

100 years of life-changing discoveries



Centenary open week events

# Toolkit



May 2013

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# Section One: Logistics and planning

## Security

Health, safety and security are vitally important, particularly if you are inviting visitors onto premises where research is conducted. This applies equally to the safety of visitors and to the security of your premises.

Event organisers should find local health and safety and security contacts in their unit or centre's Research Continuity Plan (RCP), managed by the local RCP lead.

Please contact Cathy Beveridge at the Press Office if you are not sure who this is or if you have any concerns.

In the event of an incident during an open week event, the RCP lead should be the first port of call who can then initiate the Incident Management Team (IMT) response.

## Timings

The RCP lead should be contacted as far in advance of the event as possible, to make sure that any potential security issues have been anticipated and recorded (through EasyRisk) and can be incorporated into the wider event plan.

## Useful templates

In the event of you not having a local risk assessment form available, a template form is provided in this section.

## Contact

Your local security contact should be your first point of contact for preparing for your event, and throughout the duration of your event

## Risk Assessment

It may be necessary to carry out a risk assessment where you are engaging members of the public, particularly where they are interacting with devices or equipment, or where the surroundings may present with unfamiliar hazards to visitors.

Below is a guideline form showing what to record. However, your local H&S officer may have a requirement that you use a particular format so please check with them first.

## Timings

The H&S officer should be contacted as far in advance of the event as possible, to make sure that any risks have been anticipated and recorded (through EasyRisk) so that they can then be incorporated into the wider event plan.

A form is provided next in this section for you to use.

## Risk Assessment Form

Name of demonstrator (please PRINT) \_\_\_\_\_

Name of supervisor \_\_\_\_\_

Name of activity \_\_\_\_\_ Number of participants \_\_\_\_\_

Start date \_\_\_\_\_ End date \_\_\_\_\_

This risk assessment covers the [name of your activities] taking place at [the MRC open week event] at [your location] and the event in general. All demonstrators must read and sign this risk assessment before working on the MRC open week event [name of your event].

Title of event \_\_\_\_\_

Brief description of general overall activity

Potential hazards of general activity and what measures will be taken

The guideline examples shown below from a science fair. Table one lists the potential and table two what measures can be taken to minimise the risks

Hazard	Low	Medium	High
Potential risk of panel falling off			
Potential trip hazard on flooring			
Potential risk of plasma screen toppling			
Potential risk of white boards falling off wall			
Potential trip hazard			
Potential choke hazard if child peels magnet from letters			
Potential risk of theft of reaction time boxes and laptop			
Potential risk of finger injury from repeated pressing of buttons			
Potential for child to get upset if their reaction time is slow			

*Form continues...*

Hazard	Steps taken to minimise risk
Potential risk of panel falling from scaffolding	Panels fixed securely to scaffold and wall, and checked by production manager.
Potential trip hazard on flooring	Flooring secured with high-spec gaffer tape or similar. Any signs of flooring becoming unstuck reported immediately to production team.
Potential risk of plasma screen toppling	Plasma screen mounted on and secured to a purpose-built stand, supplied by professional AV supplier.
Potential risk of white boards falling off wall	Boards fixed securely to wall and checked by production manager.
Potential trip hazard	Activity positioned so that no join in floor covering is within the area of the activity bench. Any signs of flooring being a problem reported immediately to production team.
Potential choke hazard if child peels magnet from letters	Whiteboards positioned at a height younger visitors are unable to reach. On arrival at activity bench, visitors advised not to touch letters. Visitors supervised at all times at activity bench.
Potential risk of theft of reaction time boxes and laptop	Activity bench staffed at all times while the venue is open to the public. Reaction time boxes and laptop locked away in a cupboard each evening when the venue closes.
Potential risk of finger injury from repeated pressing of buttons	If visitor shows any sign of pain or discomfort during the activity, demonstrator to advise visitor to discontinue activity, and to seek medical advice if pain continues.
Potential for visitor to get upset if their reaction time is slow	Staff to reassure visitors that reaction times vary enormously from person to person, and no significance should be read into the reaction time achieved in the course of the activity.

