



*Welcome to the Interactive Course on*

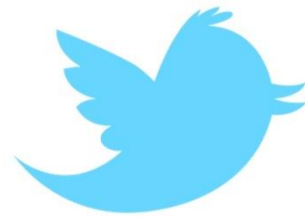
# **Science Communication for Societal Impact**

**14-17 September, 2021**

## **AESIS**

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

# DAY 3



#SCICOM21  
@AESISNET

# OVERVIEW OF THE COURSE



## Tuesday 14<sup>th</sup> September

Public Engagement with Science - **Paul Manners**  
Interdisciplinary Engagement- **Lizzie Crouch**  
*Introduction to Course Assignment*

## Wednesday 15<sup>th</sup> September

Fostering Engagement with Society- **Anna Maria Fleetwood & Cissi Askwall**  
Best Practice Case-Study- **Zehra Waheed**  
Measuring and Demonstrating Outputs- **Eric A. Jensen**

## Thursday 16<sup>th</sup> September

Building Connections Through Communication- **Dariusz Aksamit**  
Best Practice Case-Study- **Paula Liczbańska**  
Policy Engagement- **Emily Jesper-Mir & Hamid Khan**

## Friday 17<sup>th</sup> May

Social Media & Impact- **Ger Hanley**

## OVERVIEW OF DAY 1 PROGRAMME



**Building Connections Through Communication-** **Dariusz Aksamit**

**Best Practice Case-Study-** **Paula Liczbańska**

**Policy Engagement-** **Emily Jesper-Mir & Hamid Khan**

# Dariusz Aksamit

*Co-Founder & Chairman,  
Council of March for Science Foundation (Polish Chapter)  
& Researcher at Warsaw University of Technology, Poland*



# Buiding connections through communication

Dariusz Aksamit

Warsaw University of Technology  
& March for Science Foundation

[www.aksamit.info](http://www.aksamit.info)

**Science Communication for Societal Impact**

**14-17 September, 2021**



## BUILDING CONNECTIONS THROUGH COMMUNICATION

### 10.05 Building connections between university, government, and business

- ◇ From communication to collaboration: establishing collaborative opportunities
- ◇ Social Media: attracting investors, building networks & knowledge co-creation
- ◇ From FameLab competition alumni to nation-wide organization cooperating with ministries and leading science journalists

*Dariusz Aksamit* Co-Founder & Chairman, Council of March for Science Foundation (Polish Chapter) & Researcher at Warsaw University of Technology, Poland

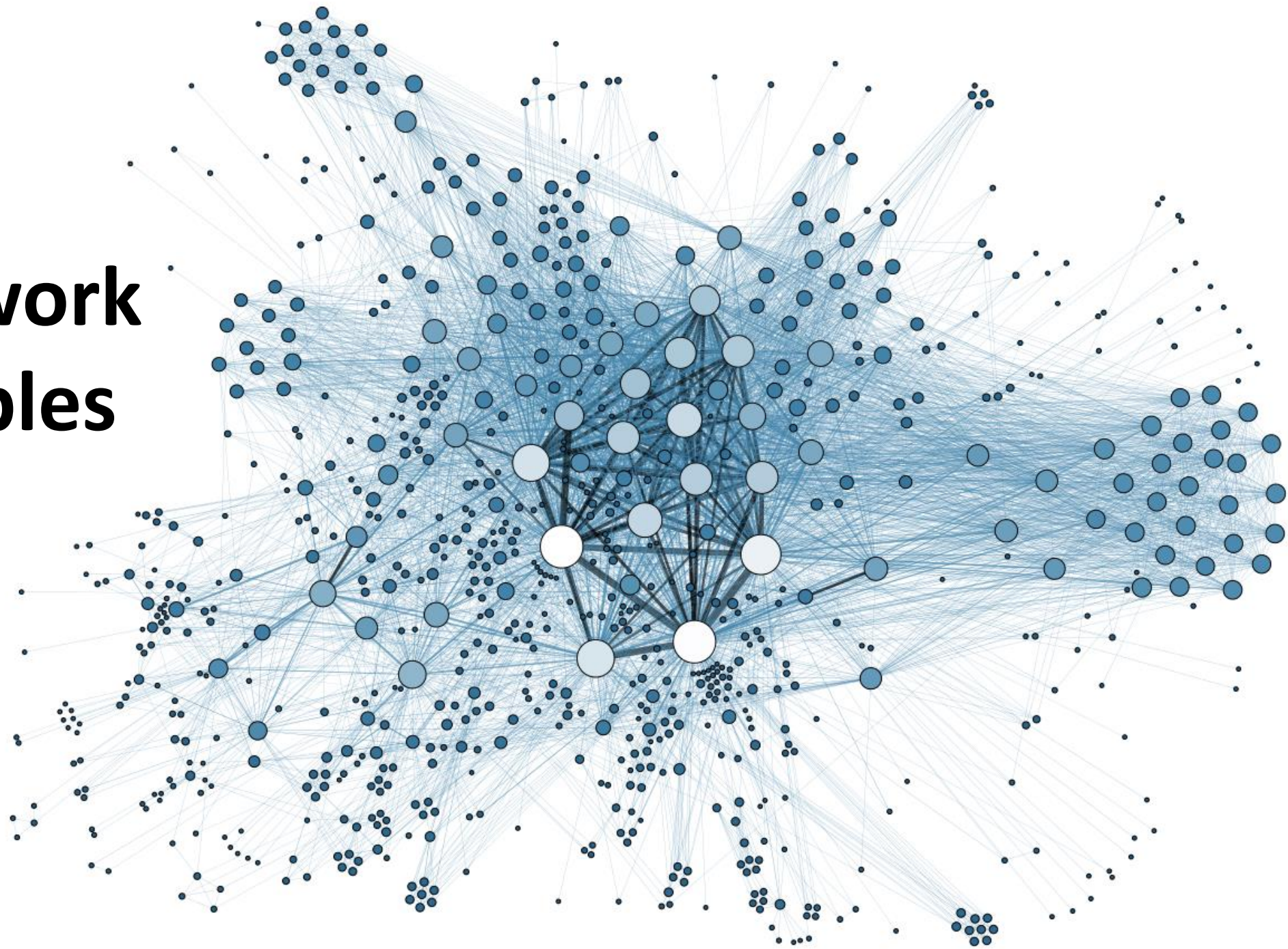
10.55 - 11.10 Break

11.10 *Dariusz Aksamit continued*

12.00 - 12.15 Break



# Social Network Social Bubbles





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How to break  
your bubble?



# Fame



TALKING

SCIENCE

# Fame



TALKING

SCIENCE

Producent



Organizatorzy





Dariusz Aksamit - prezentacja z półfinału konkursu Famelab

2665 wyświetleń • 9 maj 2012

 15  0  UDOSTĘPNIJ  ZAPISZ 



**Centrum Nauki Kopernik**  
21,4 tys. subskrybentów

SUBSKRYBUJESZ

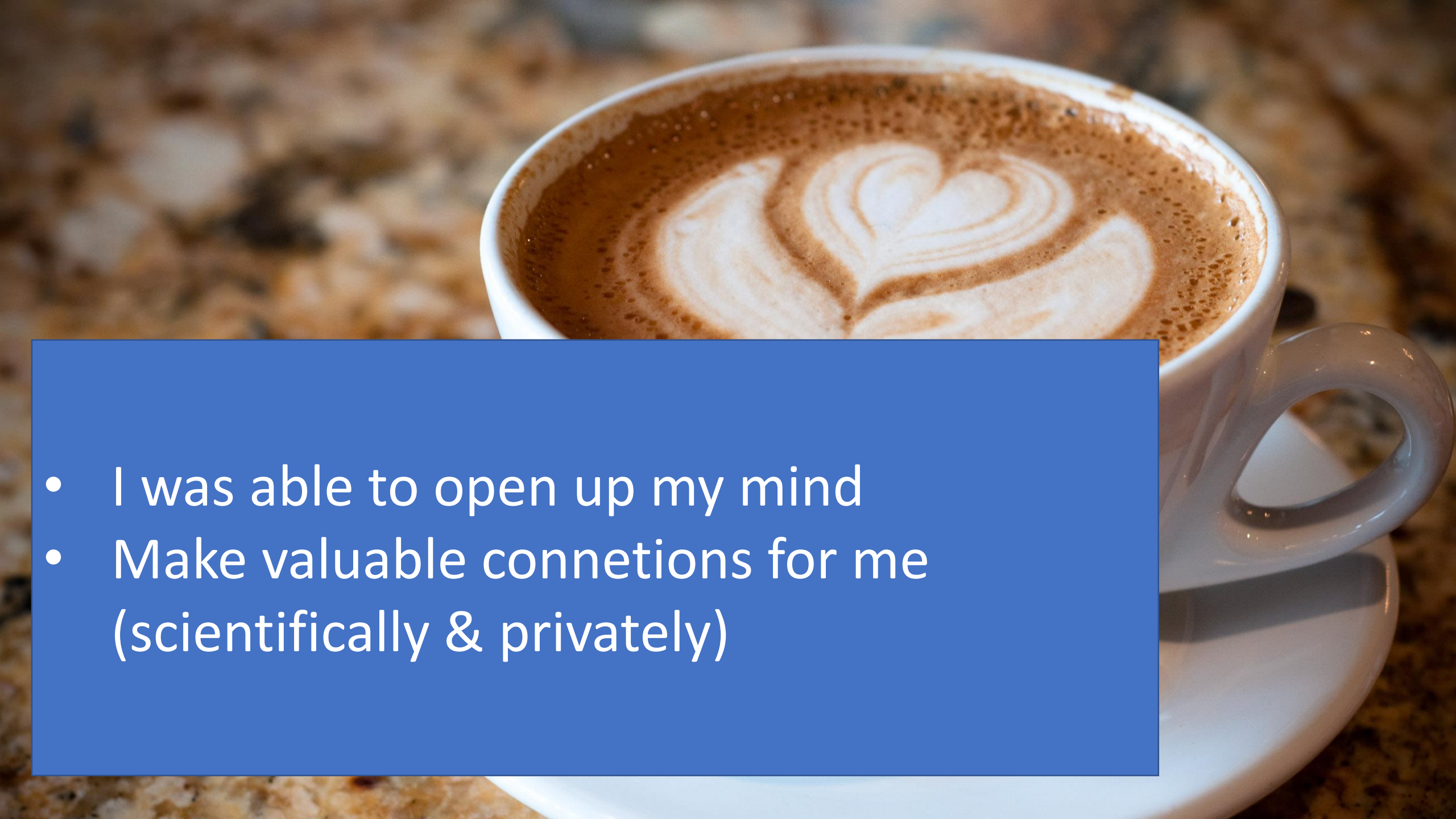






Caffè Artigiano



- 
- I was able to open up my mind
  - Make valuable connections for me (scientifically & privately)









- After reaching „critical mass” we were able to serve as a hub for journalists seeking for scientist from city X and disciplin Y

Warszawa, 06.02.2019r.

Anna Charko, Centrum Nauki Kopernik  
Dariusz Aksamit, Stowarzyszenie Rzecznicy Nauki  
Koordynatorzy projektu

## „Rzecznicy Nauki – szybkie randki naukowo-dziennikarskie”

Podsumowanie dziesięciu spotkań na jesieni 2018r,  
realizowanych wg umowy Nr [MNiSW/2018/BM/641](#) z dnia 13 listopada 2018r.



gov.pl Serwis Rzeczypospolitej Polskiej Szukaj

**Koronawirus: szczepienia i ważne informacje**

Strona główna  
Rada Ministrów  
Kancelaria Premiera  
**Ministerstwa**  
Urzędy, instytucje i placówki RP  
Usługi dla obywatela  
Usługi dla przedsiębiorcy  
Usługi dla urzędnika

Koronawirus: informacje i zalecenia  
Załącz Profil zaufany  
Baza wiedzy  
Polski Ład  
Serwis Służby Cywilnej  
Weź udział w ankiecie

**Ministerstwo Edukacji i Nauki** O ministerstwie Co robimy

Ministerstwo Edukacji i Nauki > Aktualności > Wiadomości archiwalne – Ministerstwo Nauki i Szkolnictwa Wyższego > Rzecznicy Nauki w terenie – spotkania naukowców z dziennikarzami

[Powrót](#)

### Rzecznicy Nauki w terenie – spotkania naukowców z dziennikarzami

27.11.2018

140 uczestników, 10 spotkań, jeden cel – współpraca dziennikarzy i naukowców – tak można opisać piątą edycję projektu „Rzecznicy Nauki w terenie – szybkie randki naukowo-dziennikarskie”, która rozpoczęła się tej jesieni. Spotkania przedstawicieli obu środowisk odbywają się w ośrodkach akademickich w całej Polsce, udział w nich jest bezpłatny. Choć to tzw. szybka randka trwa tylko kilka minut, to efekty są imponujące – dzięki wymianie informacji powstają liczne artykuły, wywiady i programy radiowe z udziałem naukowców. Inicjatywa ta wpisuje się w realizowaną przez ministerstwo misję społecznej odpowiedzialności nauki, której celem jest budowanie mostów między środowiskiem akademickim i społeczeństwem. Projekt odbywa się przy wsparciu finansowym Ministerstwa Nauki i Szkolnictwa Wyższego.

