

What funders want from (your) communications

Pauline Mullin

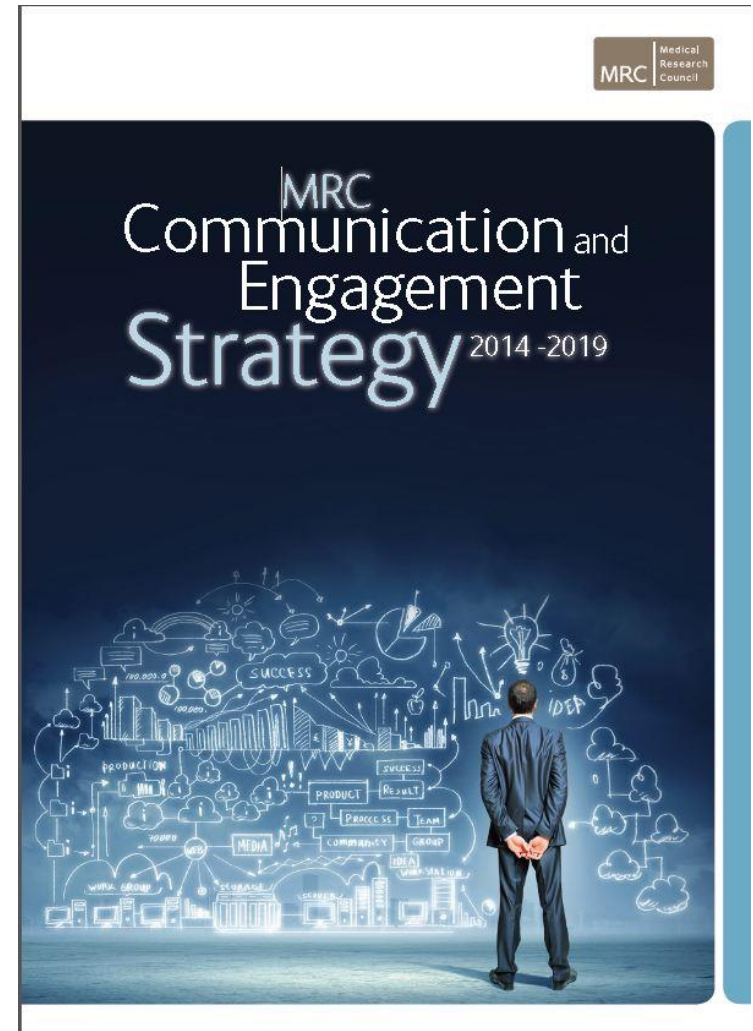
MRC Head of Communication

7 November 2016

MRC Communication and Engagement Strategy

The MRC's communication and engagement strategy supports the MRC Strategic Plan, *Research Changes Lives 2014-2019*

- It sets out how communication and engagement help the MRC deliver its objectives
- Our communication aim is to build advocacy across a broad spectrum of stakeholder groups



A journey from awareness to advocacy

Our strategy is to take our stakeholders and other audiences on a journey from awareness to advocacy

	Raise AWARENESS	Improve UNDER- STANDING	Create a CONNECTION	Win TRUST	Build LOYALTY	Secure ADVOCACY
	> > > >	> > > >	> > > >	> > > >	> > > >	> > > >
MRC Staff						
MRC Community						
Funding Partners						
Patient Charities						
Industry Partners						
Parliamentary						
Journalists and the Media						
Members of the Public						

Encourage public engagement

Research councils expect all publicly funded researchers to engage with non-research audiences

It can expand research

"There are experiments that we wouldn't have done without engagement"

*Professor Dame Nancy Rothwell
University of Manchester*



It can improve your confidence and ability to communicate - an asset in any walk of life

"It developed my skills – I can now talk confidently to a wider range of people" *Dr Matthew Studley
University of the West of England*



It can raise your profile and that of your research

"It has brought a lot of interest from academic, policy and civic quarters in the UK and beyond which has extended my range of contacts and led to new collaborative opportunities" *Professor Sarah Whatmore,
University of Oxford*



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Send articles for our blog or magazines



Health

Hundreds of volunteers to help Alzheimer's

By Dominic Hughes
Health correspondent, BBC News

22 August 2016 | Health

Medical
Research
Council

The MRC

We are a publicly funded organisation in the UK dedicated to improving human health. Founded in 1913. Tweets by our comms team. Blog: insight.mrc.ac.uk

United Kingdom

mrc.ac.uk

Joined July 2009

804 Photos and videos

TWEETS 6,460 FOLLOWING 1,361 FOLLOWERS 29.9K LIKES 3,140 LISTS 1

Tweets Tweets & replies Media

The MRC Retweeted
NIHR Research @OfficialNIHR · 2h
We need people to #peerreview research into epilepsy: ow.ly/GsnG305OOD1

The MRC Retweeted
NationalCentrefor3Rs @NC3Rs · 5h
Winners of the @AALAC and IQ Consortium 2016 Global 3Rs Awards have been announced at #AALAS16 ow.ly/7ixN305PbYG

Paranoia 'reduced with virtual reality' - BBC News



From www.bbc.co.uk - May 5, 9:57 AM

"Researchers have used virtual reality to successfully treat severe paranoia by showing patients that social situations they feared were actually safe."



wife Jillian face an uncertain future

ers are hoping to shed new light on the very early stages of Alzheimer's disease, with the help of hundreds of volunteers.

MRC
Medical Research Council

insight

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The other side of the screen
It's easy for scientists to complain about research being misrepresented in the news, but what happens when you drop a researcher into the crew of the BBC's Horizon programme? MRC researcher Andrew Holding received a...

Read more

Recognise our investments

Research councils bid to government for funding and this is a highly competitive process

- The stronger our outcome stories, the stronger our bid
- The better branded our investments, the easier it is to make our case
- Be an MRC ambassador - acknowledge MRC funding
- Use our branding: you can download logos at www.mrc.ac.uk/branding

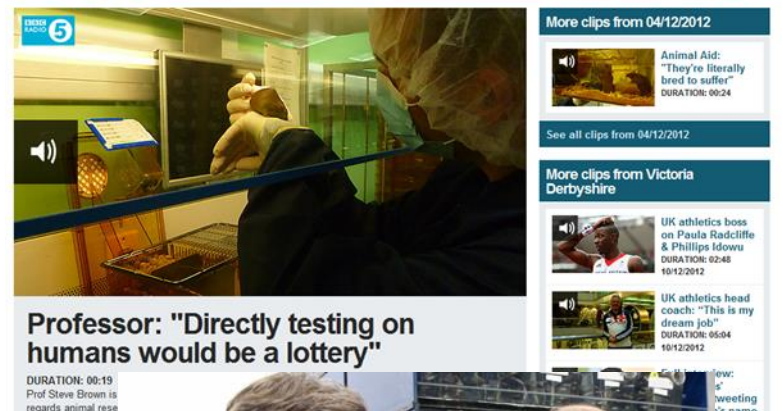


Be open about animal research

- Your university is a signatory to the UK Concordat on Animals and Openness
- We encourage all the researchers we fund to engage in dialogue about animal research



We provide training and coaching for anyone speaking to the media about animals, or hosting a visit to an animal house



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