

MISSION	<p style="text-align: center;">WIN PUBLIC ENGAGEMENT MISSION</p> <p style="text-align: center;">To support <i>engaged research</i> that delivers real world impact, we aim to involve <i>diverse stakeholders</i>, provide <i>tools and resources</i>, and share <i>best practice</i>.</p>		
AIMS	<p style="text-align: center;">INCREASE IMPACT RESEARCH THROUGH ENGAGED RESEARCH & DIVERSITY IN PARTICIPANT AND RESEARCH COMMUNITIES</p>	<p style="text-align: center;">PROVIDE PRACTICAL TOOLS FOR ENGAGED RESEARCH FOR RESEARCHERS</p>	<p style="text-align: center;">SHARE WIN'S ENGAGEMENT AND SCIENTIFIC EXPERTISE WIDELY TO INCREASE WIN IMPACT</p>
MEANS / ACTIVITIES	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Support researchers to <i>develop pathways to impact</i> • 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 	<ul style="list-style-type: none"> • Share our engagement practice • Connect with relevant industry, policy, and scientific partners to share our research and engagement outcomes <i>to maximise impact</i> • 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
OUTCOMES	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Awareness of our engagement across a wider/national landscape increases
IMPACT (Projected)	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Greater benefit for stakeholders • Our high-quality engagement has a wider reach