Warszawa, 06.02.2019r.

Anna Charko, Centrum Nauki Kopernik  
Dariusz Aksamit, Stowarzyszenie Rzecznicy Nauki  
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realizowanych wg umowy Nr [MNiSW/2018/BM/641](#) z dnia 13 listopada 2018r.



The screenshot shows the official website of the Ministry of Education and Science (MNiSW) in Poland. The page is titled "Rzecznicy Nauki w terenie – spotkania" (Science Advocates in the field – meetings). The navigation menu includes "Strona główna", "Rada Ministrów", "Kancelaria Premiera", "Ministerstwa", "Urzędy, instytucje i placówki RP", and "Usługi dla obywatela". The main content area features a search bar, a navigation breadcrumb trail, and a link to "Powrót".

- Gaining experience with media and journalists  
– we started to train other scientist
- As we settle up an association we were able to receive public funding

owców – tak można  
i naukowo-  
ali obu środowisk  
st bezpłatny. Chociaż  
ięki wymianie informacji  
owców. Inicjatywa ta  
działności nauki, której  
leczeństwem. Projekt  
Wyższego.





06.12.2018

07.12.2018

18.12.2018

06.12.2018

14.11.2018

20.12.2018

16.11.2018

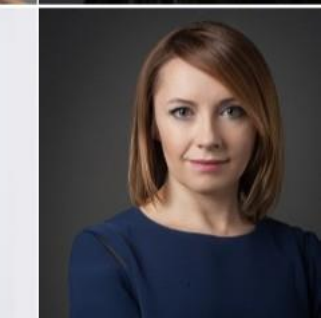
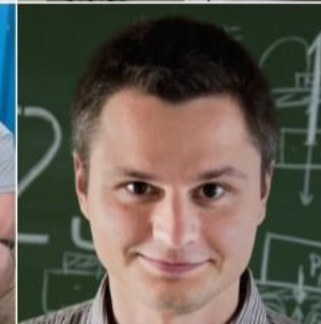
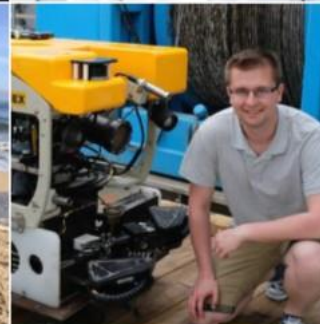
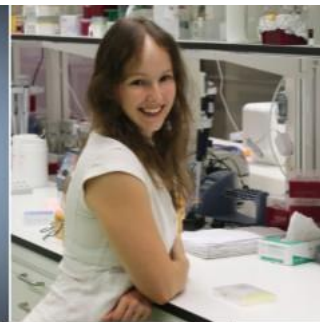
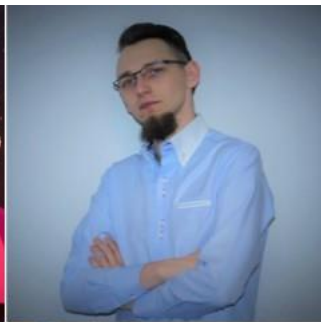
30.11.2018

10.12.2018

30.11.2018

30.11.2018

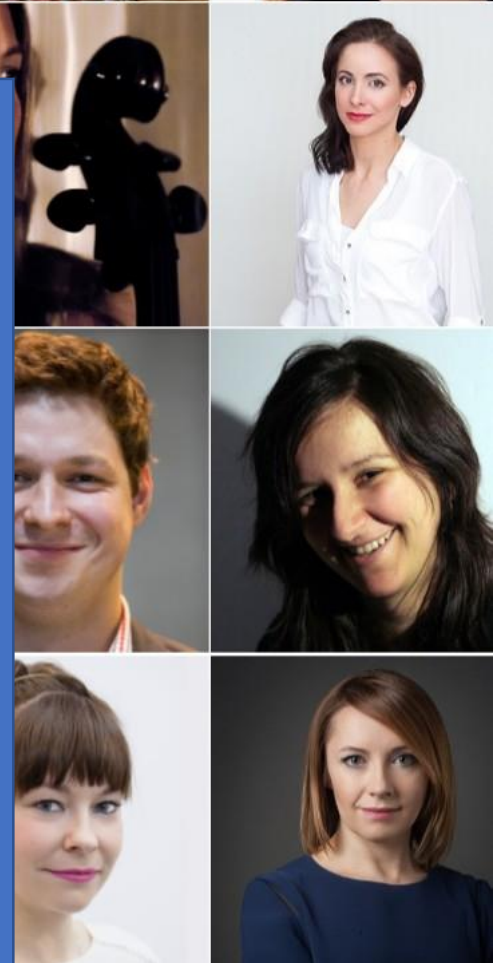








- Every new training or every new „headhunt” during a FameLab -> bigger, stronger, more diver NETWORK of engaged scientest!
- So...









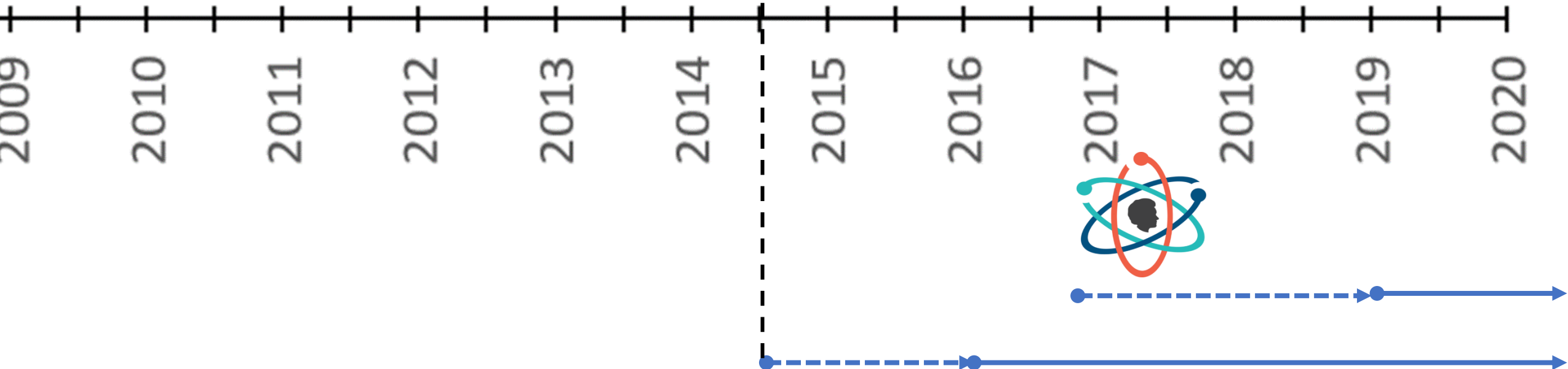


- More grants:)
- „Science & Media Congress” 2018, 2019
- 2020 – pandemic:(



My formal education

PhD study







Grupa strony Centrum Nauki Kopernik

## Rzecznicy Nauki - nauka w mediach

🔒 Grupa Prywatna · 312 członków grupy



🐾 Dołączono ▾

+ Zaproś



Informacje

Dyskusja

Ogłoszenia

Pokoje

Tematy

Członkowie

Więcej ▾





## Science Advocates Association

Building community  
of experts  
Non-political



## March for Science Foundation (Poland)

Building relations  
with a society  
Public engagement



## Science Game Jam

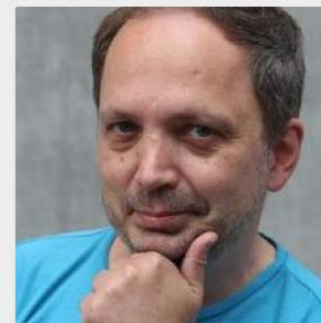
Aktualne edycje ▾ Poprzednie edycje ▾ Media o SGJ! O nas Kontakt - organizatorzy Opisy gier



Ministerstwo  
Edukacji i Nauki

Wracamy do SGJ!

Napisano dnia 2021-08-02



W TOK FK porozmawiamy z  
Janem Stradowskim o SGJ :)

Napisano dnia 2020-03-02



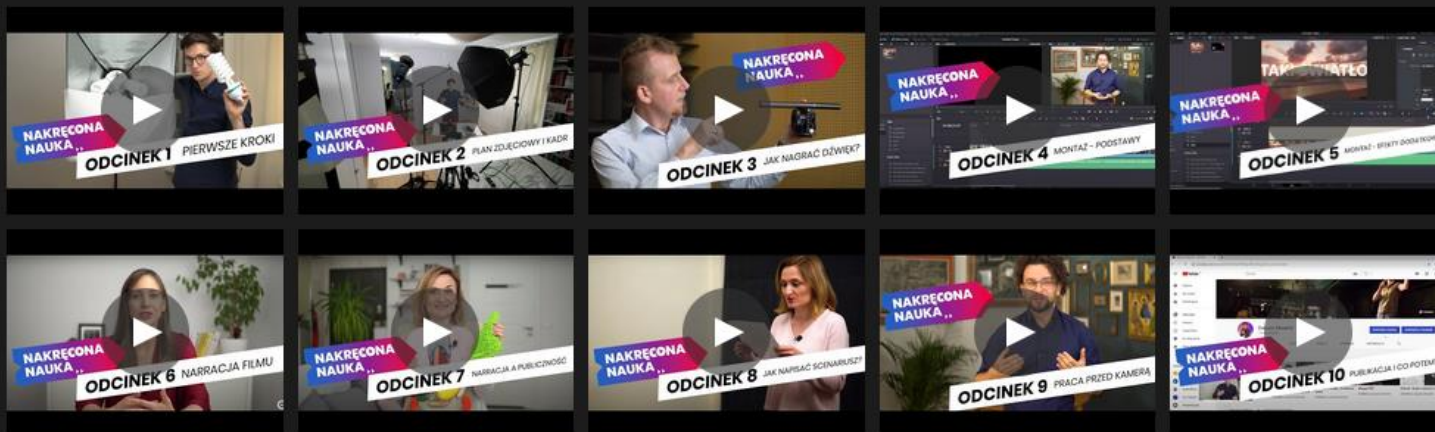
SGJ2020Waw rozstrzygnięty

Napisano dnia 2020-03-02

Znamy wyróżnionych, znamy laureatów,  
idziemy się wyspać! A Was zapraszamy do  
lektury opisu zwycięskiej gry:  
<http://sgj.marszdanauki.pl/opisy-gier>

## Filmy instruktażowe

Poznaj podstawy tworzenia filmów popularnonaukowych i ucz się na naszych doświadczeniach (i błędach!)





# The Fund for Protection of Science – crowdfunding



zrzutka.pl

Katalog zrzutek

Jak to działa?

Blog



id: sv9maf

## Fundusz Ochrony Nauki - proces sądowy z kreacjonistami



Fundacja Marsz dla Nauki

Zweryfikowany przelewem



23 dni do końca

359 wspierających

Wpłać na zrzutkę

Zrzutka.pl nie pobiera prowizji od wpłat

👁 Obserwuj

📤 Udostępnij

⋮ Więcej

Opis

Wpłacający <sup>359</sup>

Komentarze <sup>8</sup>





## Summary:

- Network is essential. It starts from coffee!
- Snowball effect – you grow bigger if you're big
- Don't give up before reaching a critical threshold
- Diversity is powerful!
- With friends you can do more:)



# Short success-story

Energetyka jądrowa i nie tylko! ▶ ODTWÓRZ WSZYSTKIE

 3:20	 3:51	 4:26	 3:19
--	---	---	---

Izotopy w służbie medycyny : Fukushima 10 lat później : Typy reaktorów jądrowych - : Czarnobyl 35 lat później :







Dariusz Aksamit 890 wyświetleń · 5 miesięcy temu

Dariusz Aksamit 500 wyświetleń · 5 miesięcy temu

Dariusz Aksamit 1,1 tys. wyświetleń · 5 miesięcy temu

Dariusz Aksamit 335 wyświetleń · 4 miesiące temu

Ochrona Radiologiczna, Dozymetria, Fizyka Medyczna ▶ ODTWÓRZ WSZYSTKIE

 11:30	 7:55	 8:53	 13:07	 8:47	 4:51
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OR#001 - Dawka dawce nierówna! : OR#002 - NAPROMIENIONY a SKAŻONY : OR#003 - Źródła promieniowania... : OR#004 - Źródła prawa! : OR#005 - TYPY promieniowania : Szkoda nerwów na fake newsy czyli monitoring...