### General Emergency Procedures

General emergency procedures for the building – source these from your own building’s head of security or H&S, which ever is appropriate.

*Form continues...*

At what point will emergency procedures be put into action and by whom?

For example: In the event of an accident which results in an injury to a child visitor, the adult responsible for the injured child will be advised to take their child to the first aid point on the ground floor, in the Duty Manager's Office.

In the event of an accident which results in an injury to a child visitor where the child cannot be moved...

In the event of an accident which results in an injury to an adult visitor...

In the event that the fire alarm sounds, a...

Signed and dated by MRC supervisor \_\_\_\_\_

Date \_\_\_\_\_

Signed and dated by MRC demonstrator \_\_\_\_\_

Date \_\_\_\_\_

## Insurance

If approached by a third party for details of our employer's or public liability insurance, MRC establishments can provide the following response.

"As an employer, the MRC recognises that it is liable for the payment of civil damages should there be a successful claim against the MRC.

The MRC however, as a public body accountable to the Department for Business, Innovation and Skills (BIS), does not carry Employer's Liability or Public Liability Insurance. It is specifically exempt from Employer's Liability insurance and an exemption certificate has been issued to Council to that effect.

The MRC acts as its own insurer, responsible for the payment of compensation from its own budget. If an award exceeded the capacity of the MRC to settle, MRC is indemnified by HM Treasury."

# Section Two:

## Communications and branding

### Messages

The three top messages about the MRC and the Centenary are:

- Medical research changes lives.
- MRC research is world-class and has global impact.
- MRC research is about people.

The text below has been used in a range of documents to publicise the Centenary. You are welcome to use these for any publicity materials which you will be creating for your event.

#### Message 1: About the MRC

Over the past century, the Medical Research Council has been at the forefront of scientific discovery to improve human health. Founded in 1913 to tackle tuberculosis, the MRC now invests taxpayers' money in some of the best medical research in the world across every area of health. Twenty-nine MRC-funded researchers have won Nobel prizes in a wide range of disciplines, and MRC scientists have been behind such diverse discoveries as vitamins, the structure of DNA and the link between smoking and cancer, as well as achievements such as pioneering the use of randomised controlled trials, the invention of MRI scanning, and the development of a group of antibodies used in the making of some of the most successful drugs ever developed.

Today, MRC-funded scientists tackle some of the greatest health problems facing humanity in the 21st century, from the rising tide of chronic diseases associated with ageing to the threats posed by rapidly mutating micro-organisms. [www.mrc.ac.uk](http://www.mrc.ac.uk)

#### Message 2: Suitable for a newsletter or blog

From the discovery of penicillin and MRI to HIV drug trials and bowel cancer screening tests, the MRC has made a major impact on human health; inspiring scientific endeavour, collaboration and success in biotechnology, creating life-saving drugs and delivering research that drives modern healthcare policy. Founded on 20 June 1913, initially to tackle TB, the MRC now invests taxpayers' money in some of the best medical research in the world across every area of health.

Marking its centenary in 2013, a series of public events will be hosted across the UK between 20–30 June.

A range of science festivals, events and open days will spark face-to-face interaction with the (our) scientists and the (our) science. Events range from science busking, photographic installations, laboratory tours and art exhibitions, to hands-on family activities, films, debates, demonstrations, workshops and performance.

In its first 100 years, the MRC has been at the forefront of scientific discovery to improve human health. Twenty-nine MRC-funded researchers have won Nobel prizes in a wide range of disciplines,



and MRC scientists have been behind such diverse discoveries as vitamins, the structure of DNA and the link between smoking and cancer.

Other notable achievements include pioneering the use of randomised controlled trials, the invention of MRI scanning, and the development of a group of antibodies used in the making of some of the most successful drugs ever developed.

Today, MRC-funded scientists tackle some of the greatest health problems facing humanity in the 21<sup>st</sup> century, from the rising tide of chronic diseases associated with ageing to the threats posed by rapidly mutating micro-organisms.

