

Research Engagement Impact Report

2018|19



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Introduction

We fund cancer research to improve the lives of people affected by cancer and prevent cancer from occurring in the first place.

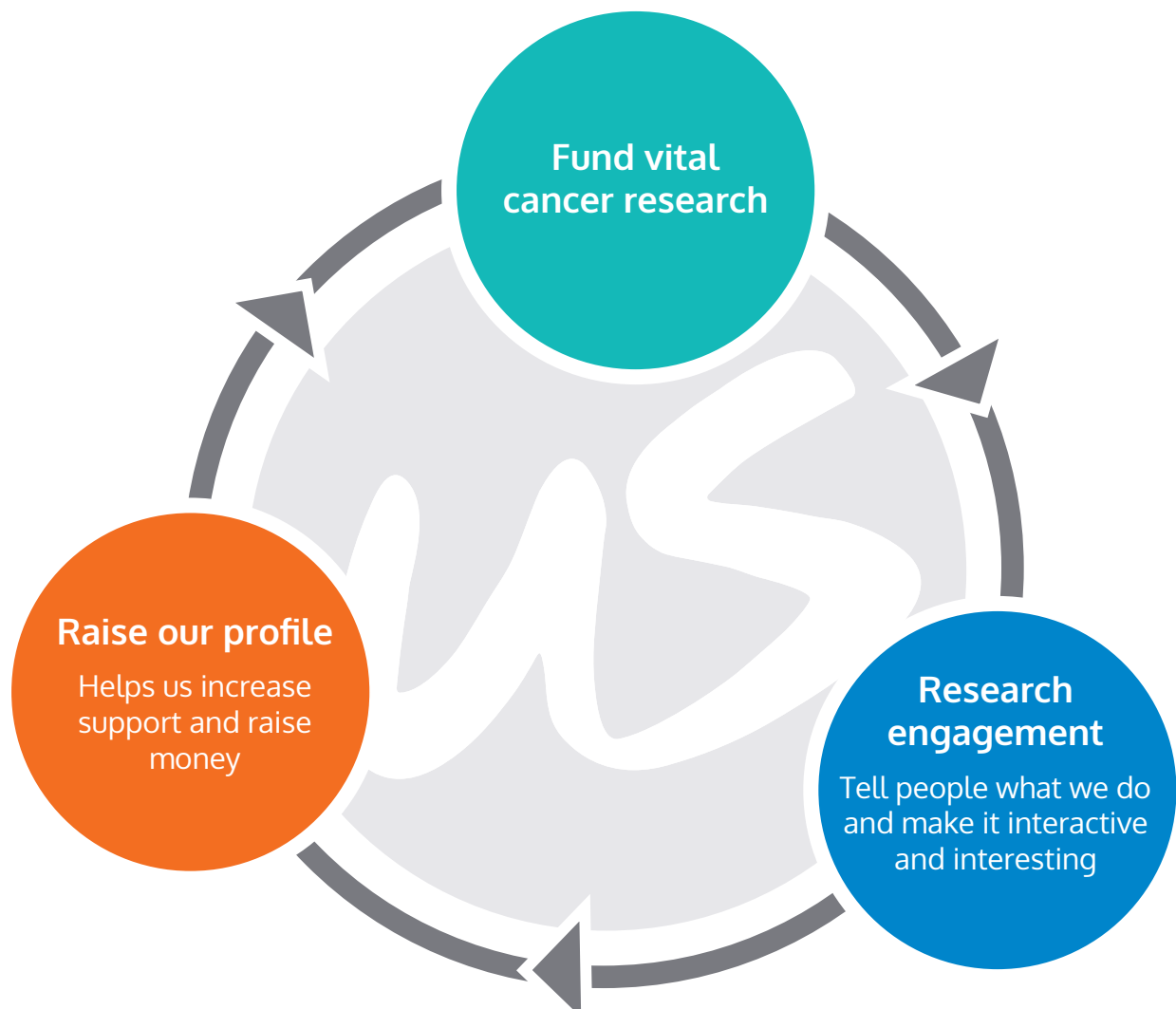
But we need to make sure people know about it, have the opportunity to learn and feel informed, ask questions, give feedback, see our researchers in action, and understand the kind of things we spend their money on. Even though cancer is an extremely sensitive and emotive topic, we try to make our engagement activities as interactive and interesting as possible.

Research public engagement is defined by the National Coordinating Centre for Public Engagement (NCCPE) as:

“The myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit.”

If we engage the public effectively, we raise our profile, more people know about Tenovus Cancer Care and what we do, and we maximise the likelihood that people will continue to, or start to support us. This might be by attending events, volunteering their time or donating money.