Dariusz Aksamit 1,6 tys. wyświetleń · 1 rok temu

Dariusz Aksamit 917 wyświetleń · 1 rok temu







Dariusz Aksamit 1 tys. wyświetleń · 1 rok temu

Dariusz Aksamit 1 tys. wyświetleń · 1 rok temu

Dariusz Aksamit 2,2 tys. wyświetleń · 1 rok temu

Polski Atom 927 wyświetleń · 1 rok temu napisy

Na Fali Nauki ▶ ODTWÓRZ WSZYSTKIE

 5:43	 5:34	 5:31	 3:32	 6:22	 1:26:55
--	---	---	---	---	--

Co to jest pole elektromagnetyczne (PEM)... : Czym jest elektrowrażliwość? : 5G, a potem 6G? Nowe generacje to ewolucja czy... : Czy bróń elektromagnetyczna... : NOWOTWÓR od telefonu - czy to możliwe? : Wieczór dla dorosłych (online) - 5G - czy jest się...

Na Fali Nauki 13 tys. wyświetleń · 1 rok temu

Na Fali Nauki 7,7 tys. wyświetleń · 1 rok temu

Na Fali Nauki 8,6 tys. wyświetleń · 1 rok temu

Na Fali Nauki 12 tys. wyświetleń · 1 rok temu

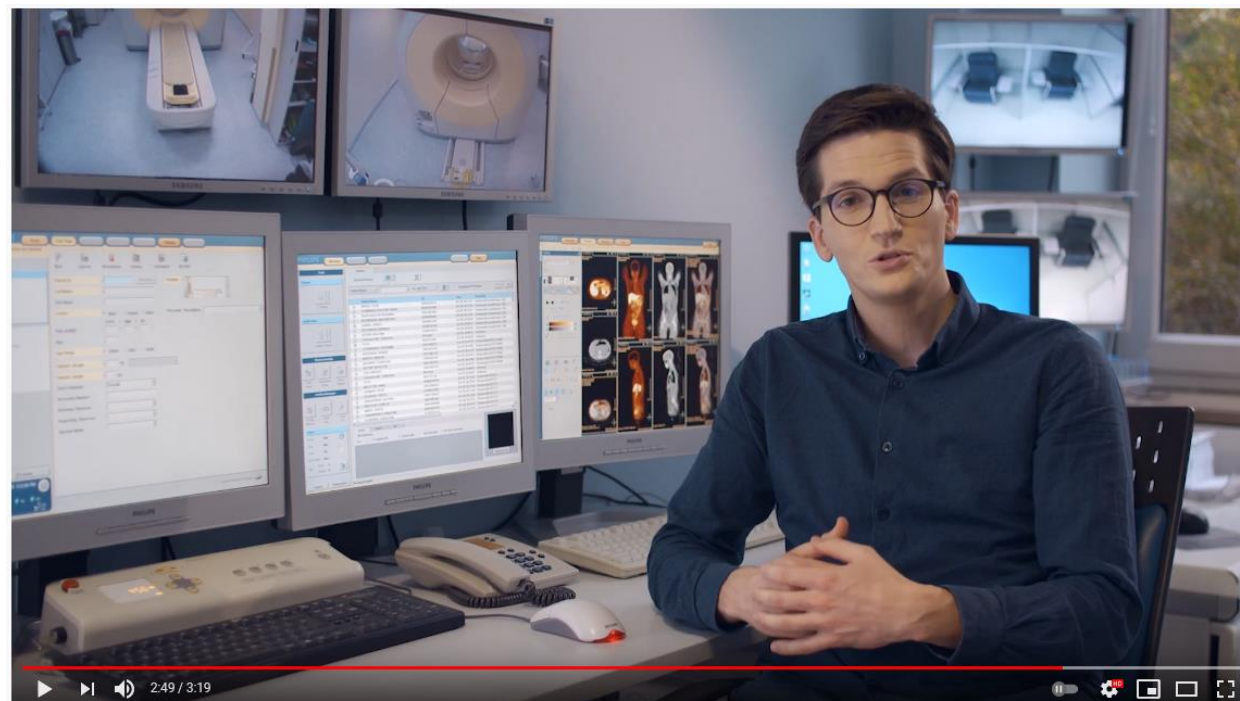
Na Fali Nauki 17 tys. wyświetleń · 1 rok temu

Centrum Nauki Kopernik 3,7 tys. wyświetleń · Transmisja odbyła się 1 rok temu

# Ministry of Climate!



Fukushima 10 lat później



Izotopy w służbie medycyny



# Summary part 2:

- Be visible!
- Make connections!

## Doctoral School

### Impostor Feelings

One of the biggest (perhaps *the* biggest challenge) facing new doctoral researchers is impostor feelings, sometimes referred to as 'Imposter Syndrome' – the overwhelming feeling that you're a fraud. It's only a matter of time, you convince yourself, before you're found out. Everyone will realise that you're too stupid to do a PhD. What on earth were you thinking? How did you ever imagine you could write a thesis? These are perfectly normal (if unsettling) emotions. The good news is that nearly everyone experiences them; the bad news is that few are prepared to admit it.

The nature of academic research means that just when you think you've got the hang of something, you're challenged by new ideas or data. And the more you succeed, the more visible you become, and the greater the need to protect your expertise. This is why you seldom hear tenured academics admitting their own insecurities.

It's helpful to think of these feelings, not as a syndrome (this suggests rarity), but rather as part of being an academic. Accept this is part of the process and don't let it dominate your thinking. If you find it impossible to shake off these feelings and it's getting in the way of your research, please talk to someone. Your supervisor may not be frank about his or her own insecurities, so the [Student Life Centre](#) is a good alternative. All discussions are confidential, and they'll have spoken to many researchers in your position.

If you still think it's just you, take a look at these online resources:

- The Thesis Whisperer – [The Lies We Tell Ourselves](#)
- The Research Whisperer – [I'm Not Worthy!](#)
- 100 Days to the Doctorate – [Impostor Syndrome: Overcoming the fear of doctoral failure](#)
- [The Imposter Syndrome](#) – articles, resources, questionnaires

## How to shake off the 'impostor' fears that plague your PhD studies

Three strategies for fighting those insidious feelings that you don't deserve to be where you are.

## How I tackled post-PhD impostor syndrome

Kelsey Inouye's job search gave her panic attacks and dented her self-esteem. But she learnt to take rejection in her stride.

[Kelsey Inouye](#)



# Battlefield: social media!

Dariusz Aksamit  
March for Science Foundation  
[www.aksamit.info](http://www.aksamit.info)

AESIS Impact of Science 2021



# Break

*We will be back at 11.10*



# Break

*We will be back at 12.00*

# Paula Liczbańska

*Content Editor, Project Coordinator & Board Member, March for Science  
Foundation Poland*



**A practical case study of a science communication initiative:**

# March for Science Foundation Poland

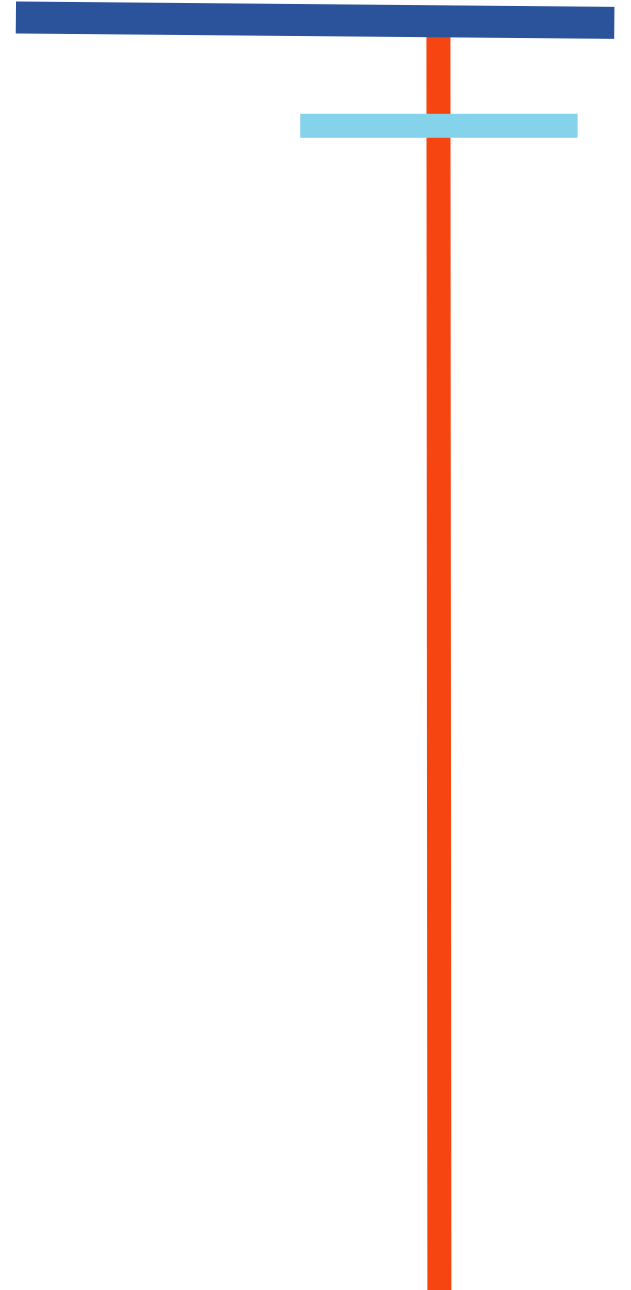


MARSZ  
DLA  
NAUKI

**SCIENCE COMMUNICATION FOR SOCIETAL IMPACT**

# AGENDA

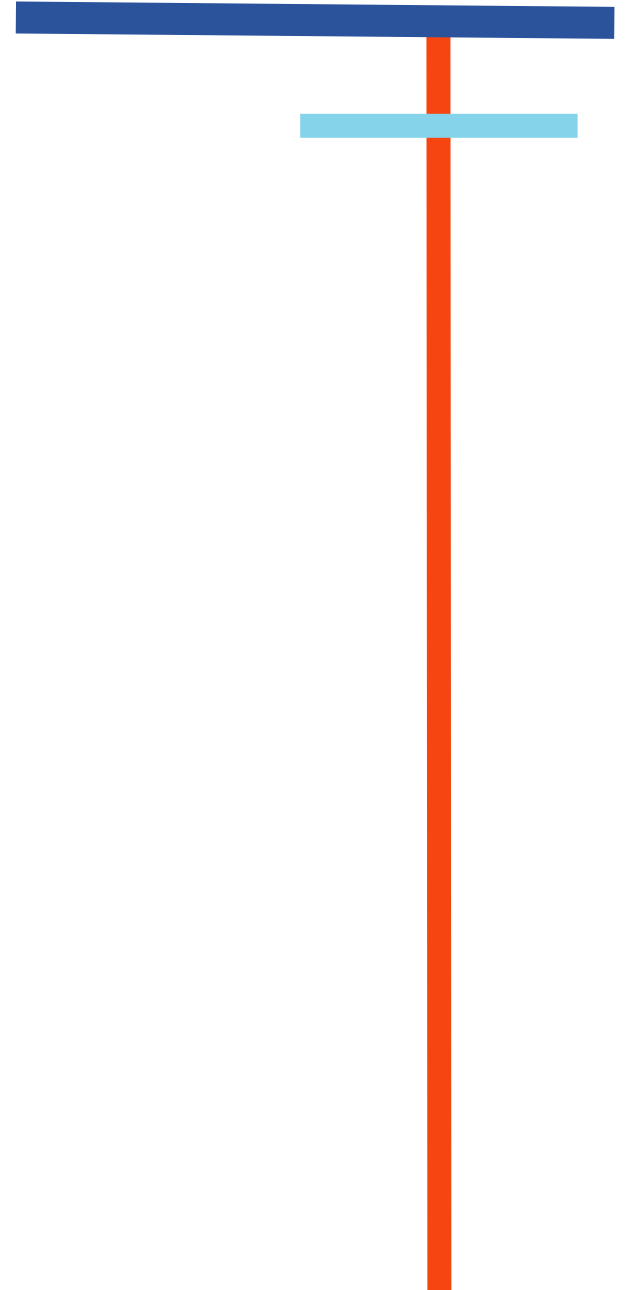
- I. **Marching for science**
- II. **Know How and project design**
- III. **Our efforts in popularizing science**
- IV. **Takeaways**





# AGENDA

- I. **Marching for science**
- II. **Know How and project design**
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# Marching for science