Details of the nationwide series of events can shortly be found on the MRC's Centenary Website along with a timeline chronicling its 100 years of life-changing discoveries [www.centenary.mrc.ac.uk](http://www.centenary.mrc.ac.uk)

### Message 3: 100 years of life-changing discoveries

One hundred years ago, a fledgling medical research committee held its first meeting. Set up to oversee a national fund for medical research into tuberculosis, it later evolved into the Medical Research Council. Over the past century, our scientists have made thousands of life-changing discoveries which have benefited scientific knowledge and human health across the globe. Find out more on the MRC Centenary website at [www.centenary.mrc.ac.uk](http://www.centenary.mrc.ac.uk)

#### 1916 – Rickets is caused by a lack of Vitamin D

Sir Edward Mellanby discovered that rickets, a deforming and painful childhood bone disease, is caused by lack of vitamin D and can be treated with cod liver oil.

#### 1929 – Nobel for discovery that vitamins are important for growth and health

Studying the diet of rats, Sir Frederick Gowland Hopkins found that they grew well only if he supplemented their diet with milk, which led him to discover essential nutrients for growth and health – now known as vitamins. Sir Frederick won a Nobel Prize for his discovery.

#### 1933 – Discovery of the flu virus

MRC scientists proved that flu is caused by a virus, rather than a bacterium, after studying ferrets in their laboratory which had caught the illness.

#### 1946 – First ever British cohort study begins

The MRC-funded National Survey of Health and Development study has followed the lives of a group of people born in one particular week in 1946 for 67 years. Over six decades it has taught us much about how growth, health and environment in early life affect risk of disease in adulthood.

#### 1953 – Structure of DNA unravelled

Work by James Watson, Francis Crick, Maurice Wilkins and Rosalind Franklin revealed that the molecular structure of DNA is a double helix. DNA encodes genetic information and transmits it from one generation to the next.

#### 1960s – Clinical trials of radiotherapy for cancer

MRC scientists started in-depth trials in the 1960s to test radiotherapy, the controlled use of high energy X-rays, as a treatment for cancer. Today around four in ten cancer patients have radiotherapy.

#### 1973 – MRI invented

Sir Peter Mansfield devised a way to harness cells' natural magnetic properties to produce images of soft tissues in humans, leading to the development of magnetic resonance imaging (MRI). Today, all major UK hospitals have whole-body MRI scanners.

#### 1984 – DNA fingerprinting invented

DNA fingerprinting, invented by Sir Alec Jeffreys at the University of Leicester, can reveal distinctive patterns of DNA fragments that are unique in everyone apart from identical twins. The technique is now used for medicine, forensic science and paternity testing.

#### 1995 – Deep brain stimulation treatment for Parkinson’s disease

Oxford neurosurgeon Professor Tipu Aziz discovered that electrically stimulating a part of the brain called the pedunclopontine nucleus in primates relieved the tremor symptoms experienced by Parkinson’s disease patients. This technique has since benefited over 30,000 patients worldwide who do not respond to drug treatment.

#### 2009 – Saving more HIV patients lives in Africa

A major trial carried out in rural Africa showed that more HIV patients could be treated safely and effectively for no additional cost by focusing funding on anti-retroviral therapy (ART) monitored by trained health workers rather than on expensive blood tests.

#### 2012 – Text message support service doubles smoking quit rates

The MRC funded a trial of an affordable mobile phone support programme to help smokers to give up, called Txt2stop. Txt2stop was shown to double smoking quit rates and in 2012, the Department of Health launched the programme on the NHS. By March 2013 over 44,000 smokers had signed up.

## Press and media

To raise public awareness of the MRC’s centenary and encourage attendance at the regional open week events the MRC will aim to:

- Generate regional print, broadcast and online news coverage of the MRC’s centenary and its programme of regional events/activities across the UK, raising awareness of “life-changing MRC science on your doorstep”.
- Complement regional coverage by seeking feature coverage in national and science specialist media outlets to coincide with MRC’s official centenary anniversary on 20 June 2013.