This will help us continue to fund cancer research and provide support services to people affected by cancer and their loved ones.



Executive Summary

In 2018/19 our objectives were to:

1. Highlight the research funded by Tenovus Cancer Care by contributing to events and activities.
2. Increase knowledge and awareness of cancer and research on cancer, by contributing to events and activities.
3. Increase engagement activity in North Wales.

We have four target audiences:

- Staff, volunteers and supporters
- Students, academics and public engagement peers
- Children and families
- General public

In 2018/19 we were involved in **28** engagement events including science festivals, lab tours, shop openings and a research celebration event.

In total we engaged with approximately **2,300** people

16 of our students were involved in one or more of these events. Taking part in public engagement activities is a significant part of their development as academics.



Planning and evaluating our engagement activities

This is the process we follow to help us to learn, develop and build on what works:

- Opportunity identified e.g. science festival
- Aims and objectives document written by Research Engagement Manager
- Opportunity circulated to students
- Plans finalised
- Event takes place – during event info gathered e.g. numbers, notable conversations etc.
- Debrief with Research Engagement Manager and students
- Evaluation written up

Staff, volunteers and supporters

In order to raise awareness and increase knowledge of the research we fund it's important to engage our existing, warm supporters. We run a number of events aimed at our staff, volunteers and supporters, the most popular of these are our lab tours.

In 2018/19 we ran four lab tours:

May 2018:	Tenovus Building with PhD students Alex Cocks and Amy Codd
August 2018:	Henry Wellcome Building with PhD students Sarah Galloway, Georgie Mason and Alex Baker
November 2018:	Haydn Ellis Building (staff only) with PhD students Terrence Trinca and Manisha Dass
February 2019:	Institute of Cancer and Genetics with PhD student Rachel Russell

55 people attended these lab tours including staff, volunteers, corporate supporters, community fundraisers and Trustees.

Each lab tour is unique but over time we have acted on feedback and developed a successful format:

- Welcome and overview of What is Cancer and how we fund research from Research Engagement Manager Dr Lisa Whittaker
- Short talks from student hosts and supervisor(s)
- Tour of the lab(s) including hands on demonstrations where possible
- Refreshments, Q&A and close

Following each lab tour, Lisa asks those who attended for feedback, using three prompts:

- Was it what they expected?
- Was it informative and interesting?
- Is there anything we should've done differently?

Feedback has been overwhelmingly positive, for example:

“Overall the tour was very informative. I thought it may be a little boring but it was far from it. It’s opened my eyes to the world of research and the work involved.”

“I found the whole experience very interesting and informative. We saw samples of tumours under microscopes, which reminded me that when I had my mastectomy I did sign a form giving my permission for the tumour to be used for research purposes – so it was good to see that. We visited three labs altogether and the students, and their tutors gave us a brief talk on the research work they were carrying out. There were many questions asked and answers given.”

“I just wanted to say how much we enjoyed and appreciated yesterday’s visit. We were so impressed with the enthusiasm and determination that all the team demonstrated. The talks were very interesting and informative and everyone we met was welcoming, there seemed to be a great deal of “job satisfaction” and their gratitude to Tenovus Cancer Care’s funding was very obvious.”

Lab tours will continue to be a key feature of our engagement work.

It is also great for our students to meet the people who help us fund their research. Following a recent lab tour one of our students said:

“I am so happy that the lab tour was such a success! Reading all the positive feedback has made me emotional... I’m so grateful for all the opportunities and support that Tenovus Cancer Care offered me throughout my PhD. These experiences have significantly contributed to my development as a scientist and I had never imagined I would have loved outreach as much as I do now.”



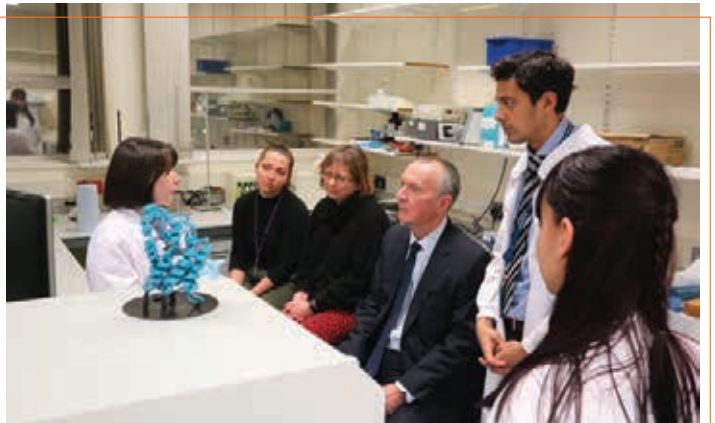
Research Celebration Event

In March 2019, during British Science Week we ran a Research Celebration Event in the Tenovus Building, at the Heath Park Campus in Cardiff.