<https://www.marszdlanauki.pl/>

science as a democratic value

protecting reliable science

connecting scientists with public

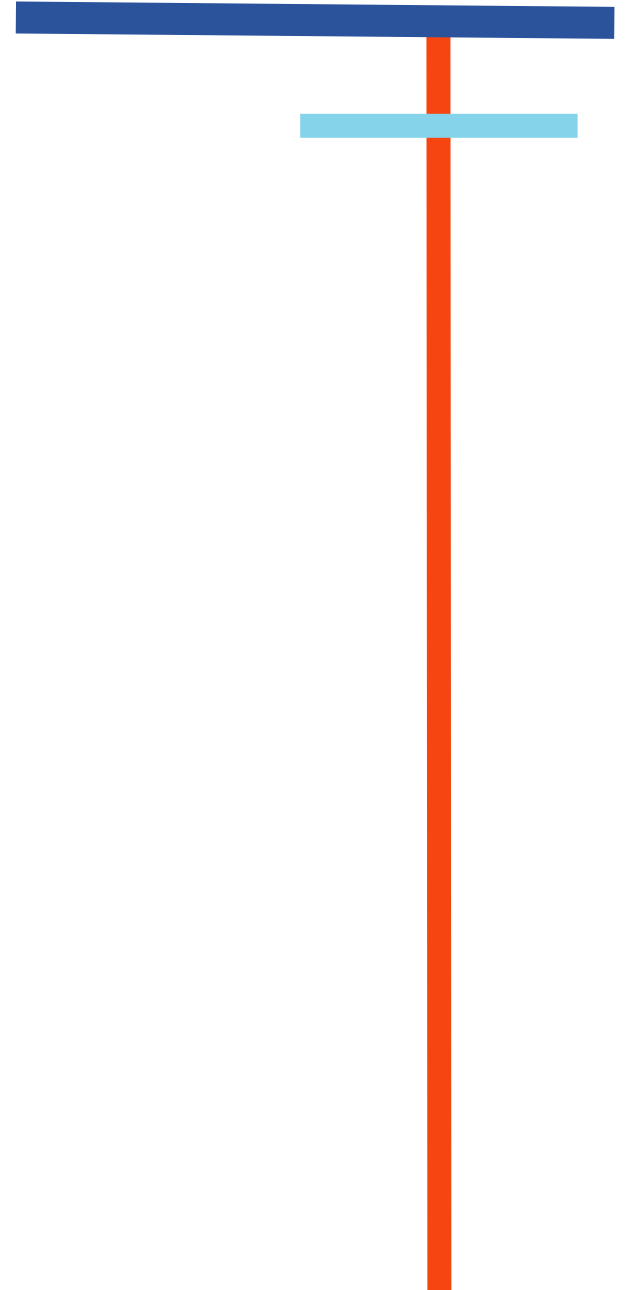
making science accessible



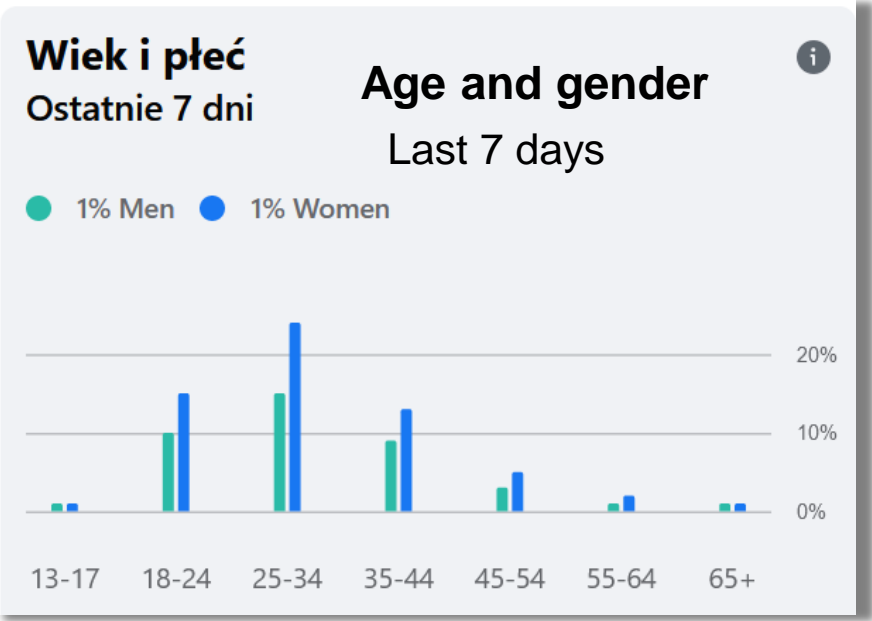
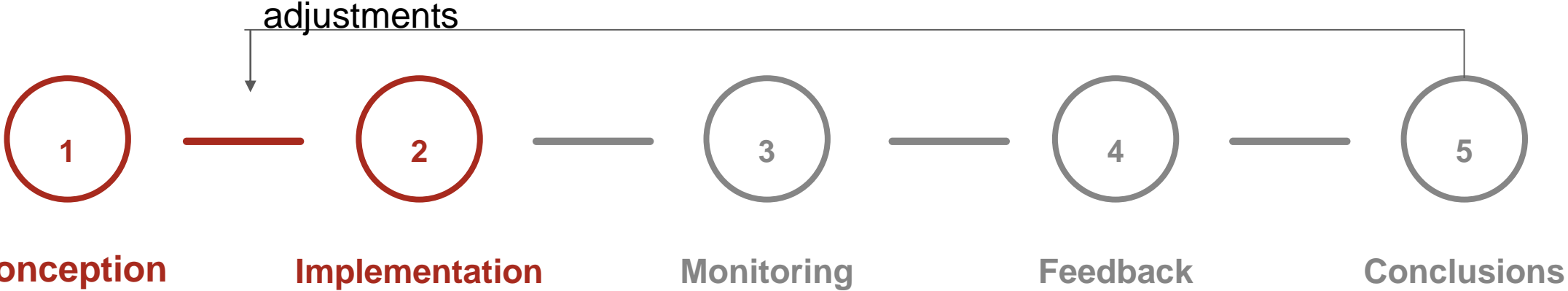


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- III. Our efforts in popularizing science
- IV. Takeaways

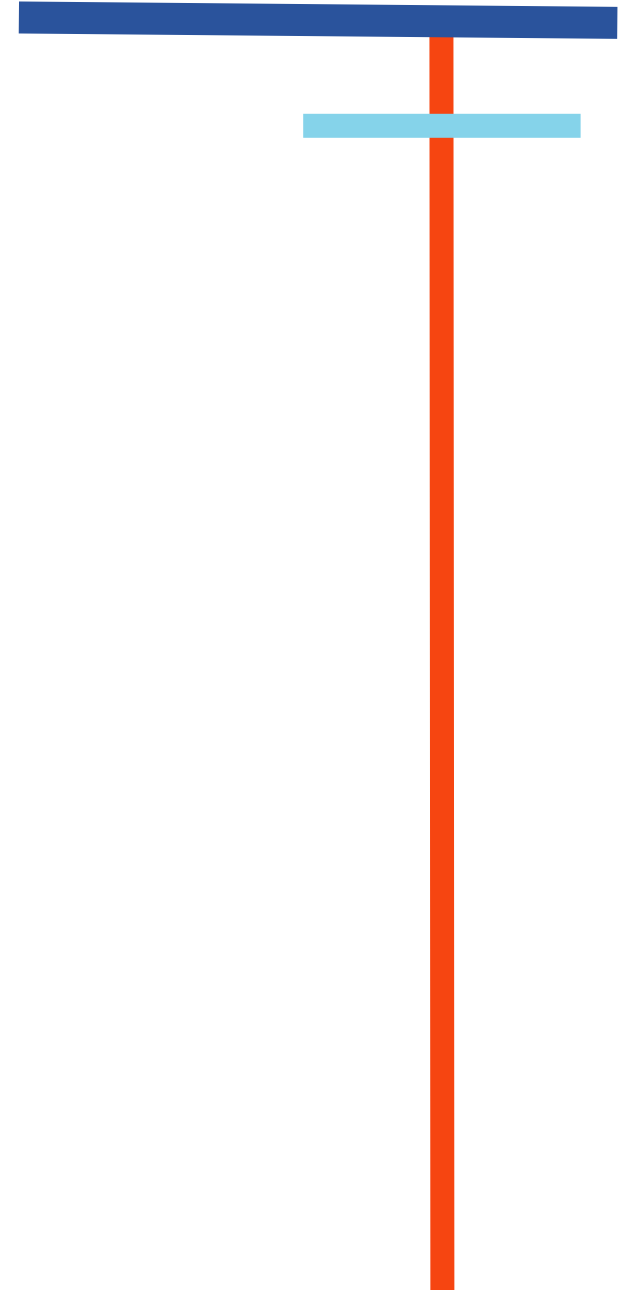


# Know How and project design



# AGENDA

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- II. **Know How and project design**
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- IV. **Takeaways**





# Our efforts in popularizing science

## Science Game Jam

create scientific board games



[sgj.marszdlanauki.pl/](http://sgj.marszdlanauki.pl/)



