**WCIP Public Engagement Strategy 2020**

The approach the WCIP takes to public engagement (PE) is based upon UK Research and Innovation’s **Concordat for Public Engagement**. Both Wellcome and the University of Glasgow are among the signatories and supporters of the Concordat, which contains four guiding principles.

1. UK research organisations have a strategic commitment to public engagement.
2. Researchers are recognised and valued for their involvement with public engagement activities.
3. Researchers are enabled to participate in public engagement activities through appropriate training, support and opportunities.
4. The signatories and supporters of this Concordat will undertake regular reviews of their and the wider research sector’s progress in fostering public engagement across the UK.

With this foundation in mind, we recognise that we have numerous audiences and stakeholders, each with its own strategic focus. We have identified four key groups where we can have greatest impact and are important in our local environment or the focus of our research. Where appropriate, we aim to work with other organisations, partners and collaborators to increase opportunities for engagement, and to embed and share best practice. Our PE activities will be evaluated and where practicable, meaningful data relating to impact will be collected.

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| **Key Audience** | **Strategic Focus** | **Evaluation Approach** | **Outcomes** |
| **Children of school age and their educators** | We aim to introduce parasitology, microbiology and immunology to school children and their educators, and to stimulate a greater interest in and confidence with STEM subjects. Given the demographic profile and high index of multiple deprivation in some areas of the city, we work with schools where we feel we can have a more meaningful impact and increase science capital. Our activities are in line with those of the Widening Participation Team at the University of Glasgow. | long-term evaluation plan at partner school to track attitudes toward STEM subjects, and subject choice at secondary school. Detailed evaluation plan for National Museum of Scotland exhibit in place.  Evaluation of National Science Week workshops (teacher feedback) in progress.  *Ad hoc* feedback from festivals and one-off events regularly collected. | Creating a positive attitude toward STEM subjects in primary and secondary school children, supporting teachers by helping to deliver microbiology components of the Curriculum, building science capital, and contributing to the University’s widening participation efforts |
| **Non-specialist adult audiences** | We aspire to increase the transparency and accessibility of the work we carry out at the Centre and give non-specialist audiences the opportunity to ask questions about our research and interact with professional scientists. We also aim to raise awareness of neglected tropical disease and provide an insight into how our research is carried out, in order to de-mystify the ‘black box’ of science. Our activities will highlight the global burden of these diseases generally, and work to build trust in the process of scientific investigation. | *Ad hoc* evaluation for single events (quantitative and qualitative feedback), questionnaires and observation.  Evaluation ongoing for WCIP comics including some published academic research. Some programmes (such as Cell Block Science) are externally organised and evaluated.  Detailed evaluation plan for National Museum of Scotland exhibit in place | Increased access to our research and to our researchers via key platforms and events. Creation of forums and opportunities for open discussion and questioning. Raised awareness of neglected tropical diseases and research carried out locally and internationally. |
| **Communities affected by diseases studied at the WCIP** | As many of the diseases we study are limited to the tropical world, we believe that engaging with communities in endemic areas is of paramount importance in helping them to understand the underlying process of infection, and our role in working towards the development of new treatments. We aim to seek out opportunities where the concerns and interests of local communities in relation to parasitic diseases can be heard, and that researchers can gain their perspective on research carried out at the WCIP. At this point in time, some capacity building and some local training will be required. | Community theatre work in Uganda has been evaluated by Acting for Health. Evaluation plans will be incorporated in future work in endemic areas. Current projects involving the use of local theatre, and local social media channels are underway, and evaluation will include measures including attendance of local clinics, and better relationships between local communities and researchers / clinicians. | This work will increase the transparency of research that is going on locally and help to build trust between the community and researchers. In some cases, feedback from events will inform the approach to research – especially in the SchistoPersist project. Other planned events will involve public engagement training as part of the AFRIBoP series of training courses. The aim of this initiative will be capacity-building to avoid a reliance on external sources of expertise in the long-term. |
| **Policy influencers** | Greater interactions in low and middle income (LMIC) regions, particularly our partnership with College of Medicine, Malawi in the establishment of the Blantyre-Blantyre research facility, reflect our leadership role in driving a Scottish (and wider) agenda in Global Health Research. As a result of this work, we are placing a greater emphasis on building and consolidating strategic relationships with key policy makers and influencers both in the United Kingdom and overseas. | Continue to build on our representation at key Government groups, advisory panels and networks. | This activity will enable us to increase our sphere of influence in global development and related health research. We aspire to be the go-to source of expertise for policy makers in the UK and Scottish Government as well as other influencers such as funding bodies, and key opinion leaders. This work is also more widely integrated with similar activities at the University of Glasgow. |

**WCIP as a Centre of Public Engagement Expertise**  
Dr Vickie Curtis continues to be involved in public engagement training for Life Science undergraduates, MSc students and new PhD students at the University of Glasgow. *Ad hoc* training for WCIP staff is also delivered. Dr Curtis continues to work with other institutions to share best practice in public engagement, as well as with other public engagement practitioners at the University of Glasgow, and other Wellcome Centres.