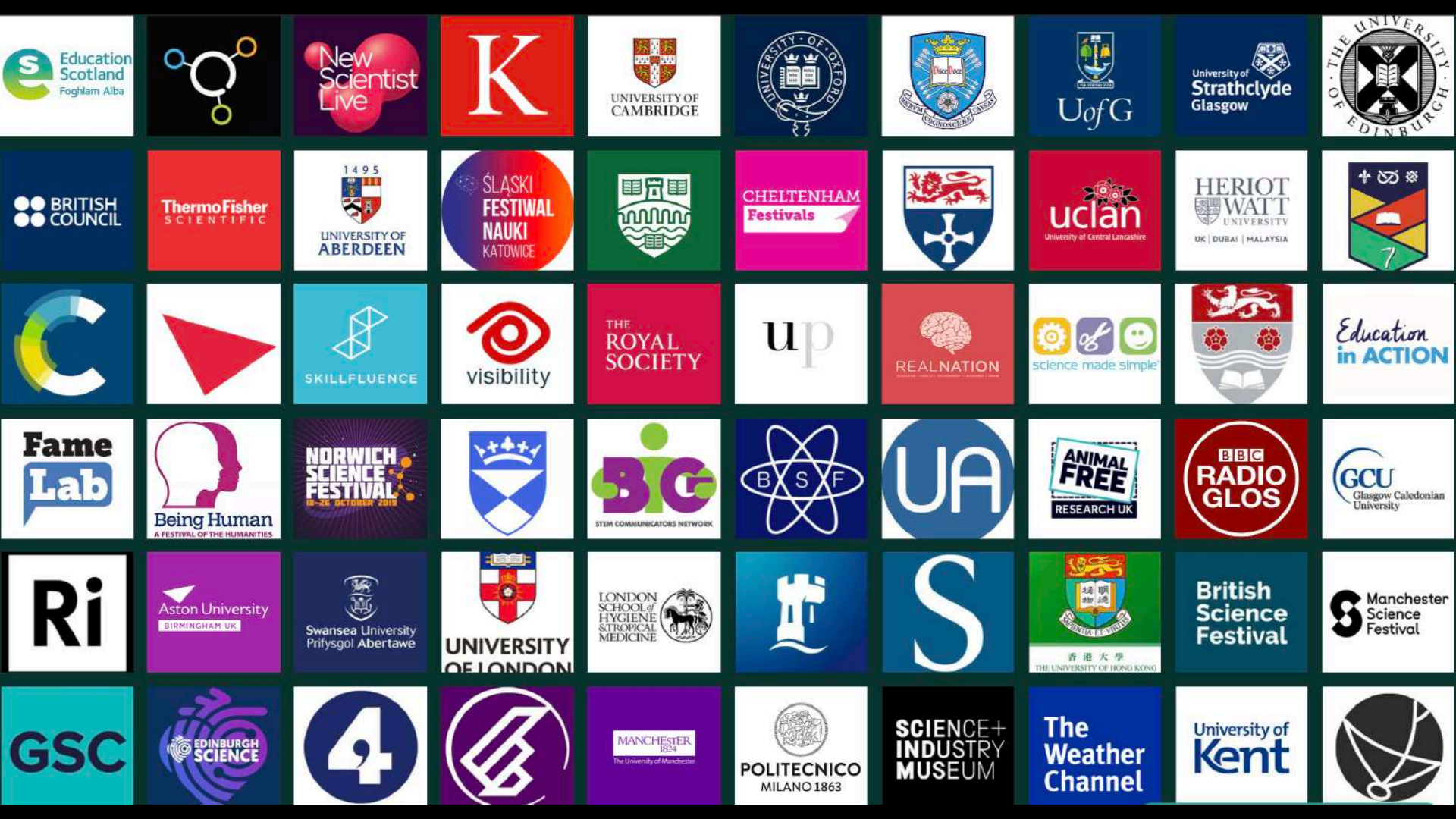




# Public Engagement

Dr Jamie Gallagher  
Engagement Trainer and Consultant







Introductions

# Introductions



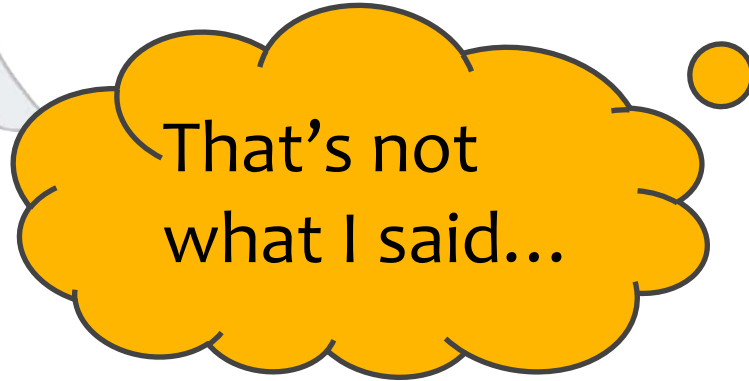
In your room please share:

- Your name
- A little about what you research
- Something about you non-university related

## Misrepresentation



This is Applejack, she is researching philosophy so we can differentiate between good and bad people.



That's not  
what I said...























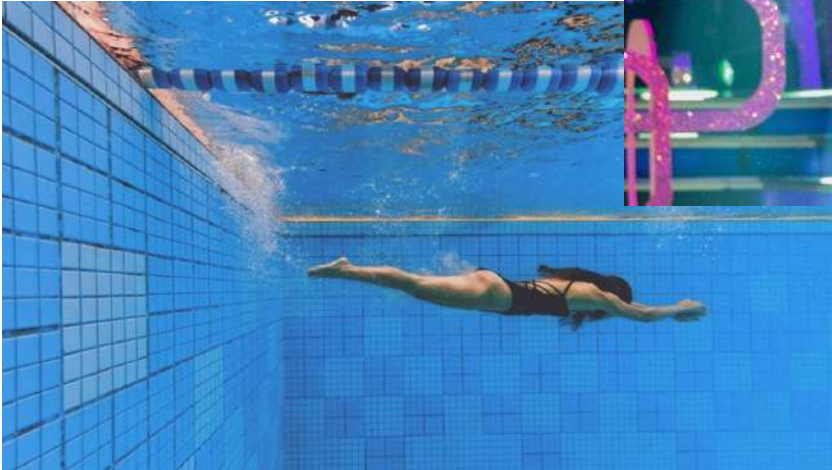






~~The natural~~

1. Experience
2. Learn
3. Practice



# Defining Impact

What's everybody talking about?

“

*The **demonstrable contribution** that excellent research makes to **society** and the economy*

UK Research and Innovation



*Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition **a two-way process**, involving interaction and listening, with the goal of **generating mutual benefit**.*

National Coordinating Centre for Public Engagement



# Planning for Impact

A quick guide through middle earth



Why?: Stop Sauron taking over Middle Earth



You: Why are you the ideal person to undertake this task? Experience?