# Our efforts in popularizing science

Science in the pub



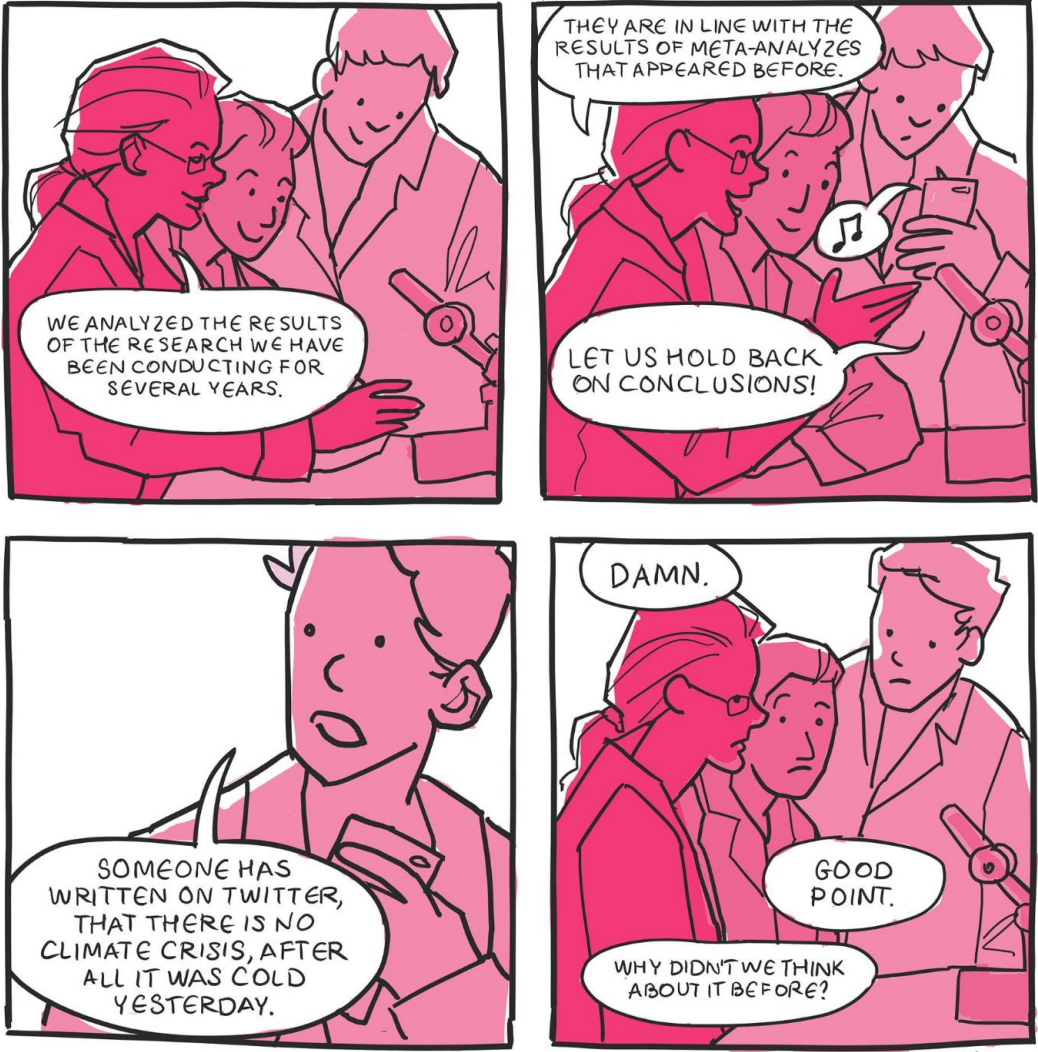
Science Espresso



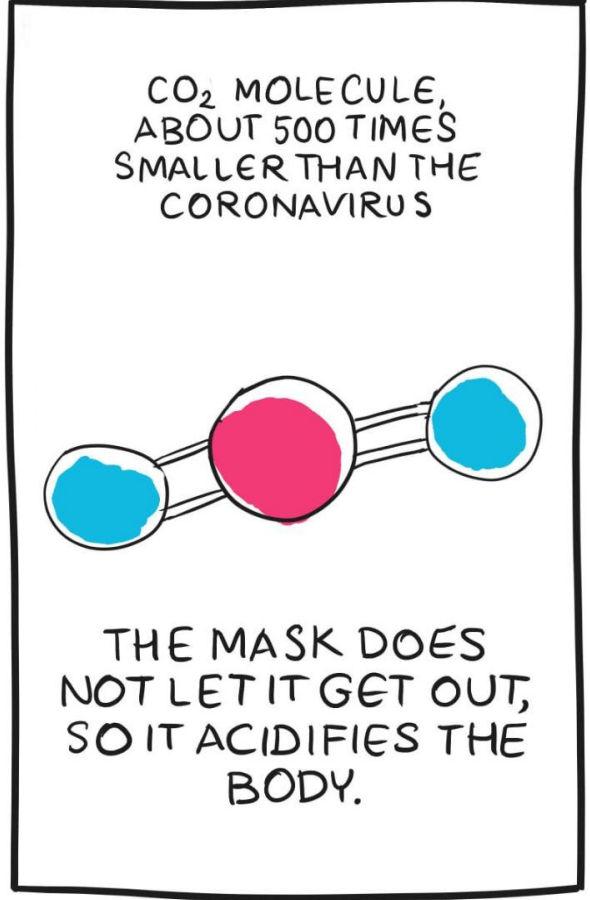
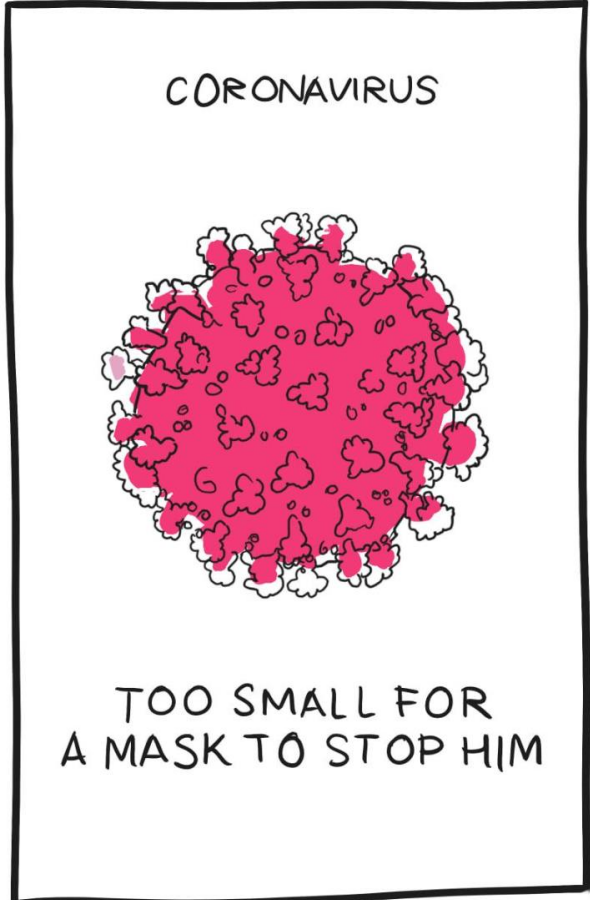


# Our efforts in popularizing science

## A dowodzik jest? "What's the proof?" campaign



### HOW MASKS WORK ACCORDING TO CONSPIRACY THEORIES FROM THE INTERNET





# Our efforts in popularizing science

#znaukaprzezwieki reminding you the history of science



#marsznaszczepienie provaccine campaign



# Our efforts in popularizing science

## “Source SOS” and glossaries



### Czy słuchawki Bluetooth są niebezpieczne dla zdrowia?

Słuchawki Bluetooth generują promieniowanie niejonizujące, które ma zbyt niską energię do wybicia elektronów z atomu. Nie są one groźne dla wiązań chemicznych, więc nie wywołują mutacji, nie uszkodzają DNA w sposób, który mógłby spowodować mutacje i nowotwory. Zatem ryzyko promieniowania niejonizującego dla zdrowia człowieka wynosi zero.

#pogotowiezrodlowe

MARSZ DLA NAUKI PRZEDSTAWIA:

## SŁOWNICZEK PANDEMICZNY

### mRNA

To kwas rybonukleinowy, kolega od informacji. Jego funkcją jest przenoszenie informacji genetycznej oraz zapisanie przepisu na białko. Dzięki mRNA wiadomo, jakie białko ma powstać.





# Our efforts in popularizing science

**Nakręcona Nauka** your shot with science

access to community

video tutorials

mentoring

assistance





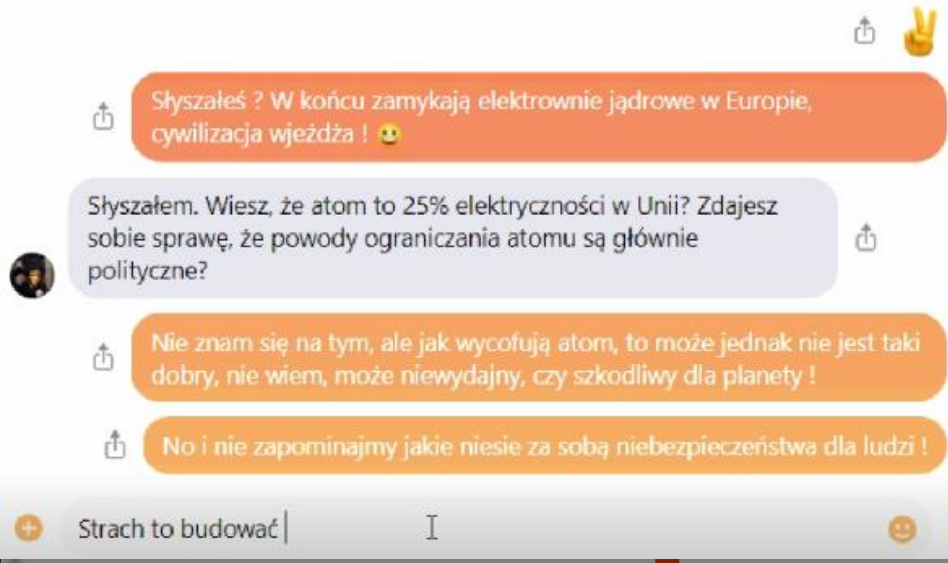
# Our efforts in popularizing science

## Cooperation with schools

workshops, lectures

“Science Slam”: communicational and meritorical assistance

Experimental biology and chemistry” subject: patronage, promotion





# Our efforts in popularizing science

## Science Protection Fund

climate change mural depicting last IPCC report

Aktywne zrzutki <sup>1</sup>

**Fundusz Ochrony Nauki - proces sądowy z kreacjonistami**

Utworzona	22.08.2021
Do końca	14 dni
Postęp	239 %
Cel	10 000 zł
Uzbierano	23 904,11 zł
Wpłat	391
Saldo do wypłaty	23 904,11 zł

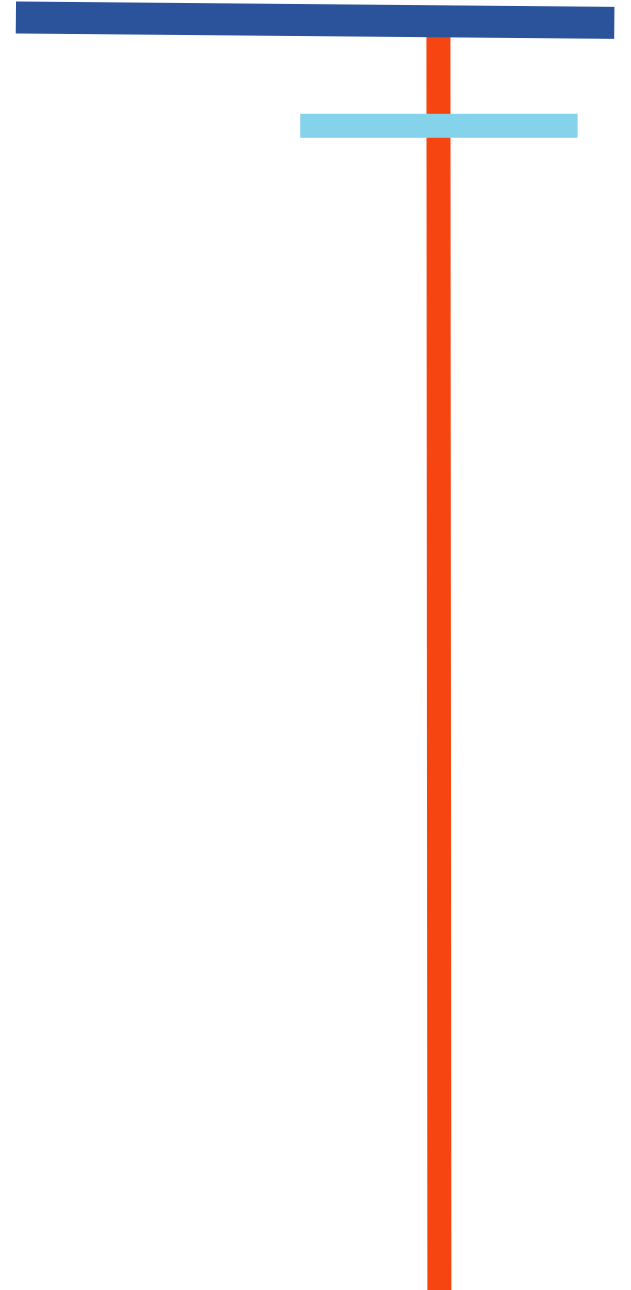
Indywidualny numer konta zrzutki  
**11 1750 1312 6886 9086 4628 5425**

... Więcej Wyplac



# AGENDA

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# TAKEAWAYS - how do we do it?

- how do we attract audience?
- how do we reach different demographic groups?
- how to share knowledge to be understood?
- how to build trust for a science sharing initiative?
- what is the main goal of such initiative?



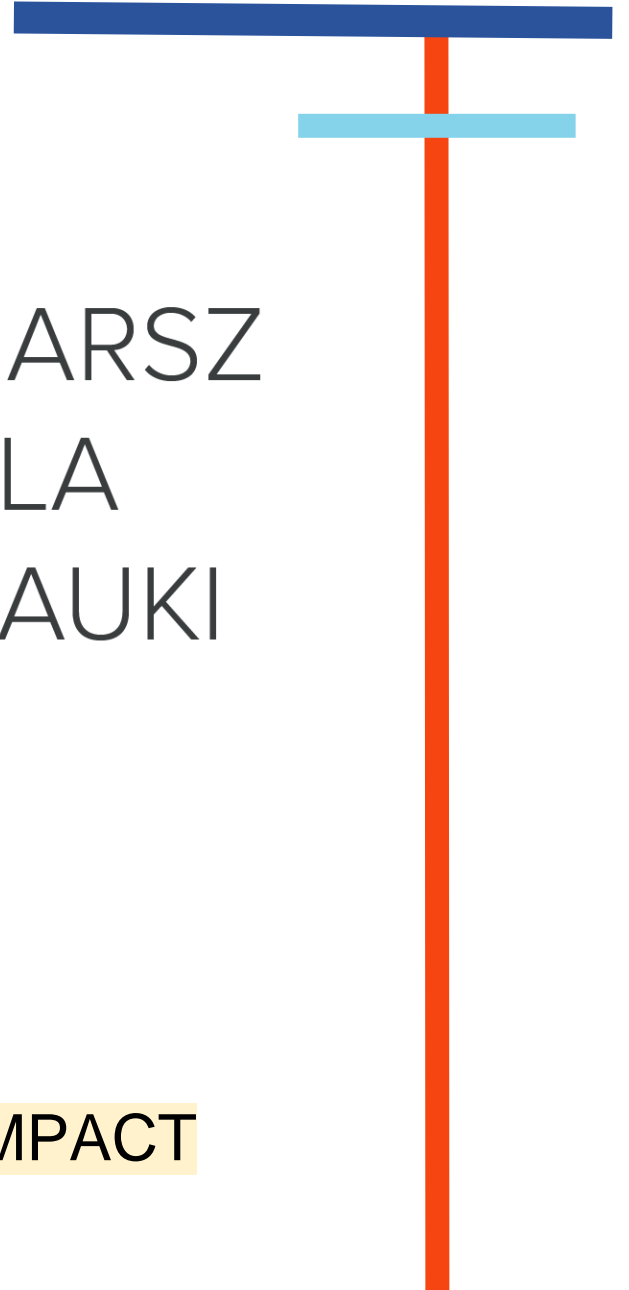


MARSZ  
DLA  
NAUKI

Paula Liczbańska

[paula.liczbanska@marszdlanauki.pl](mailto:paula.liczbanska@marszdlanauki.pl)

SCIENCE COMMUNICATION FOR SOCIETAL IMPACT



# Break

*We will be back at 13.30*



**Emily Jesper-Mir**

*Assistant Director, Sense about Science*

**&**

**Hamid Khan**

*Programme Manager for Research Culture and Quality, Sense about  
Science*



# Public & policy engagement for researchers

Emily Jesper-Mir  
Dr Hamid Khan

## **Mobiles phones cancer inquiry**

Evening Standard, 17<sup>th</sup> Jan 2003

## **New evidence 'shows MMR link to autism'**

Daily Mail, 9<sup>th</sup> Aug 2002

## **Trials of GM crops bring new fears of 'Frankenstein' food**

Daily Mail, 30<sup>th</sup> Dec 2002





**KEEP LIBEL LAWS  
OUT OF SCIENCE**

[senseaboutscience.org](http://senseaboutscience.org)