To ensure continuity of messaging and approach, all press releases will be drafted and issued by MRC London head-office. Regional press releases will be circulated to the designated centenary communication leads for collaboration and comment.

The releases will include the results of a small public opinion survey, commissioned by the MRC, alongside information about highlight activities taking place in each geographical area. Please note that not all events will be listed in the press releases but links to the centenary website, where all public events are viewable, will be included.

MRC headoffice will work with the designated centenary communication leads in Units to identify media spokespeople and provide training where appropriate.

For further information or support contact Grace Money T: 020 7395 2281 [grace.money@headoffice.mrc.ac.uk](mailto:grace.money@headoffice.mrc.ac.uk)

### Timing

Press releases will be finalised with Units by the end of May.

Press releases will be tailored with survey data relevant to key locations and will be issued by the MRC press office, under-embargo, in the week commencing 16 June for news coverage on 20 June 2013

Media training, if appropriate, will be given to designated media spokespeople in the immediate lead up to 20 June 2010.

## Photography

If you are planning to take photographs of your event, you must obtain consent for all photograph subjects in advance for close up shots. Minors cannot give consent – this must be provided by a parent or guardian.

If you are holding events involving schools, talk about permissions with the teacher you are liaising with. Often schools request that parents complete a generic consent form for photography at the beginning of each academic year.

The MRC has a generic consent form which we recommend you use a template is available in this section.

## Consent to photography by the Medical Research Council

We would like to take photographs of participants at [insert MRC event details] for promotional purposes. To comply with the Data Protection Act 1988 the MRC requires your permission to do this. Any images taken will be stored digitally on a secure server.

### Your consent

In view of the explanation given to me by [insert name/position] on [insert date], I agree that I/my child will appear in photographs to be taken for Medical Research Council publicity, information and exhibition purposes including those promoted via the internet. I understand that they may be used in articles and display material seen by the general public. I also understand that these images will not be used by other organisations other than in relation to the promotion of MRC activities and that I will not benefit financially from the future use of these images.

Event: \_\_\_\_\_

Photo shoot date and venue: \_\_\_\_\_

Photographer: \_\_\_\_\_

Contact name: \_\_\_\_\_

Participant name: \_\_\_\_\_

Signature (guardian if under 18): \_\_\_\_\_

Name of guardian: \_\_\_\_\_

Date: \_\_\_\_\_

## Archiving images

We would like to encourage the MRC community to send us any science related images that you take or have permission to use.

We would, in time like to be able to develop a database of MRC images photographed by the MRC Community and this would also allow us to use real images in some of our MRC publications and online.

If you are taking photographs during your MRC Open Week event, and are happy for us to use them please send these to [imagearchive@headoffice.mrc.ac.uk](mailto:imagearchive@headoffice.mrc.ac.uk). Along with a description about the image.

This ideally would include:

- A description of the subject in the photograph.
- The photographer's name.
- The date and location of the photo.

Please ensure that the file you send is no larger than 10mb.

## Design and the MRC brand

Every MRC communication is an opportunity to influence how external audiences see the organisation. To help make the most of this opportunity, our communications should convey the MRC's values and aims through their visual style and content.

The MRC's branding site contains guidance about the MRC brand, including logos, colours, typefaces and fonts and the use of images. You will find specific guidance about producing leaflets and brochures, invitations and posters.

### Centenary branding

There is a 13 page Centenary Branding Guidelines document on the MRC's branding website. There are also templates for logos and a range of documents which you are welcome to use throughout the centenary year:

- Centenary Branding Guidelines.
- Centenary Powerpoint template.
- Centenary logos – with strapline.
- Centenary logos – without strapline.

A link to all these assets is provided at [Links and downloads](#).

### Open week specific templates

We have developed a blank template poster and also a branded blank pop-up banner and will be uploading the original Illustrator file to the MRC branding website. This will enable you to give your design supplier an appropriate file from which to design your bespoke banner.