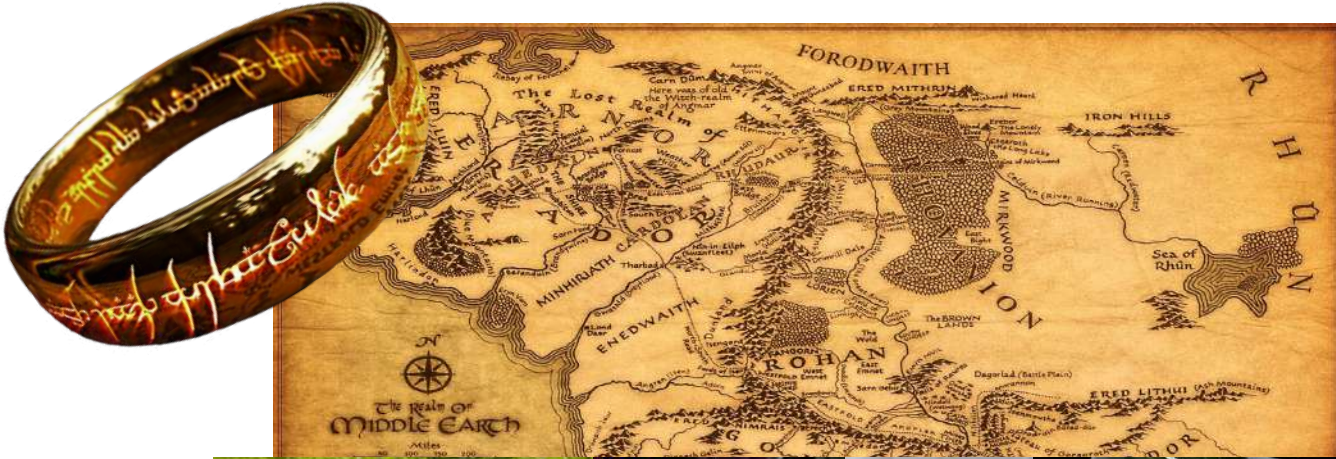


Support: A alliance of skilled individuals with unique experience and skills



Audience: Who will you be facing?





How: With suitable resources and mapping





## Success: The fall of Sauron

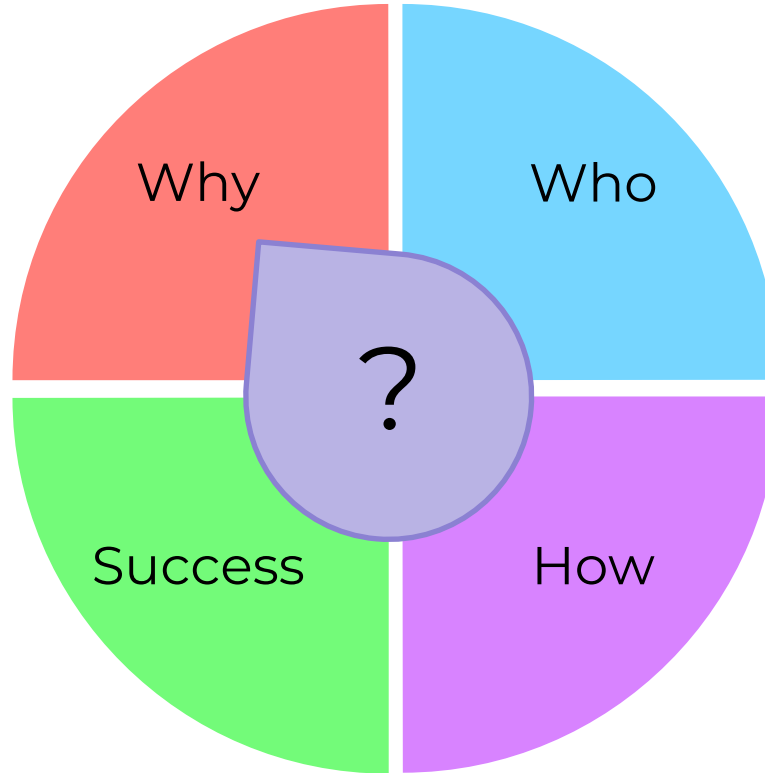


- Clarity of purpose
- Knowing your skills (and limits)
- Enlisting the help you need
- Who who you will be facing
- Resource sufficiently
- Have markers of success

# Impact through Engagement

Working with people to change the world

## Four Questions



Why do we engage?



What do we want from engagement?  
What do we hope will happen?

Why



Profile

Data  
Acquisition

Impact

Enjoyment

New  
Perspectives

Understanding  
Landscape

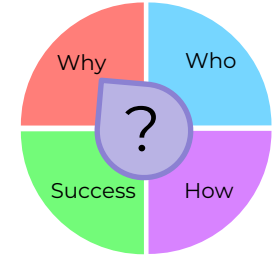
Inspire

Funder  
Requirement

Skills

Challenge  
Misconceptions





Leading science for better health

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[Research involving animals](#)