**+AllTrials**







/ Objection to EU Directive

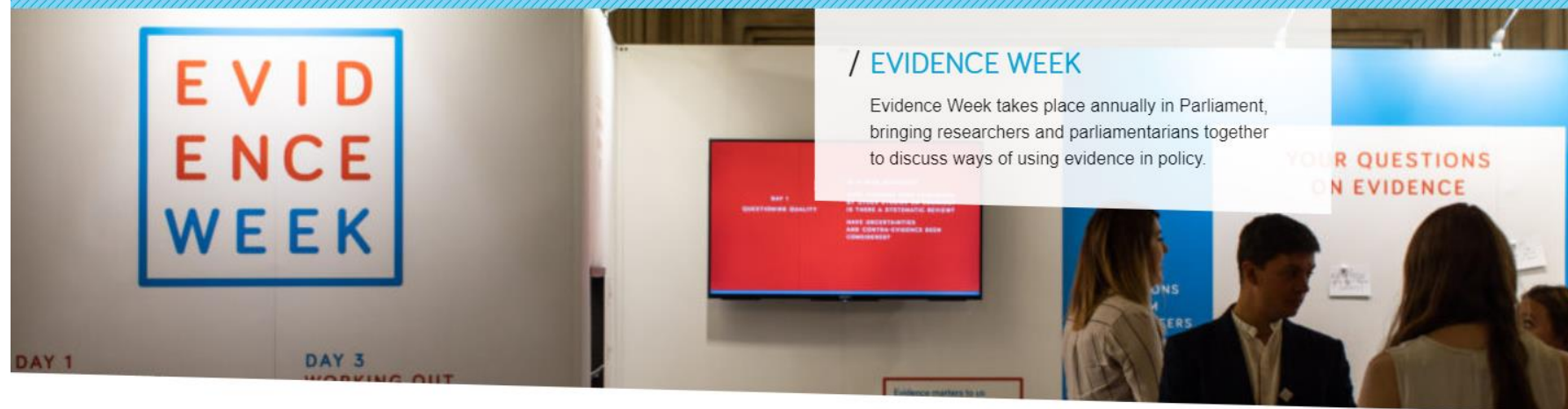
## Can someone outside government work out what the government is proposing to do and why?

- Analysed policies from past 12 months from 13 departments
- Policy: an intervention aiming to change the status quo
- Policy documents: **First time the policy was put before the public with some detail**
- Our report highlighted good and bad practice
- Collaboration with departments (directors of analysis), before and after research and publication

Evaluation

	Diagnosis	Proposal	Implementation	Testing & Evaluation
<b>Department for Digital, Culture, Media &amp; Sport</b>				
Design of the broadband Universal Service Obligation	2	3	3	1
Creating a national 5G Innovation Network	2	2	2	2
Deregulation of commercial radio	3	2	1	1
Prohibiting third party betting on non-UK EuroMillions	2	2	2	1
Increasing the regional impact of Channel 4	1	2	2	1
Regulatory changes to boost tourism businesses	1	0	0	1
Digital skills training	1	1	0	0
Public Services Incubator for small charities	0	0	0	0
<b>Department for Education</b>				
Supporting selective schools	3	2	1	1
Early years national funding formula	2	2	1	1
New funding model for apprenticeships	2	1	2	1
Postgraduate doctoral loans	2	1	1	1
Schools national funding formula	2	1	1	1
Inclusive assessment for primary school pupils	1	2	1	1
Establishing Social Work England	1	1	1	0
Modern foreign languages A and AS level content	0	0	0	0
<b>Department for Environment, Food &amp; Rural Affairs</b>				
Fixed penalties for environmental offences	3	3	2	2
Ban on landing egg-bearing lobsters and crawfish	3	2	2	2
Tackling roadside NO <sub>2</sub> concentrations	3	2	2	1
Packaging waste recycling targets	1	3	3	0
Ban on microbeads	2	2	2	1
Bovine TB testing in high-risk areas	1	2	1	1
Horse identification	1	1	1	1
Flexibility for fisheries management	1	1	0	1







# Break

*We will be back at 14.35*

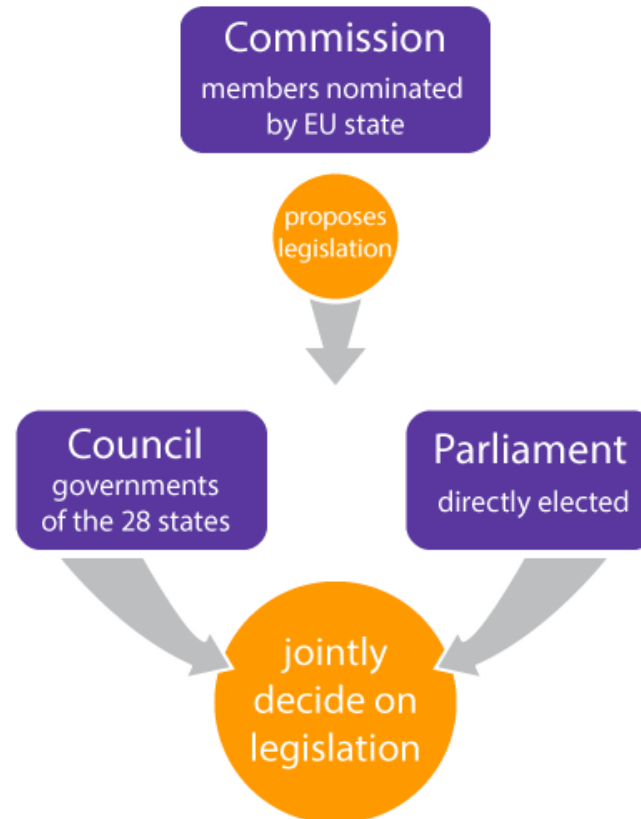


## Introduction to Policy

# What is policy?

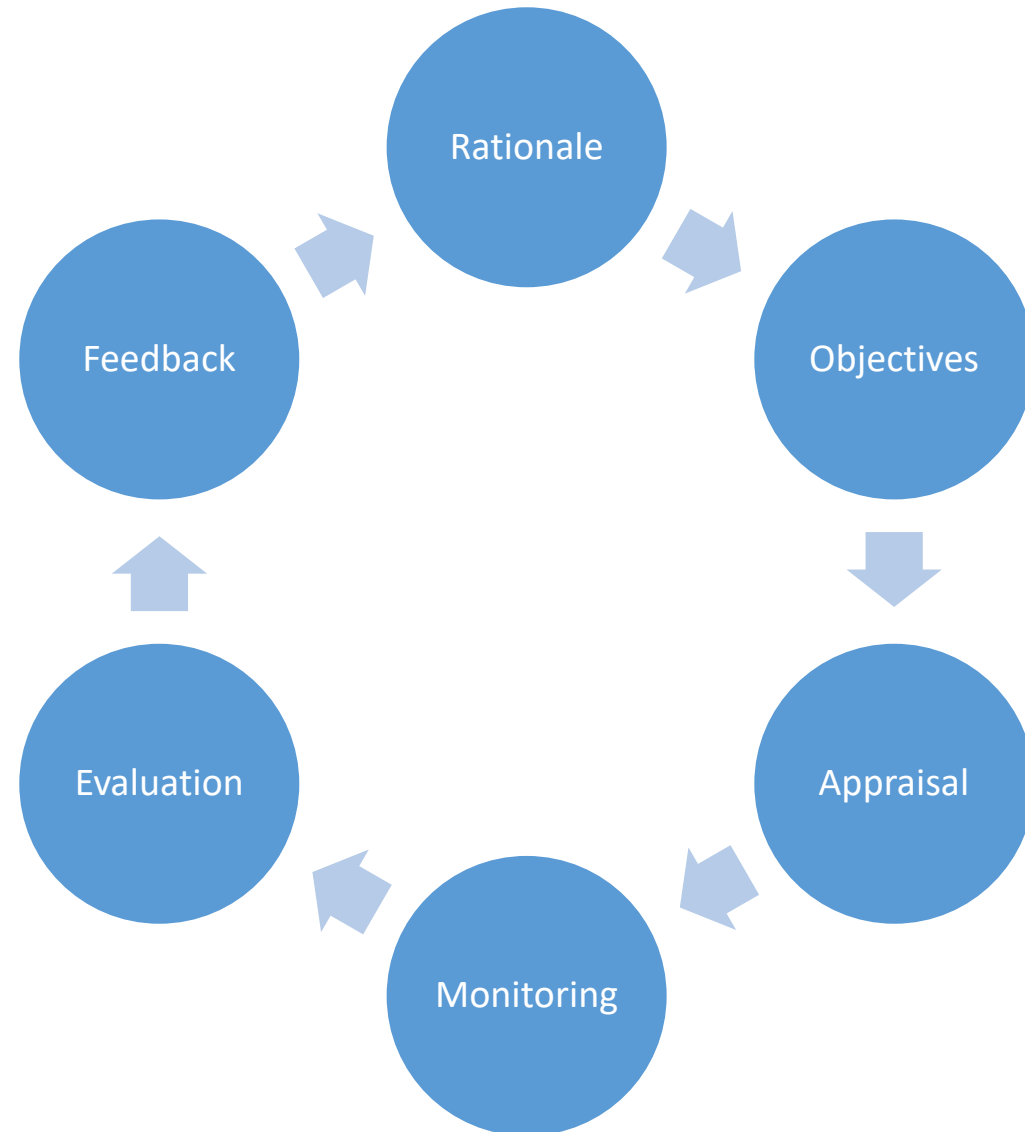
A policy is 'a plan, course of action, or set of regulations adopted by government, businesses, or other institutions designed to influence and determine decisions or procedures' (UK Department for International Development, 2005).

The European Commission, the European Parliament and the Council of the European Union are the three central legislative institutions of the European Union.

