

A "POP –UP" approach to promoting research to patients and public

Research – Creating Tomorrow's Care Today

"How do I get involved"

"How many studies have you got going on?"

"Do I have to take part?"

"so - anyone can get asked?"

Our challenge

Unless directly involved - patients and public were potentially unaware of BCUHB's Research and Innovation activity.

Lack of awareness underplayed the great work being undertaken by our clinical teams.

Our response

We felt that taking the information to patients and public through a rolling programme of **Pop Up events** would be an effective way of bridging the information gap.

Where?

Pitches at all our District General and Community Hospitals, local Universities and Council Business Centres.

We linked in with local and national Research Specialist Interest groups and Health Board Engagement Officers to access new and varied venues.



Awareness Pop Ups are the chance to :-

Raise awareness about National Campaigns such as HealthWise Wales .

Promote local and multicentre studies taking place in BCUHB.

Sign post patient and public to other parts of research infrastructure such as Health and Care Research Wales Public Involvement and Engagement team.

LISTEN to patients and public.



What have we learnt from patients and public in 2017 about what makes a good Pop Up ?

- **Pop Up** Awareness stands need to be **bright and interactive** – must have the “step back” factor.
- Consult **Patient groups** in development of materials
- Best situated in areas of **high foot fall** but with seating and a “quiet” area nearby available if needed
- Avoid jargon or technical terms – keep information **clear**
- Rotate days – to catch different clinic **populations**
- Staff need to be well prepared and **enthusiastic**.
- Information needs to be **relevant** to venue

Making research activity more visible is a big part of BCUHB's Research and Development Department Strategy. Keeping up the momentum will involve:-

Evaluating patient and public feedback from this year's Pop Up activities

Reviewing venues, events and materials

Increasing our opportunities for linking in with other parts of our Health Board such as Specialist areas and patient engagement team to share benefit.

Recruiting some public and patient representatives to help man Pop Up stands.