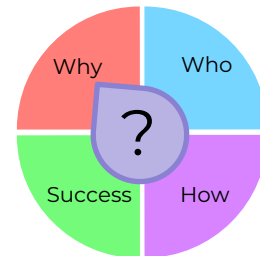


## Public engagement

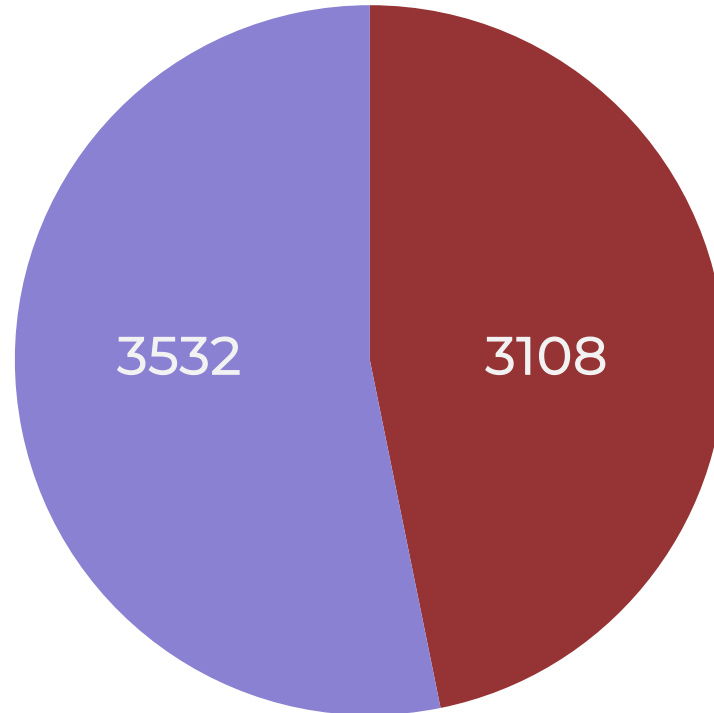
MRC-funded scientists are encouraged to participate in engagement activities. Sharing our research work with the public who fund it and the wider world is a crucial part of the MRC mission.

Here you will find guidance on planning activities, ideas and opportunities for researchers, downloadable resources, and details of MRC and external funding and training support. For further support email: [publicengagement@headoffice.mrc.ac.uk](mailto:publicengagement@headoffice.mrc.ac.uk)

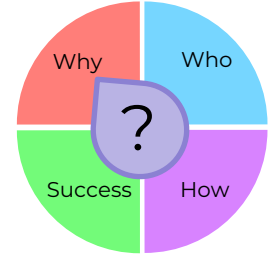
# The Concordat for Engaging the Public with Research