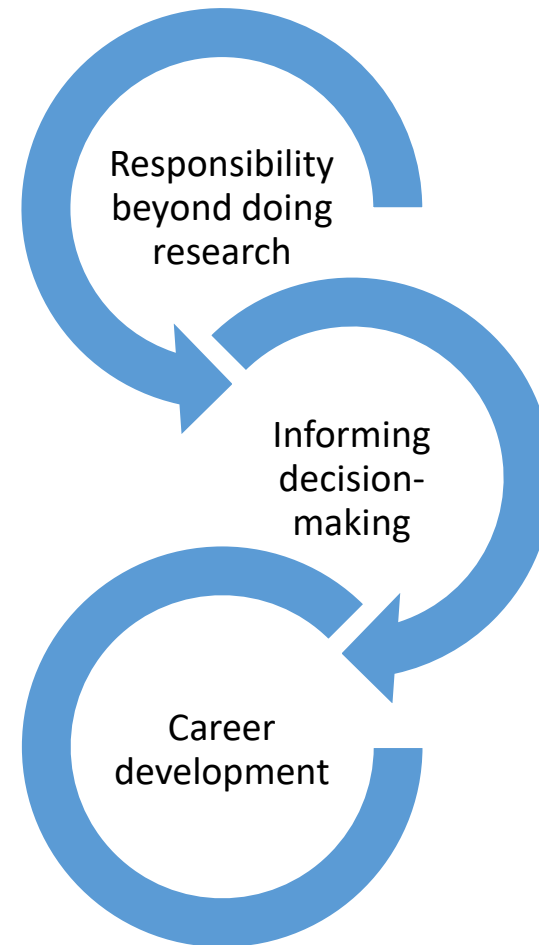




# How does the policy making process work?



# Research and evidence in policy making: why should you get involved?



# The routes in – how policymakers get evidence



Correspondence with individual MEPs

Committee hearings

MEP Initiatives

European Commission proposals

Public consultations

Intergroups

European Parliamentary Research Service

Third party – charity, think tank, evidence broker

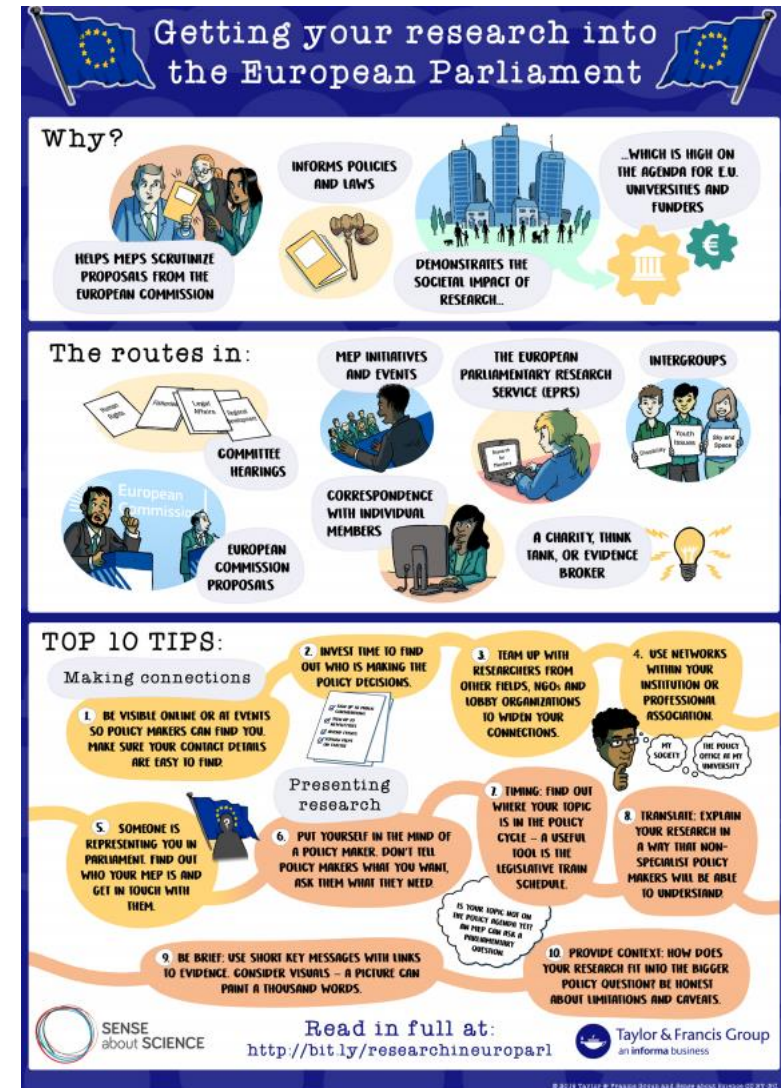




# To sum it up in a graphic...

- Collaboration with Taylor & Francis to create a guide for researchers to engage with EU policymaking.

<https://authorservices.taylorandfrancis.com/getting-your-research-into-european-parliament/>



### Getting your research into the European Parliament

#### Why?

- HELPS MEPS SCRUTINIZE PROPOSALS FROM THE EUROPEAN COMMISSION
- INFORMS POLICIES AND LAWS
- DEMONSTRATES THE SOCIETAL IMPACT OF RESEARCH.
- ...WHICH IS HIGH ON THE AGENDA FOR E.U. UNIVERSITIES AND FUNDERS

#### The routes in:

- MEP INITIATIVES AND EVENTS
- THE EUROPEAN PARLIAMENTARY RESEARCH SERVICE (EPRS)
- INTERGROUPS
- COMMITTEE HEARINGS
- CORRESPONDENCE WITH INDIVIDUAL MEMBERS
- A CHARITY, THINK TANK, OR EVIDENCE BROKER
- EUROPEAN COMMISSION PROPOSALS

#### TOP 10 TIPS:

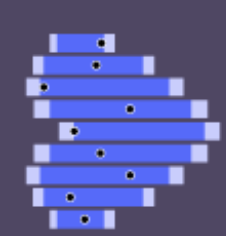
**Making connections**

1. BE VISIBLE ONLINE OR AT EVENTS SO POLICY MAKERS CAN FIND YOU. MAKE SURE YOUR CONTACT DETAILS ARE EASY TO FIND.
2. INVEST TIME TO FIND OUT WHO IS MAKING THE POLICY DECISIONS.
3. TEAM UP WITH RESEARCHERS FROM OTHER FIELDS, NGOs, AND LOBBY ORGANIZATIONS TO WIDEN YOUR CONNECTIONS.
4. USE NETWORKS WITHIN YOUR INSTITUTION OR PROFESSIONAL ASSOCIATION.

**Presenting research**

5. SOMEONE IS REPRESENTING YOU IN PARLIAMENT. FIND OUT WHO YOUR MEP IS AND GET IN TOUCH WITH THEM.
6. PUT YOURSELF IN THE MIND OF A POLICY MAKER. DON'T TELL POLICY MAKERS WHAT YOU WANT, ASK THEM WHAT THEY NEED.
7. TIMING: FIND OUT WHERE YOUR TOPIC IS IN THE POLICY CYCLE - A USEFUL TOOL IS THE LEGISLATIVE TRAIN SCHEDULE.
8. TRANSLATE: EXPLAIN YOUR RESEARCH IN A WAY THAT NON-SPECIALIST POLICY MAKERS WILL BE ABLE TO UNDERSTAND.
9. BE BRIEF: USE SHORT KEY MESSAGES WITH LINKS TO EVIDENCE. CONSIDER VISUALS - A PICTURE CAN PRINT A THOUSAND WORDS.
10. PROVIDE CONTEXT: HOW DOES YOUR RESEARCH FIT INTO THE BIGGER POLICY QUESTION? BE HONEST ABOUT LIMITATIONS AND CAVEATS.

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[Home](#)[? What, why, how?](#)[Explore the data](#)[Everything else](#)

# UNDERSTANDING CHILDREN'S HEART SURGERY OUTCOMES

This site is to help people make sense of published survival data about children's heart surgery in the UK and Ireland.

Our website will help you:

<https://childrenshearturgery.info/data/animation>

- understand how the NHS monitors children's heart surgery
- explore what survival rates can and can't tell you
- explore published data for hospitals in the UK and Ireland



What, why, how?

**What** do we mean by survival rates?

**Why** are survival rates after children's heart surgery hard to interpret?

**How** does the NHS monitor them?



Explore the data

**Explore published survival statistics by:**

browsing hospitals individually;

viewing a one page summary of all hospitals;



Everything else

What happens if the data raises concerns?

More detail about how survival statistics are monitored, including an explanatory video.

Limitations of this data



# Talk

Advanced search

[Active](#) | [I'm on](#) | [I'm watching](#) | [I started](#) | [Last 15 minutes](#) | [Last hour](#) | [Last Day](#)

## Guest post: "I hope we've helped others preparing for their child's heart surgery"

Alex Smith says the lack of clear information added to her stress when her daughter was diagnosed with a heart defect - so she got involved with a project to improve resources



Alex Smith

Posted on: Tue 02-Aug-16

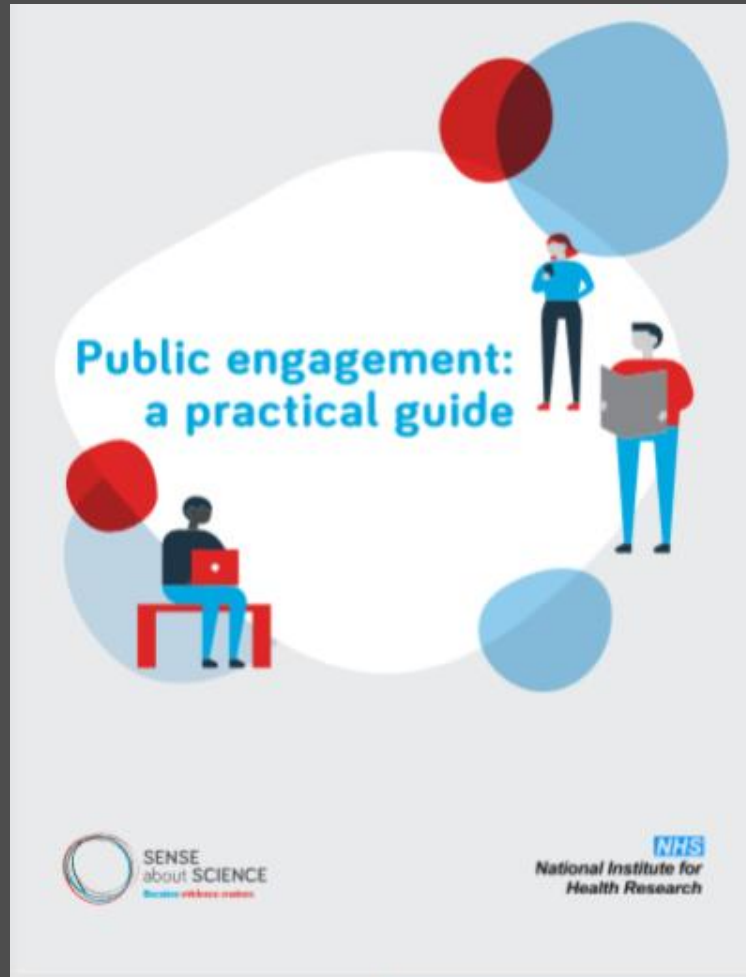
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(3 comments)

"As a parent, I need clear, straightforward information, even when I might be in a state of panic or distress."