Our audience, including current and past students and grant holders, community fundraisers, corporate partners, Sing with Us choristers, representatives from GoodGym and Orchard Media and legacy pledgers, were treated to an evening of talks and lab tours.

Our keynote speaker was Prof Steve Hillier, Emeritus Professor of Reproductive Endocrinology at The University of Edinburgh. We funded Prof Hillier's PhD in the early 1970s and we were delighted he could join us at this event.

The title of Prof Hillier's talk was 'Thank you from a Tenovus Scholar' and as he gave us a whistle-stop tour of his 40-year long research career it was obvious how much our funding meant and the impact it has made. It was a pleasure to meet Prof Hillier and introduce him to our supporters. Following the event he said "It was a privilege to represent the Tenovus Scholars of old, and to meet some of the newer ones. I stand ready to help Tenovus Cancer Care in any way I can."



Students, academics and public engagement peers

Our Research Engagement Manager, Dr Lisa Whittaker is a member of the Public Engagement Professionals Network run by the National Co-ordinating Centre for Public Engagement, BIG STEM Communicators Network and a STEM Ambassador.

As well as having a presence at public facing events such as science festivals, Lisa also shares her expertise and public engagement experiences in guest lectures and conference presentations.

In 2018/19 Lisa gave:

- A guest lecture at Swansea University to Applied Medical Science students
- A presentation at the National Coordinating Centre for Public Engagement – Engage Conference 2018 in Edinburgh, and hosted a table discussion on 'Navigating Change'
- A presentation at Science in Public conference in Cardiff
- A guest lecture at Cardiff University to students taking a Public Engagement with Science and Technology module as part of the Science Communication masters programme.

🔗 Lisa runs a lecture on the core module Public Engagement with Science and Technology, which forms part of the MSc in Science Communication at Cardiff University. We have received extremely positive feedback from students, who are super interested in what science communication and engagement looks like in the third sector.

The lecture details how science communication and public engagement is tailored for the particular issues raised by cancer research. Students also get to learn about the history of Tenovus Cancer Care in context.

The external examiner for the MSc programme has also commented on the collaboration with Tenovus Cancer Care, remarking how it is a very positive and interesting aspect of the module.🔗

Dr Jamie Lewis,
Lecturer in Sociology, School of Social Sciences, Cardiff University



🔗 The PM-256 Communicating Medical Science module, which forms part of the B100 Applied Medical Sciences BSc programme, aims to allow students to develop their communication skills including communicating to non-specialist audiences in a variety of formats. Having Tenovus Cancer Care involved in the module was an excellent way to show students how information about topics such as cancer can be communicated to the non-specialist audience using formats such as social media.🔗

Dr Jessica Fletcher
Swansea University

Children and families

As a leading Welsh charity it's key that we have a presence at the main science festivals and science centres in Wales. This allows us to engage with children and families, educate and inspire the younger generation and chat to their parents while the children are doing our fun activities.

In 2018/19 we attended the following events:

Einstein's Garden at Green Man Festival

Swansea Science Festival

Cancer Quest with Techniquest Glyndŵr

Cardiff Science Festival

British Science Week at Techniquest in Cardiff

We engaged with 1,629 people at these events and, with the exception of Einstein's Garden which we're taking a break from in 2019, these are now all annual events in our engagement calendar.



To give you more of an insight, here's what we did at Swansea Science Festival in November 2018, held at the National Waterfront Museum in Swansea:

Our aims included raising awareness of Tenovus Cancer Care and the vital cancer research we fund in Wales, specifically in Swansea and West Wales and delivering a fun and engaging activities aimed at families.



We had a stall with our display board, we ran our 'Cellfie' activity and showcased our new virtual reality lab tour. It was great to work alongside our students Manisha and Kadie at this event.

We spoke to around 250 children and families, took 46 'Cellfies', our VR lab tour was extremely popular and had lots of great conversations and received good feedback. We also had lots of engagement on social media.

At the end of the day Kadie spoke to David and Ceri who are supporters of ours, they loved hearing about her research, they were happy to have their photo taken which was great to share on Twitter.

This is the second time we've attended Swansea Science Festival, which has been running since 2016. We've learned so much from these two appearances and have applied to attend for both days (Saturday and Sunday) in 2019/20 We plan to run a workshop highlighting Kadie's research using nanotechnology and have a stall showcasing other research projects and educational information.

