Wellcome communications

Working with the University of Oxford

Clare Ryan, November 2016
Our origins

We remain true to the vision and values of our founder, Sir Henry Wellcome, a medical entrepreneur, collector and philanthropist.
Wellcome exists to improve health for everyone by helping great ideas to thrive.
Wellcome – more than a funder
Mitochondrial donation
Influencing debate

Three-person IVF

Last updated at 6.46PM, January 28 2015

Sir, Mitochondrial diseases are devastating inherited conditions causing disability and death, which are passed from mothers to children. They are caused by faulty mitochondria — “batteries” that provide cells with energy — and cannot usually be prevented or cured.

Mitochondrial donation, sometimes known as “three-person IVF”, offers some affected families a chance of having a healthy child, but the law currently prevents clinical use. After seven years of consultation and inquiry that have revealed broad public, scientific and ethical support, the government has proposed regulations that would allow these families to benefit.

We urge parliament to support these regulations in votes that are expected imminently. A vote in favour will not allow clinicians to offer mitochondrial donation immediately; they will still need a licence from the Human Fertilisation and Embryology Authority, which will be granted only with scientific evidence that any risks in each particular case are low. Passing the regulations now will allow this licensing process to begin, so that families do not face further delay.

The question that parliamentarians must consider is not whether they would want to use this technology themselves, but whether there are good grounds to prevent affected families from doing so. We believe that those who know what it is like to care for, and sometimes lose, an extremely sick child are the people best placed to decide whether this technology is right for them, with medical advice and within the strict regulatory framework proposed. They have been waiting for the science for long enough. They should not have to wait for the law to catch up.
Ebola vaccine
Our approach

Advancing ideas  Seizing opportunities  Driving reform
Advancing ideas

- 14,000 people supported
- 70 countries
- £5bn spending aim over the next five years
Celebrating research

Researcher campaign in November

#advancing ideas

Each day a new early career researcher profiled
Our priorities

Now

• Our planet, our health
• Strengthening research systems in Africa
• Improving primary school science education

Future…

• Vaccines
• Drug-resistant infection
• Diversity in science
• Open data
Communications strategy

• Before we start any communications we ask two questions:
  - What are we (Wellcome) trying to achieve?
  - Who do we need to reach and understand to achieve what we want?
• We want to increase our influence and reach as a global thought leader
• We want to be more prioritised by focusing on fewer topics
• Manage our reputation and strengthen our brand
• Embed a culture of expertise and innovation in communications
How?

We want to make more of our existing network by creating more and better advocates for Wellcome.

We will reserve significant resource to build influence on a few key issues, by repeating powerful messages.

We do this by weekly, quarterly and yearly planning using a series of grids

Test concepts and ideas with our audiences and feed them back to inform our messaging
## Wellcome awards 2014/15

<table>
<thead>
<tr>
<th>Rank</th>
<th>UK Organisation</th>
<th>Number of Awards</th>
<th>Value of Awards</th>
<th>Number of Applications</th>
<th>Number of Awards</th>
<th>Award Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>University of Oxford</td>
<td>115</td>
<td>£161,663,388</td>
<td>216</td>
<td>66</td>
<td>31%</td>
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<tr>
<td>2</td>
<td>University of Cambridge</td>
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<td>£59,510,183</td>
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<td>56</td>
<td>34%</td>
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<tr>
<td>3</td>
<td>University College London</td>
<td>71</td>
<td>£47,566,952</td>
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<tr>
<td>4</td>
<td>Imperial College London</td>
<td>48</td>
<td>£31,907,191</td>
<td>139</td>
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<tr>
<td>5</td>
<td>University of Edinburgh</td>
<td>53</td>
<td>£37,990,317</td>
<td>113</td>
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<td>6</td>
<td>King's College London</td>
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<td>£13,120,616</td>
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<tr>
<td>7</td>
<td>University of Dundee</td>
<td>12</td>
<td>£9,782,253</td>
<td>24</td>
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<tr>
<td>8</td>
<td>London School of Hygiene &amp; Tropical Medicine</td>
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<td>£16,676,819</td>
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<td>27</td>
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<td>9</td>
<td>Newcastle University</td>
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<td>University of Glasgow</td>
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**Past five years**

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<th>Number of Applications</th>
<th>Number of Awards</th>
<th>Award Rate</th>
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<tbody>
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<td>44</td>
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<tr>
<td>10</td>
<td>92</td>
<td>£48,097,834</td>
<td>217</td>
<td>45</td>
<td>21%</td>
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</tbody>
</table>
What we want from you

Strong research communications

Tell us about Wellcome-funded spokespeople – training, advice on building influence, profile building

Coordination across Oxford communications

Cross-promotion of content
Future ideas

Opportunities for regular partnerships?

Global events?

Linking policy and communications on specific initiatives
Contact

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