



Empowering Research Seminar Series

Becky Jones & Khalil Rawji, CSCI Public Engagement

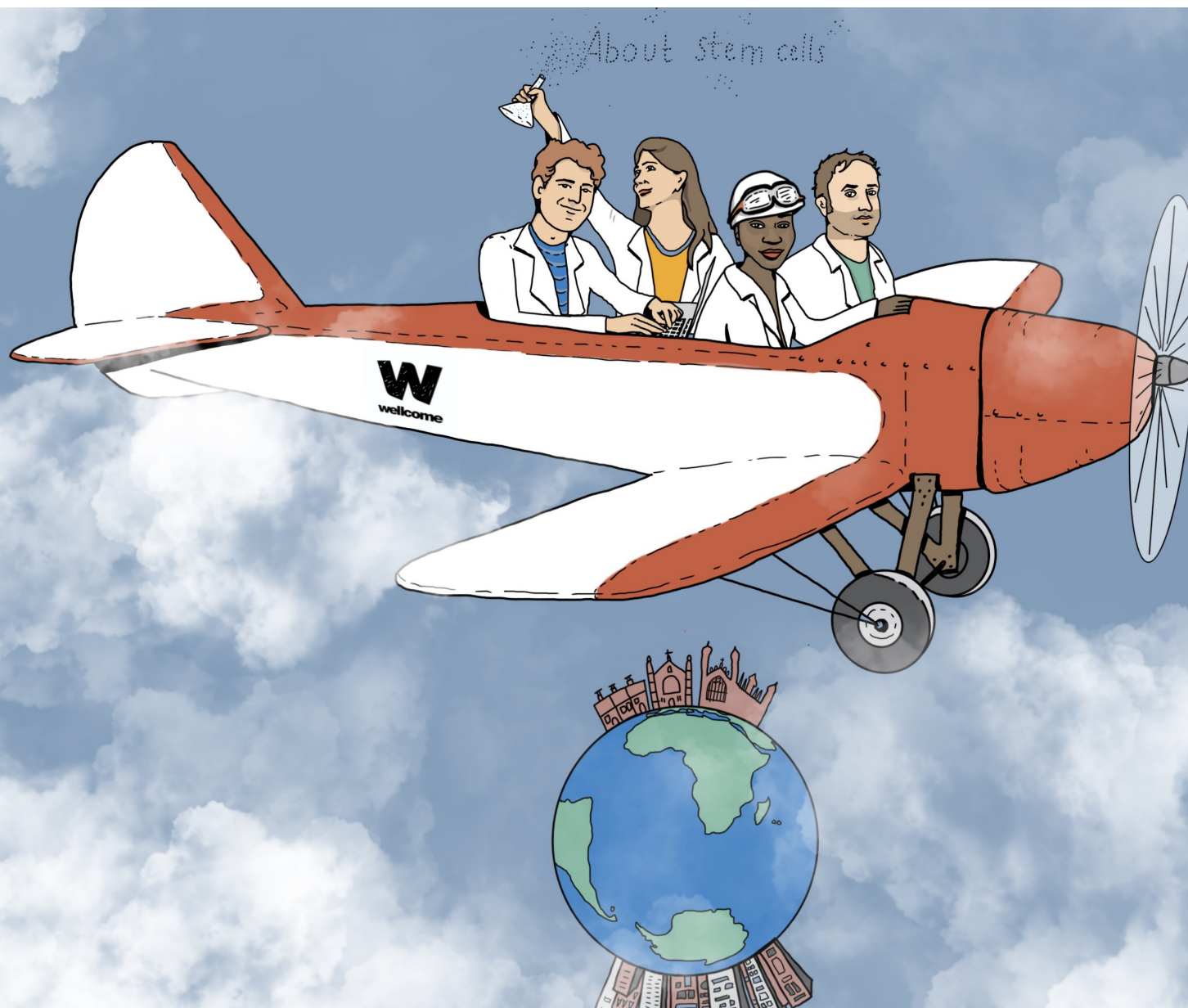
*Why engaging with those outside of research is important
– and rewarding!*



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?