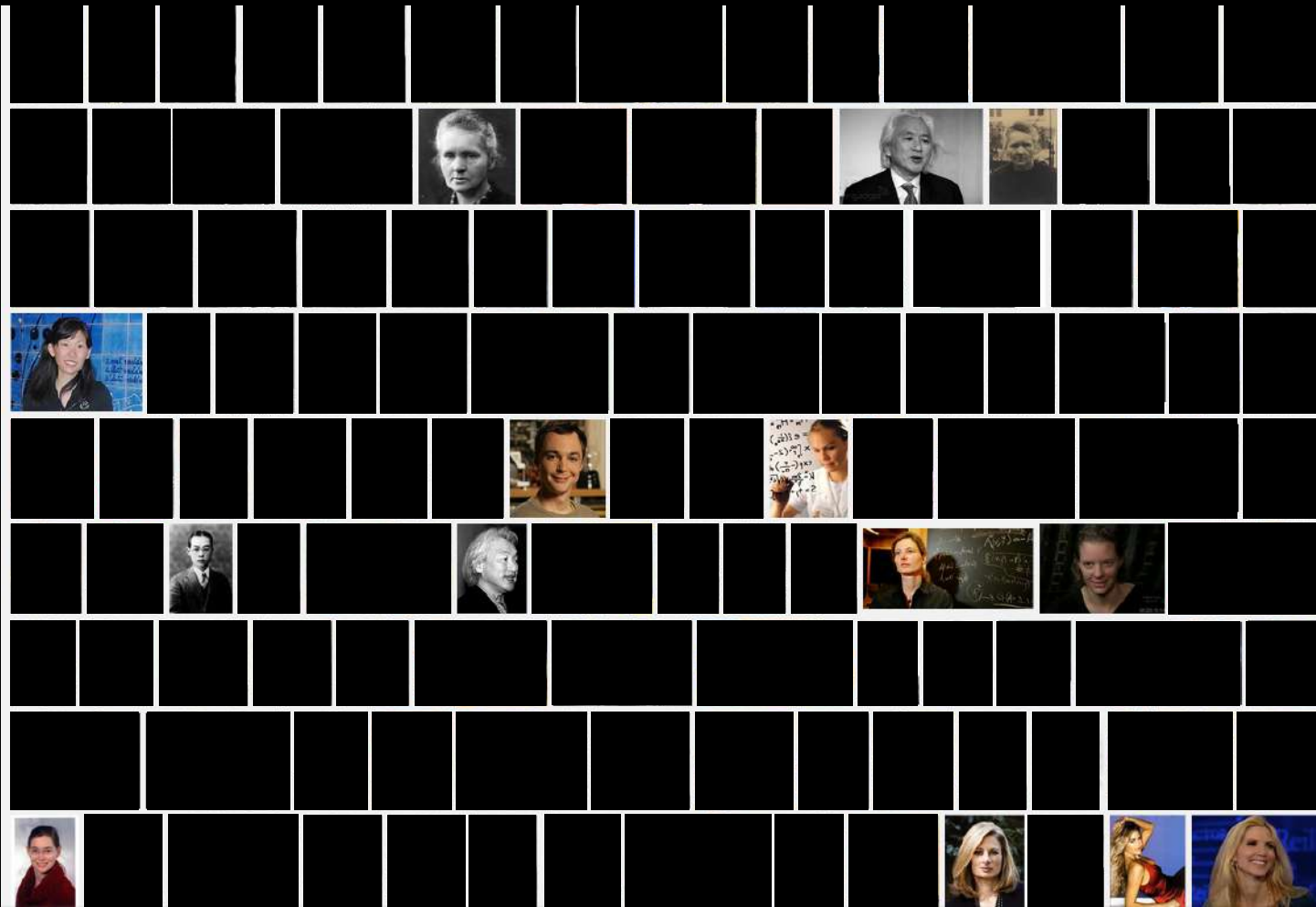


## Research Excellence Framework



- Engagement
- No Engagement













# 175 Faces of Chemistry

Celebrating diversity in science

Home Welcome Supporting diversity View all faces Nominate FAQ



## Jamie Gallagher MRSC

*Scientist, engineer, science communicator, salsa teacher and part-time comic*



Celebrating UK  
practising scientists

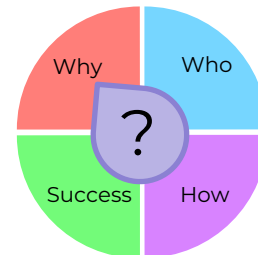


### Jamie Gallagher

**Current science role:** PhD Student, Chemistry and Engineering, Glasgow University.

**Recognised for** being a salsa-dancing science communicator and part-time comic. He combines his PhD with touring science festivals including Glasgow, Edinburgh, Cheltenham, Manchester and the British Science Festivals, as well as schools and science centres with his self-written show. He is a Member of the Royal Society of Chemistry.





