What funders want from (your) communications

Pauline Mullin
MRC Head of Communication
7 November 2016
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.
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
Help us tell more and better stories

**Talk to us** when your researchers are about to publish – contact press.office@headoffice.mrc.ac.uk

**Share our stories** on social media

**Send articles for our blog or magazines**

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**Insight**

The other side of the science.

It’s easy for volunteers to get excited about research being represented in the news, but what happens when you drop a researcher into the lap of the BBC’s science programme? MRC researcher Andrew Holding received a call one day from BBC News, who wanted to know more about his research into the early stages of Alzheimer’s disease.

The researchers were hoping to shed new light on the very early stages of the condition, with the help of hundreds of volunteers.

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Paranoia ‘reduced with virtual reality’ – BBC News

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