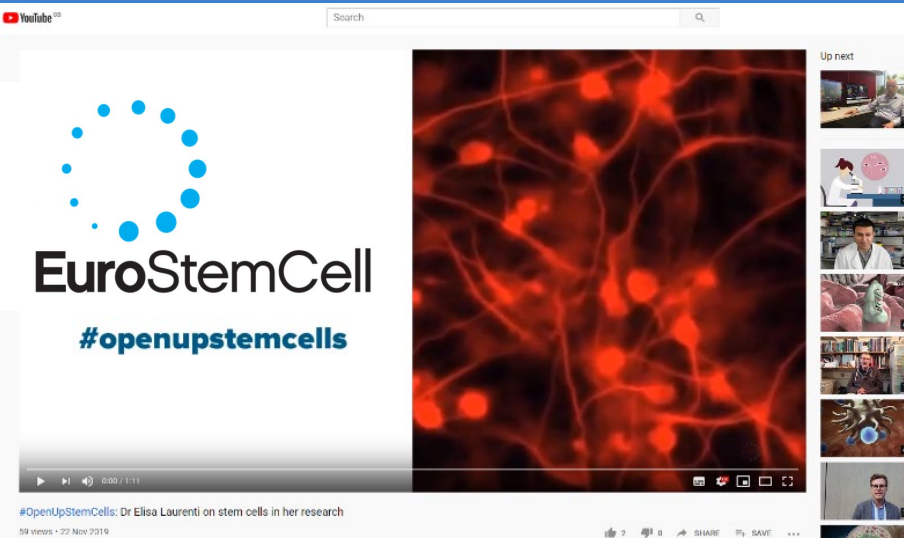
- 66% of UK public do not feel well informed about stem cell research and only 57% feel the benefits outweigh the risks (Public Attitudes to Science Survey, 2014)
- Stem cell research and regenerative medicine will affect global communities and impact global health. It is important our engagement work enhances the debate at this level.

#openupstemcells

Using digital channels to respond to public questions about stem cells

4L Rally, Morocco

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



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



Regenerator
4.4% abv

Did you know? Blood stem cells are ultimately responsible for producing and destroying hundreds of billions of new blood cells every single day...

www.stemcells.cam.ac.uk

Allergy Advice: For allergens see ingredients in bold.
Ingredients: **Malted Barley**, **Malted Wheat**, **Malted Oats**, Hops, Yeast & Natural Mineral Water.

Brewed by Moonshine Brewery, Cambridge, England.
www.moonshinebrewery.co.uk



4.2% Scientific Session Ale
Cambridge Stem Cell Institute in association with Moonshine Brewery