## Genetic Modification

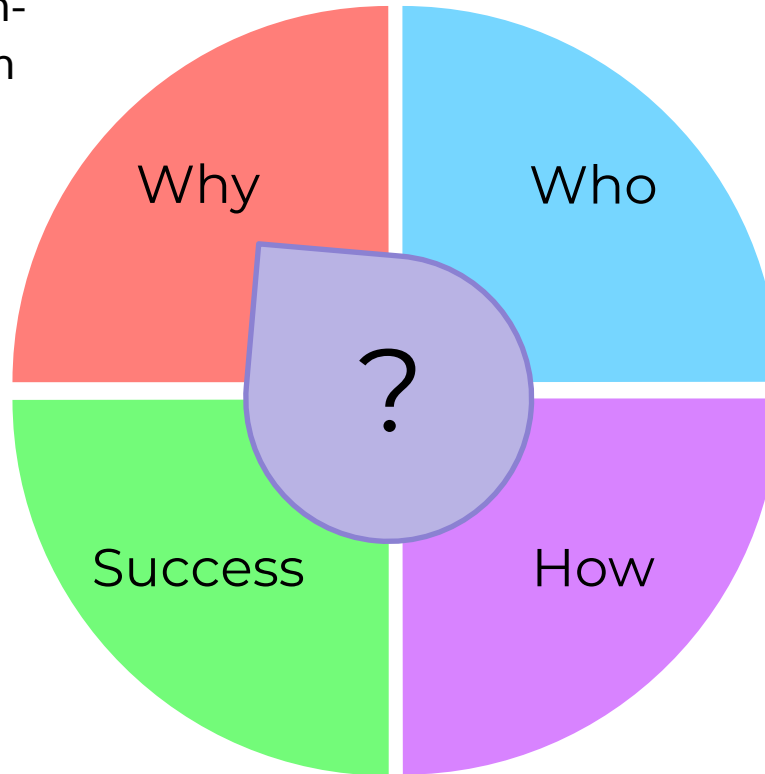
### Scottish Government Policy on Genetically Modified (GM) Crops

The Scottish Government is opposed to the cultivation of GM crops.

The cultivation of GM crops could damage Scotland's rich environment and would threaten our reputation for producing high quality and natural foods. It would damage Scotland's image as a land of food and drink.

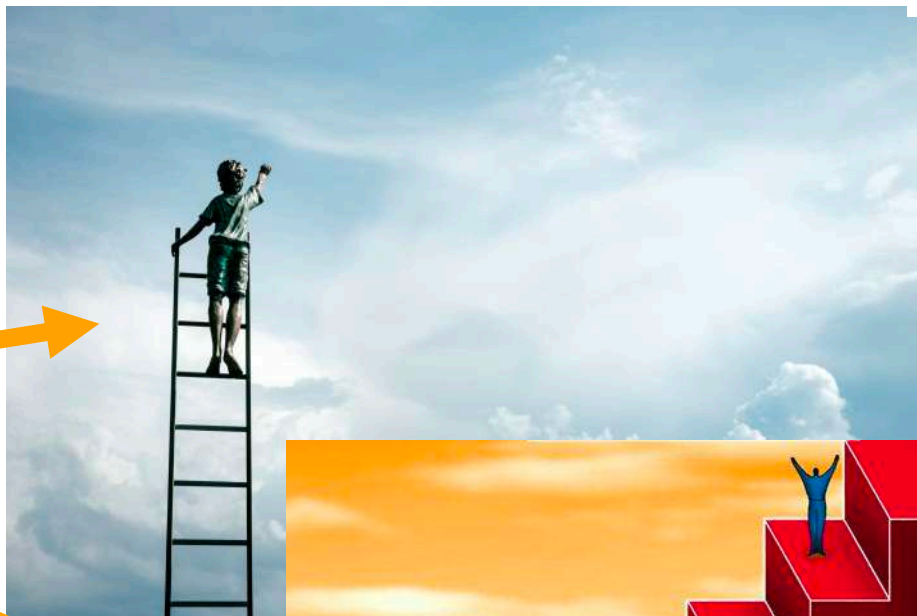
I will engage with non-specialist audiences in order to:

- a) .....
- b) .....
- c) .....



I will engage with non-specialist audiences in order to:

- a) .....
- b) .....
- c) .....



# Who









Who?



