### WIN PUBLIC ENGAGEMENT MISSION

To support **engaged research** that delivers real world impact, we aim to involve **diverse stakeholders**, provide **tools and resources**, and share **best practice**.

### AIMS

**INCREASE IMPACT RESEARCH THROUGH ENGAGED RESEARCH & DIVERSITY IN PARTICIPANT AND RESEARCH COMMUNITIES**
- **Increase diversity** in research by involving stakeholders from diverse backgrounds with different stages of the research process
- **Inform and inspire** diverse groups through engagement at all stages of education
- **Consult and collaborate** with community champions and ensure a thorough feedback loop to inform research processes

**PROVIDE PRACTICAL TOOLS FOR ENGAGED RESEARCH FOR RESEARCHERS**
- Support researchers to **develop pathways to impact**
- **Build capacity** within the Engagement team and wider PI network for early identification of opportunities
- Provide training, feedback and opportunities
- **Develop pathways to impact** mapped onto research programmes at WIN
- Create a database of diverse people wanting to be involved in our research development

**SHARE WIN’S ENGAGEMENT AND SCIENTIFIC EXPERTISE WIDELY TO INCREASE WIN IMPACT**
- **Share** our engagement practice
- **Connect** with relevant industry, policy, and scientific partners to share our research and engagement outcomes to **maximise impact**
- **Write ups** of engagement projects in academic and professional journals
- WIN presence at academic and engagement conferences and society events
- **Collaborations with national partners** (e.g. charities) to promote use of WIN ‘products’ to gain greater impact

### MEANS / ACTIVITIES

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- **Number of WIN research projects that can be described as engaged research increases**
- **Number of individual non-academic stakeholders involved in our research increases**
- Stakeholders feel their views are considered

**OUTCOMES**

- More researchers seek support from the engagement team
- Uptake of training in broad areas of engagement from engagement team and researchers
- Uptake of resources for inclusive research methods increases

**IMPACT (Projected)**

- Research outcomes are more relevant to diverse populations
- More diverse researcher profile at WIN as a result of higher visibility and drive for inclusive research practice
- Science literacy increases in communities where researchers engage with the public

**WIN researchers have greater understanding of the value of engaged research**
- Engaged research, with an intention to make an impact on society, becomes an embedded norm in WIN research culture

**Questions? Ideas? No ideas, but want to get involved? Please contact carinne.piekema@ndcn.ox.ac.uk**