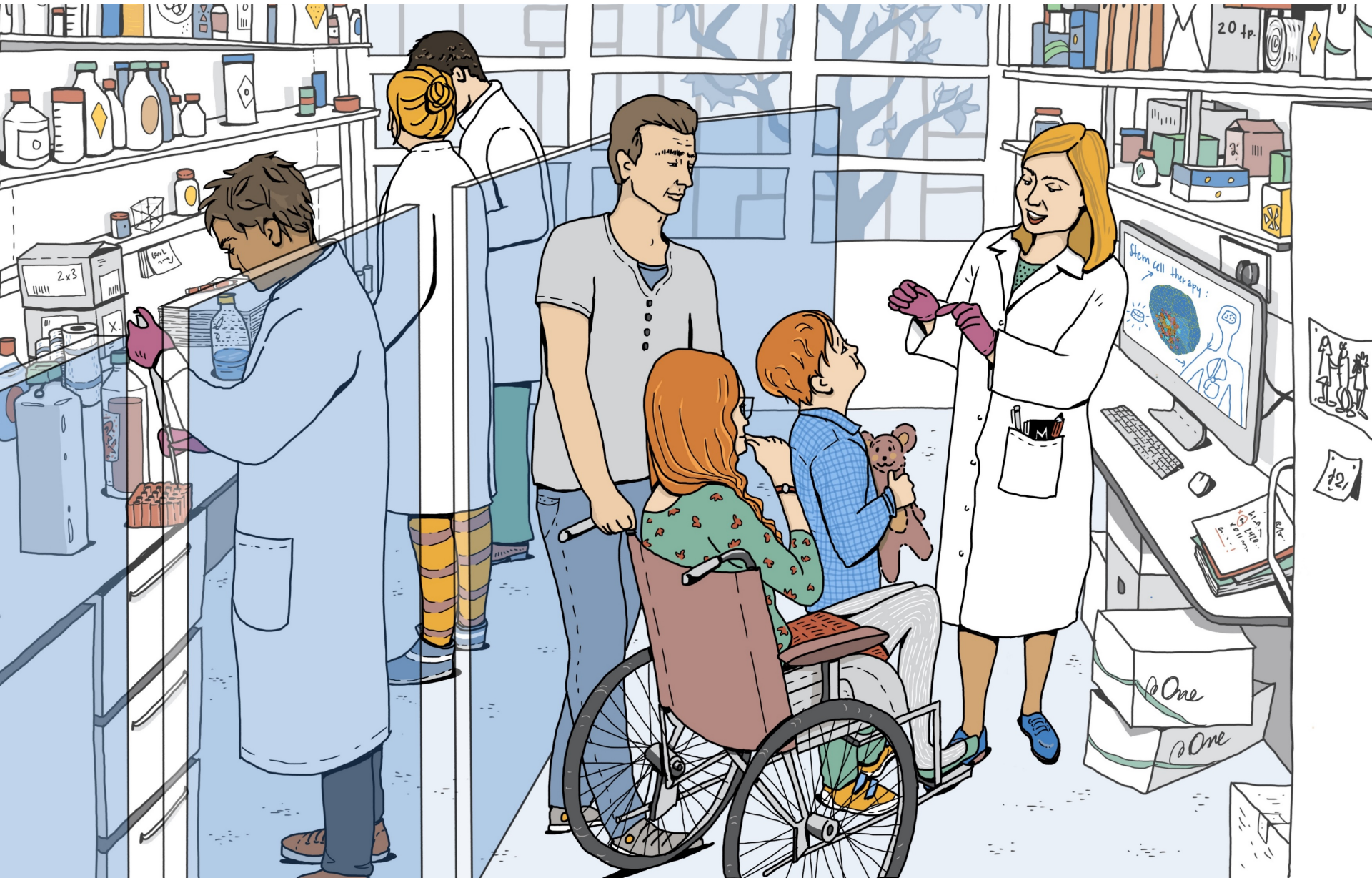


Church Concert, Newmarket

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



PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.

Bloodwise

The blood cancer research charity



CANCER
RESEARCH
UK

MS Society

**Cystic
Fibrosis Trust**

 **wellcome-MRC
cambridge
stem cell institute**

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



Jamie McGinn

Alcolea



Danielle Daft

Barker



Shaline Fazal

Barker



Maike Steindel

Basu



Chris Ward

Buczacki



Celine Labouesse

Chalut



Khalil Rawji

Franklin



**Ivan Imaz-Rosshandler
Gottgens**

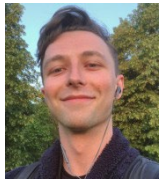


**Mariana Quiroga
Londono
Gottgens**



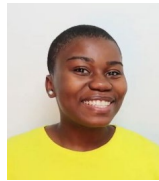
Dan Howard

Ghevaert



Matthew Williams

Green



Oluwaseun Ogundele

Hendrich



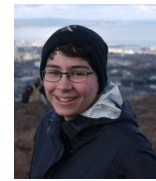
Jane Gao

Hodson



Nisha Narayan

Huntley



Yasmine Kamen

Karadottir



Emily Calderbank

Laurenti



Kelly Evans

Lee



Francesca Beaton

McCaskie



**Antonio Rodriguez
Romera
Mendez-Ferrer**



**Daniel Marcos
Corchado
Philpott**



Antonella Santoro
Ringhausen



Theresa Bartels
Rowitch



Yael Costa
Silva



**Vincent Knight-
Schrijver**
Sinha



Semih Bayraktar
Sinha



Marion Perrin
Vallier



Justyna Rak
Vassiliou



Monthly coffee catch ups

Reward and Recognition

Seed Funds, Training and Awards

Seed Funds

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

Training

- Science Comedy
- Story Collider
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- 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

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