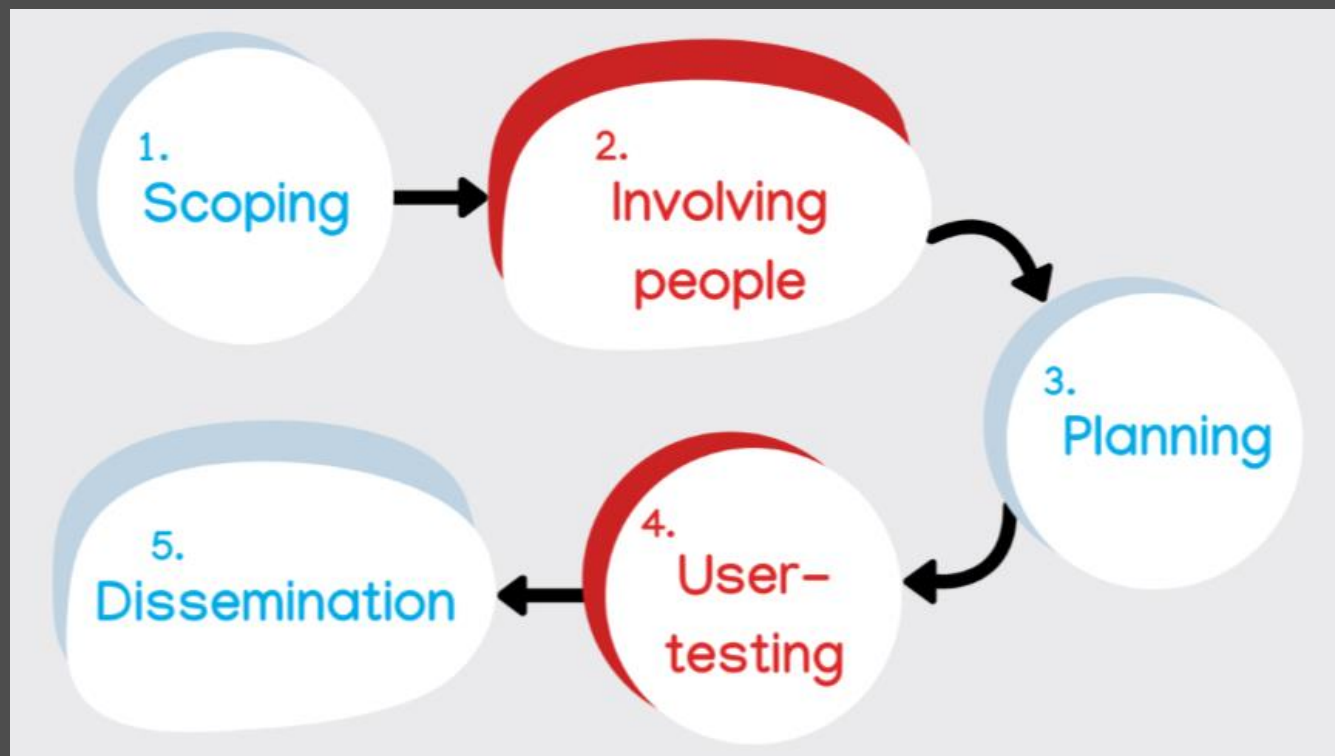


# Effective public engagement



<http://senseaboutscience.org/activities/public-engagement-guide/>

# Effective public engagement in 5 steps



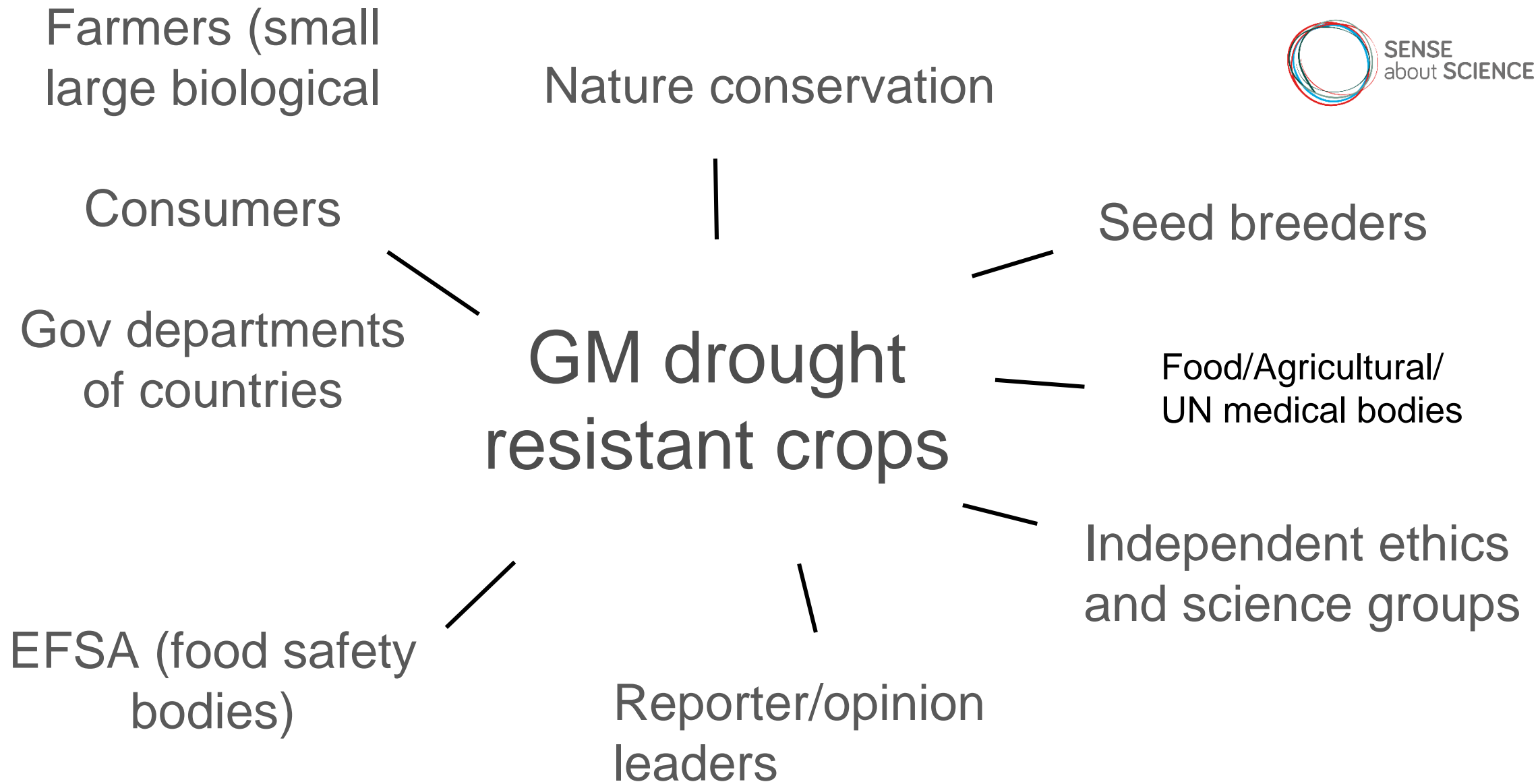
# Activity: Mapping

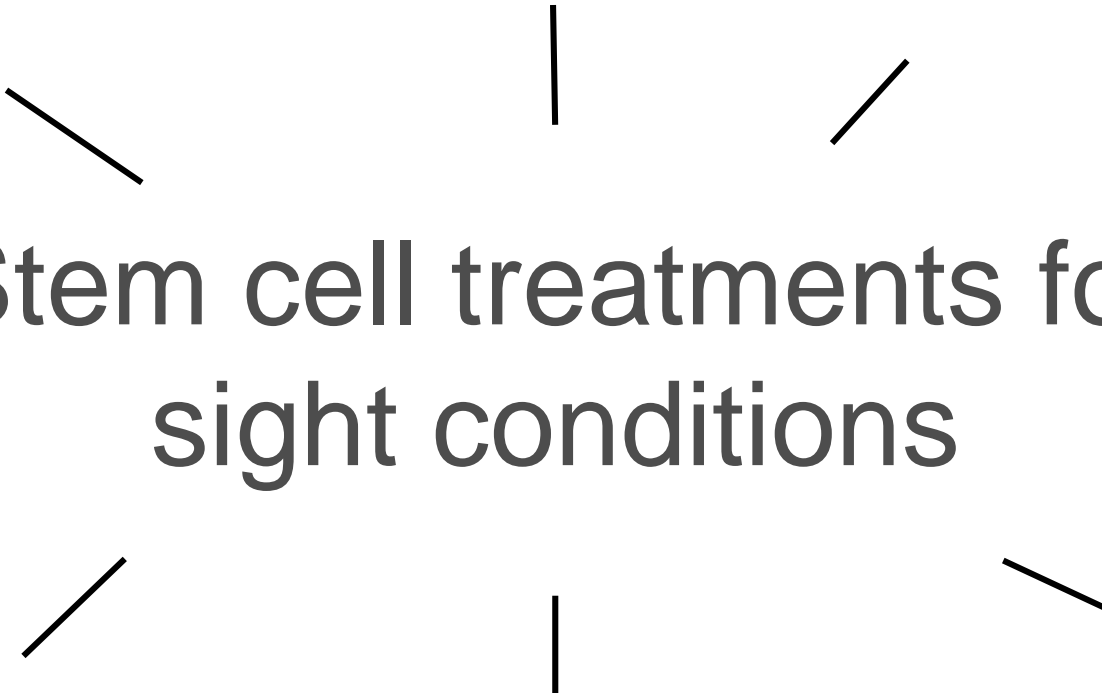


- Define your audience
- Knowing the right people to involve means you will create a project/resource/policy that is impactful and speaks to people's needs





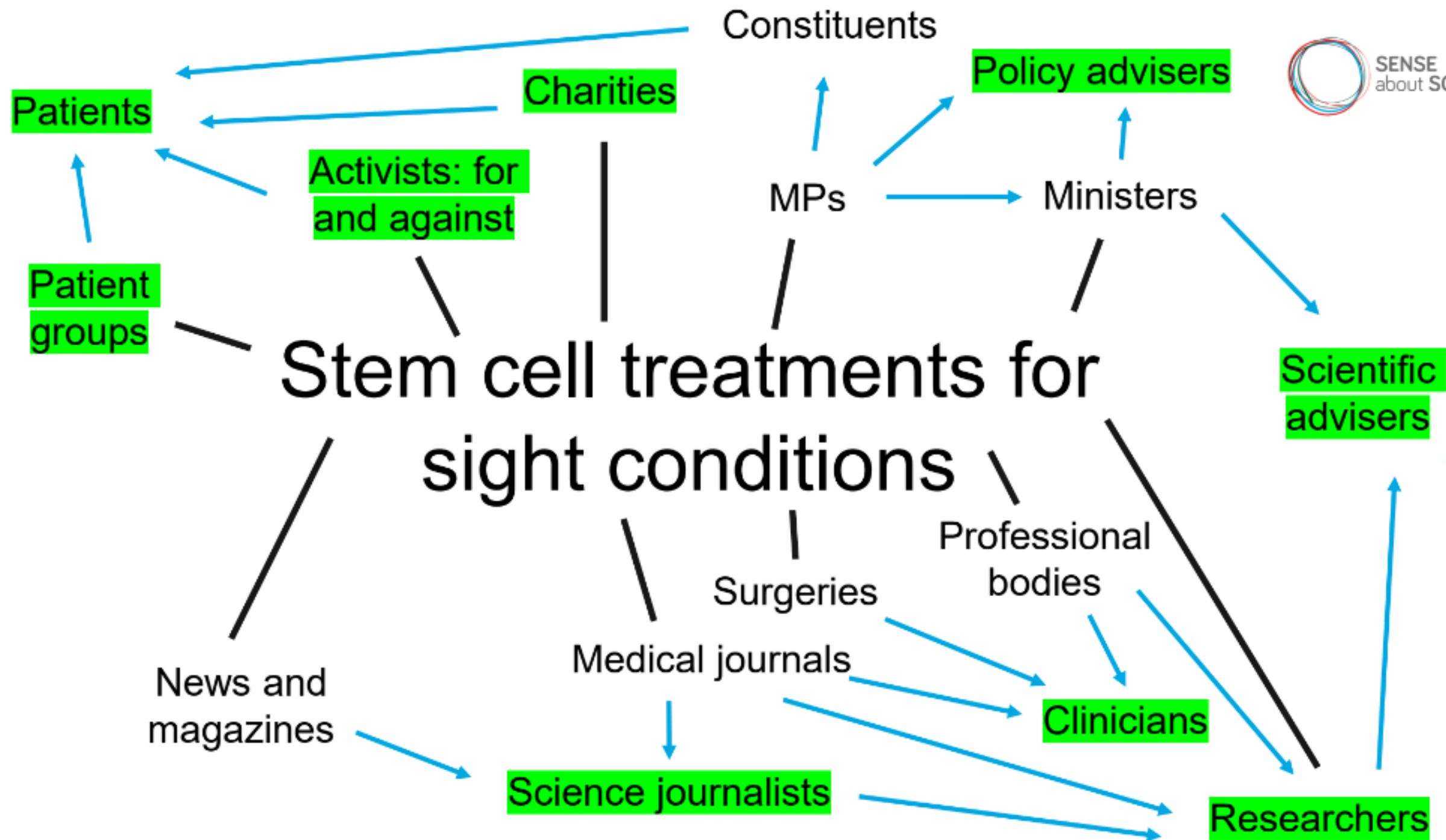




# Stem cell treatments for sight conditions

Who should be involved in the conversation about stem cell treatments for sight conditions?  
Discuss as a group, and then we'll summarise together.

Bonus: Pick three of these stakeholders and think about ways to contact them. Can you think of any wildcards who you might not expect to have a stake in this but do?





**“Instead of trying to turn politicians into scientists, we should ask: what are the insights and resources from research that would help politicians scrutinise the evidence and the policies, and are they using them?”  
– Tracey Brown**

# Policy brief cheat sheet

## POLICY BRIEFING TEMPLATE

### Research area title

### The research team

Brief description of who you are – demonstrate credibility

### Executive summary

Outline the key issues/problems your research addresses and the policy recommendations

### Context

Where does this work sit in the bigger picture, including the public discussion and policy landscape? What are the hooks?

### Research aims

(bullet points – two lines max per bullet)

Policymakers are extremely time poor. If you can help take something off their plate instead of adding something new on to it, you are more likely to get a response.

Ask yourself, 'So what?' You may have a good piece of research, but you need to provide context about how your work fits into the wider societal picture.

# Policy brief cheat sheet

Explain how your research relates to a specific problem they are trying to solve. You can include more information in an appendix, but make sure you get your top 3 key messages right first.

What committees are they on? What did they vote for recently? What have they listed as their interest issues? If you understand this, you'll be able to tap into the reasons why they might advocate your research and ideas.

## Research findings

(bullet points – two lines max per bullet)

## Key messages

(bullet points – two lines max per bullet)

## Policy implications/proposals

(what do you want policy makers to go away and do/advocate for in response to your research)

(bullet points – two lines max per bullet)



# If you just remember these, you'll be fine

## **Making connections:**

Be visible

Find the movers and shakers

Find allies

Use institutional networks

Find your MP

## **Presenting research:**

'So what?'

Where is your topic in the policy cycle?

Understand the policymaking process

Be brief

Provide context



## The Open Innovation Team's top tips to influencing policy-makers:

### DO

- Be proactive in establishing networks and use multiple routes to influence
- Make offers explaining how you could collaborate or contribute
- Be specific about how your ideas and proposals might be applied
- Be succinct and clear in your communications - no jargon!
- Be patient and persistent

### DON'T

- Focus only on your own research
- Assume that officials have expert knowledge
- Ignore the policy context
- Assume your advice will be perfect - be ready to iterate
- Focus too much on methodology; we're usually more interested in implications



Emily Jesper-Mir: [emily@senseaboutscience.org](mailto:emily@senseaboutscience.org)

Hamid Khan: [hamid@senseaboutscience.org](mailto:hamid@senseaboutscience.org)

Drop us a line if you want us to support your researchers with:

- policy engagement training
- public engagement partnership or training
- capacity building for **early career researchers** with media, public and policy engagement

# **DISCUSSION TIME**





# Q&A and Informal Chat

# OVERVIEW OF THE COURSE



## Tuesday 14<sup>th</sup> September

Public Engagement with Science - **Paul Manners**

Interdisciplinary Engagement- **Lizzie Crouch**

*Introduction to Course Assginment*

## Wednesday 15<sup>th</sup> September

Fostering Engagement with Society- **Anna Maria Fleetwood & Cissi Askwall**

Best Practice Case-Study- **Zehra Waheed**

Measuring and Demonstrating Outputs- **Eric A. Jensen**

## Thursday 16<sup>th</sup> September

Building Connections Through Communication- **Dariusz Aksamit**

Best Practice Case-Study- **Paula Liczbańska**

Policy Engagement- **Emily Jesper-Mir & Hamid Khan**

## Friday 17<sup>th</sup> May

Social Media & Impact- **Ger Hanley**

**#SCICOM21**

End of Day 3

**Thank you**