We aim to speak to more people this year and increase knowledge and awareness of the research we fund in Swansea and West Wales.



General public

In order to raise awareness of Tenovus Cancer Care and cancer research with a wider audience of people who may have no knowledge of us, we ran several events to engage with the general public. The largest of these in 2018/19 was an exhibition with the Museum of Cardiff (formerly known as the Cardiff Story Museum).

The exhibition was in the city showcase space of the museum in July and August 2018. It was a celebration of Tenovus Cancer Care's rich history and featured information about our ten founders, the Tenovus Institute for Cancer Research, our Mobile Support Units, Sing with Us choirs and our amazing volunteers.

In addition to the exhibition boards we selected a number of objects to include in the exhibition which added to the story including a branded lab coat and the shovel used to dig the foundations of the Tenovus Institute in the 1960s.

We held a launch event to open the exhibition and also took part in a family day during the summer where Lisa and PhD student Manisha Dass ran biology based activities for children.

Since leaving the Museum of Cardiff we've used the exhibition at the launch event for our third Mobile Support Unit opening by HRH Princess Anne in October 2018. The exhibition was also installed at Techniquest during British Science Week 2018.



Wales Cancer Partnership - Communications and engagement

Our Research Engagement Manager Lisa is a member of the Wales Cancer Partnership Communications and Engagement Group. The Wales Cancer Partnership was established with the ambition to bring together cancer organisations across Wales. There are over 20 members of the partnership, all with the same ultimate goal: to tackle cancer.

One of the first things the Partnership decided to prioritise was getting the message out to the public that although we may be separated by geography and have different logos, we all work together to improve cancer outcomes in Wales, and beyond. To help reinforce this message we set up a group with the aim of improving the visibility of our collaborative working.

The first Communications and Engagement Group meeting was held in May 2016, and brought together representatives from several organisations. Together, this group has planned activity such as Cancer Research Does Techniquet Afterhours, the Wales Cancer Conference, Tackling Cancer Together and Cancer Quest @Techniquet Glyndwr. They also work together on communication campaigns to ensure that messaging about cancer is consistent across Wales. The group comprises a number of experts on the subject of communicating and engaging with the public about cancer.

In 2018/19 we decided to try a digital engagement project on World Cancer Day in February. We invited a panel of speakers to discuss cancer care and research in Wales and this was multi-streamed live on the Facebook pages of Tenovus Cancer Care, Wales Cancer Research Centre and Macmillan Cymru with support from Cancer Research Wales and Cancer Research UK.

The panel:

- Dr Alan Parker, Cardiff University
- Dr Neil Rodrigues, Cardiff University
- Wayne John, bowel cancer patient and volunteer with Tenovus Cancer Care
- Kay Wilson, Senior Research Nurse, Velindre Cancer Centre



Tenovus Cancer Care had:



Reach: 2,929
people who saw this



Views: 1,115
people who watched the
video for three seconds
or more



Engagements: 463
Engagement indicates all
clicks, not only comments,
likes and shares

This was a really successful digital engagement activity, and we're now planning a second Facebook Live during Breast Cancer Awareness Month in October 2019.

Engagement resources and activities

Over the past 4 years we have developed a suite of activities to complement our engagement work:

- Cellfie
- Crafty Cells
- Cuddly Cells
- Supertaster
- Pink spanner
- Display boards
- Costumes
- Mini-microscopes

In 2018/19 we added an exciting new resource to this toolkit:

- The Virtual Reality Lab Tour - created with Orchard Media



Conclusions and plans for 2019/20

We're really proud of our engagement activities over the last year. It's been fantastic to work with our students and create opportunities for them to share their research. It's also been very rewarding to chat to different people about the vital cancer research we fund.

In 2019/20 public engagement with research will remain a key aspect of our work. We'll continue to show our supporters how we spend their generous donations. We will also create and promote opportunities for the public to be involved in research and shape the future of research funded by Tenovus Cancer Care. By having open, two-way conversations about what we do and why, we'll build understanding of cancer research in Wales.

We'll continue to learn from what works and deliver many of our existing engagement activities which, through evaluation, have proven successful. We also want to keep being creative and trying new ways to effectively engage the public.

This year we plan to create a second virtual reality experience with Orchard Media focussing on immunotherapy. We will also create a training resource for our students as an introduction to Science Communication and Public Engagement. We want to continue to build strong relationships with our shops, staff, volunteers and customers and explore shops as a space where we can chat to people about cancer research.



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