Medical Status

Ability

Belief

Experience

Gender

Background

Age

Patients

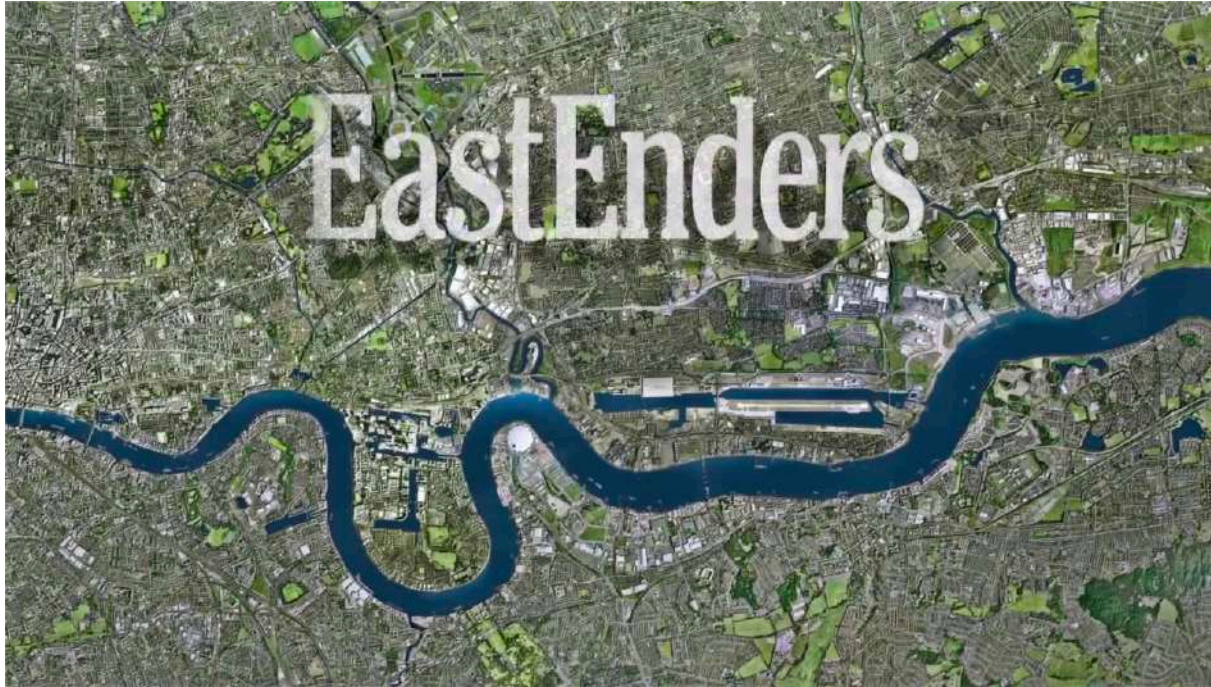
Ethnicity

Education  
background

Interest

Expertise

Who?



Who?





## **JUNKIE. STONER. CRACKHEAD**

Thursday, November 8, 2018 - 19:00 to 20:30

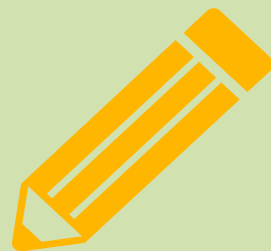
Science Gallery London

Free, booking required

Why has addiction come to be seen as a moral failing? And how can we reframe it as a mental health issue?

People living with addiction, and those affected by it, still face a huge amount of stigma. Battling addiction is hard enough, but the feelings of shame and guilt that can come from judgement by friends, family, colleagues and society make the road to recovery even harder.

What can we do to reduce stigma, and what would the life of an addict look like if they were treated purely as someone with a mental health problem?

