Empowering Research Seminar Series

Becky Jones & Khalil Rawji, CSCI Public Engagement

Why engaging with those outside of research is important – and rewarding!
What is engagement?

At the Stem Cell Institute...
Aim 1: Reach beyond Cambridge to raise awareness about stem cells on a national and international level.
Why raise awareness at this level?

• 66% of UK public do not feel well informed about stem cell research and only 57% feel the benefits outweigh the risks (Public Attitudes to Science Survey, 2014)

• Stem cell research and regenerative medicine will affect global communities and impact global health. It is important our engagement work enhances the debate at this level.
Using digital channels to respond to public questions about stem cells

#openupstemcells

Taking our researchers into new settings around the world to start a conversation.

4L Rally, Morocco

HOPE BEYOND HYPE
Aim 2: Connect to local under-served communities and empower them to access stem cell research
Why engage ‘under-served’ communities?

- Everybody should be able to use and influence scientific research, regardless of their background or interests.

- Stem cell related diseases and future therapies do not discriminate.

- Certain communities are often overlooked or excluded when delivering our engagement through the traditional channels e.g. science festivals.

- We limit the impact our engagement can make by not engaging in surrounding towns, cities and rural areas.
Stem Cell Beer
Having a reason to be part of a community; brewing a taste for stem cells

Church Concert, Newmarket
Finding the bridge between the public and our researchers
Aim 3: To give patients a voice in our research and engagement activities that is valued and utilised
Why engage patients?

• 60% of our research groups are investigating stem cell behaviour in a disease scenario, yet the majority of our researcher’s have never met a patient suffering from the condition they study.

• Valuing a patient or carer’s lived experience, and using these insights in our research will ensure our key scientific goals are people-centred and responsive to the society they seek to serve while also helping us maximise our impact.
Pattern for Progress
Sustainable relationships with patient organisations
Aim 4: Create an open and engaged research culture
Governance

Public Engagement Steering Committee

- **Rebecca Jones**
  Public Engagement Manager

- **Greg Palmer**
  PE Coordinator

- **Cédric Ghevaert**
  Academic Champion

- **Charlotte Thorley**
  Wellcome Centre mentor

- **Dan Bode**
  PhD Rep

- **Khalil Rawji**
  PostDoc Rep

- **Maria Alcolea**
  Junior Group Leader

- **Bertie Göttgens**
  Senior Group Leader

**Strategic partners:** Gurdon Institute, NIHR PPI unit, Clinical School

**Neighbours:** CITIID, CRUK Cambridge Institute, Cambridge Immunology Network
Network
Lab champions

Monthly coffee catch ups
Reward and Recognition
Seed Funds, Training and Awards

Seed Funds

<table>
<thead>
<tr>
<th>Project</th>
<th>Year</th>
<th>Awardees</th>
<th>Group</th>
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<tbody>
<tr>
<td>Stem Cell Robots</td>
<td>2015</td>
<td>Elisa Laurenti</td>
<td>Laurenti</td>
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<tr>
<td>Stem Cell Beer</td>
<td>2017</td>
<td>Dan Bode and Tim Lohoff</td>
<td>Wellcome PhD programme</td>
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<td>Stem Cell Exchanges</td>
<td>2017</td>
<td>Mariana Alves and Katie Tremble</td>
<td>Silva</td>
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<td>4L Rally, Morocco</td>
<td>2019</td>
<td>Marion Perrin and Dan Bode</td>
<td>Vallier and Kent</td>
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<td>#blackgirlinscience</td>
<td>2019</td>
<td>Oluwaseun Ogundele</td>
<td>Hendrich</td>
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<tr>
<td>Stem Cell Beer II</td>
<td>2020</td>
<td>Jamie McGinn, Ross McGinn, Nefeli-Skoufou Papoutsaki</td>
<td>Alcolea, Franze*, Winton*</td>
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<td>Patient-led conference</td>
<td>2020</td>
<td>Alan Warren</td>
<td>Warren*</td>
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<td>Cord blood consultation</td>
<td>2020</td>
<td>Emily Calderbank</td>
<td>Laurenti</td>
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<tr>
<td>Girl Guides STEM Day</td>
<td>2020</td>
<td>June Park</td>
<td>Lee</td>
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Training

- Science Comedy
- Story Collider
- Stem Cell in the Clinic
- Engaging with the public on animal research
- Patient and Public Involvement in Stem Cell research

Awards

Institute PE Prizes presented at Retreat
- Project prize
- Personal contribution

University PER Awards
Top 10 Reasons to do PE

1. **Raise your profile** and that of your research
2. Become a **better communicator**
3. **Clarify** your research messages and goals
4. **Inspire** new research questions and fresh insights
5. Improve **accountability and transparency** of research and build trust
6. Increase responsiveness of research to **societal needs**
7. Develop **transferable skills** for future employment
8. Satisfy **funders** and access additional funding
9. **Challenge** yourself and be **creative**
10. **Meet people**
Becky

Greg

engage@stemcells.cam.ac.uk