

The Citizen Scientist Concept: Building a Research Active Community

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Introduction

The Citizen Scientist Project is a web-based system which allows members of the public to access information about research in their local area. They can find studies to take part in, events to attend and get updates about research. We ask people to sign-up as members to be kept up to date and be the first to know about new opportunities as they become live. To date we have over 2000 people signed up. This poster shows how we did it.

Materials

Lessons learned

Be creative and update your materials such as leaflets. People will get used to seeing the same thing. Use a designer! Free pens help people sign forms!!



Research Partners

We support all Local NHS, Academic and Public Health organisations to help them find participants for their research, and to publicise results at the end. In return the research teams tell other participants about the Project so they can sign up and become members.



Advertising

Building brand awareness is important for the project. In our experience people will hear or read about the project several times before signing up to be a member.



Letting you know about research
You can be the difference! Sign up today
www.citizenscientist.org.uk

Activities

Local radio show appearances and radio advertising. Advertising on the sides of local buses and in local newspapers and magazines.

Lessons learned

Advertising is expensive but is good for building brand awareness rather than getting people to sign up. Many people said "I saw your adverts in the paper" or "heard you on the radio" before meeting us at an event.

Events

Activities

From local community festivals and weekly roadshow events with an information stand in community venues, to large scale public events such as the 50+ show. We also support events such as Salford Research week, International Clinical Trials Day, and attend the Trust annual open day

Not for us!

– supermarkets: we found, people didn't want to be bothered when shopping. Standing in supermarkets didn't work for us.

This is the Mayor of Salford!!!



Lessons learned

This activity is by far the most successful in getting people to sign up to receive information about research. The personal approach allows people to ask questions and find out more before they sign up.



Community Partnerships

Who we work with

We have successful partnerships with local social housing organisations and the health improvement teams with the local authority. We link to several community groups, and also work with Salford City College who have links with local schools. All our partners support our project in their newsletters.

Lessons learned

W.J.I.F.M! Be prepared to offer something in return, such as a talk to a community group or advertise events for partners.

Activities

Health bus activities, meeting fans at local Rugby Superleague matches, supporting local CCG, Healthwatch events. We have information in all GP's community pharmacies and hospital waiting areas.



Adrian Morley is the captain of Salford Reds Super League club!

Communications

Activities

-Social media including twitter and a Facebook community page.
-A monthly e-bulletin to all registered email addresses.
-A quarterly paper based newsletter to all members.
-Talks to patient groups and community groups.
-Meeting people at events.

Lessons learned

-Be consistent – set out a communications plan and stick to it. Our members look forward to their updates. Consistent and informative communications improves public confidence in the project.
-There is always an opportunity to talk about the project if you ask.