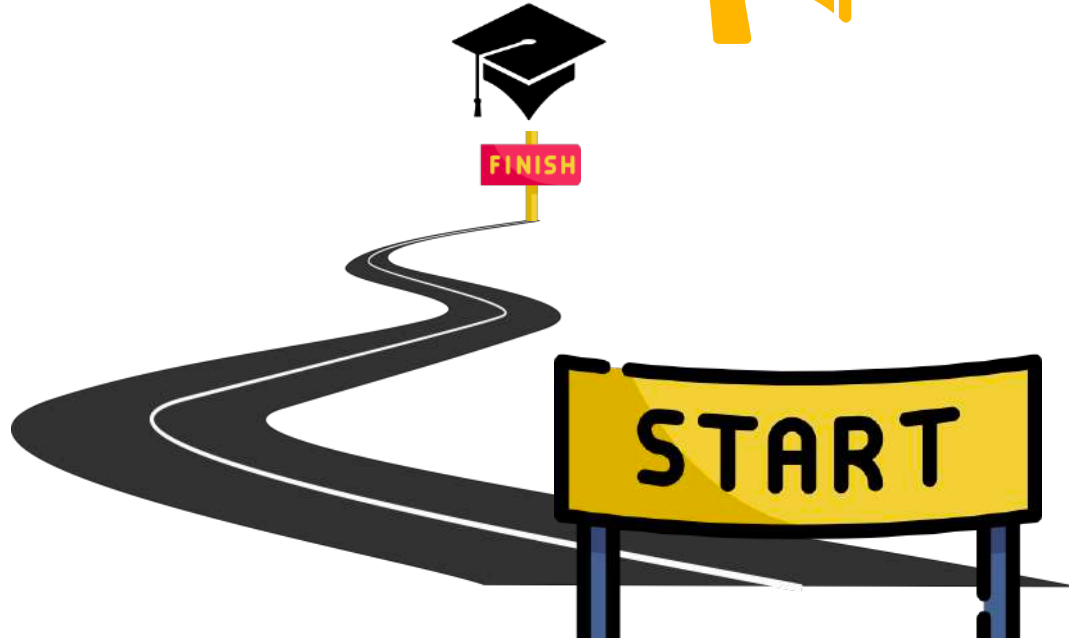




# Why does he care?

- Relevant to him
- Relevant to people he might know
- Sense of wonder or exploration
- Surprising



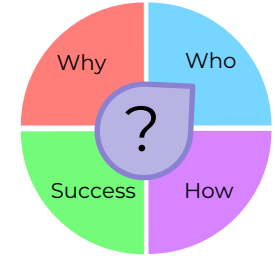


# The journey

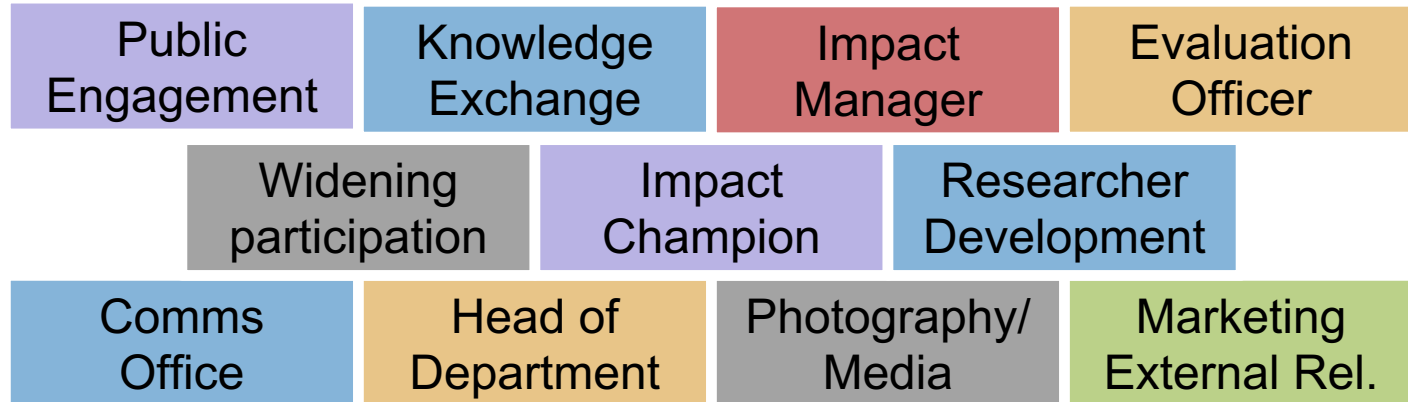
# Who







# Rally the troops



## Four Questions

I will engage with non-specialist audiences in order to:

- a) .....
- b) .....
- c) .....



I want to be able to connect with the following groups

- a) .....
- b) .....
- c) .....