Please do remember that the MRC branding guidance regarding colour palette and fonts does still apply, and if you are in doubt about the style of content we do also have a writing guide available on the branding website. Please ensure that when you are commissioning design that these guidelines are also submitted to your supplier so that they can use the correct brand identity.

Your regional communications manager will be able to give you advice about the content for your planned posters and banners if you do not have a design specialist available to help you, but we recommend you do keep banner content to a minimum as dense text is rarely suitable on this sort of exhibition material.

**Note:** You'll also be receiving generic MRC centenary banners as part of your open week merchandise.

### Timing for design and print production

It is always sensible to get your materials into production as soon as you have agreed the content and know the dates and locations are confirmed.

One tip about working with designers, is that it is far easier if you have signed off your written work, had it agreed by management, and proof-read it BEFORE you send it to your designer.

Your designer is not going to check for factual accuracy, or proof read your work, and you should expect to go through no more than one draft stage before it is ready to print. Therefore what you do BEFORE you send it to the designer is crucial or there is always a danger that you will be charged for any more than one draft stage.

However, you can contact your designer before you are ready with the text to give them a heads-up that work is coming their way, as they could have a heavy schedule and if you leave it to the last minute you may be disappointed. Arrange a production schedule with the designer, and perhaps arrange a meeting so you can talk through the options for your materials, in keeping with the brand guidelines. They will then be better able to quote a more accurate lead time from receiving the order to delivery date.

Therefore:

1. As soon as possible decide within your unit/centre what materials you want to produce and estimate the numbers of each item. If you want to include images, you will need to be sure you have permission to use those images within copyright law. If in doubt, don't use them unless you have written agreement with the legal owner of the image. Write your content and bear in mind the scale of the document you are writing for as well as the audience.
2. Source a designer about the cost of production and tell them the amount you will be needing, the different items if you have more than one product and importantly when you need them. Have a meeting with them if you can, and take the MRC brand guidelines with you or email a link to these at the onset of your enquiry. Tell them that you have templates available in Illustrator files, as they may want to see these up-front to familiarise themselves with the product.
3. Place your order and remember to include:
  - The name you have given to the item (eg: Open week window poster).
  - Type of item (eg poster).
  - Size (eg A3).
  - Paper stock (eg: 300 gsm – weight of paper where appropriate, and the designer would be able to guide you which is best).
  - Number of ink colours to be used and their pantone reference (pantone colours as per the brand guidelines).
  - Number of items (eg 500).
  - Your contact details.
  - Expected delivery date.
  - Quoted price agreed.

4. When you place your order remember to ask when you can expect the first draft to get to you. Make sure you have already identified those of your colleagues/managers who have to sign off the work, and ensure they are going to be available at the time when the work needs to be approved.
5. If there are changes and comments, mark up a printed version of the document for your records, and if possible also the electronic version. If you are unable to mark up the electronic version, then note clearly line by line what the changes are, in an email to the designer, and follow that up with a phone call. Don't forget the headlines!
6. When the final version comes through to you, check it carefully against your original corrections. If all have been made then you only need to have this signed-off in-house and you can give the designer the go-ahead.
7. When the item(s) arrive, please do check again as version mistakes, although rare, can happen. This is one good reason for getting your material into the production schedule early, as anything can then be amended without jeopardising your promotional plan.

## Branded items available

We have produced a range of centenary-branded items for use at MRC public engagement events during our centenary year, including the Open Week Events.

These items include:

- Pens.
- Rulers – 30cm rule.
- Canvas bags – canvas shopper with centenary logo and strapline.
- Key rings – standard key ring displaying centenary logo.
- Changing Lives booklet – public-facing information about the MRC.
- A leaflet about the MRC Public Panel – a mechanism to enable members of the public to get involved in MRC activities on a project-by-project basis.

## Stock deliveries

All units, institutes and centres who are participating in the centenary open week will receive a box of promotional items ahead of their event.

This delivery will include:

- 250 x pens.
- 200 x rulers.
- 200 x canvas bags.
- 200 x rulers.
- 200 x Changing Lives booklets.
- 75 x MRC Public Panel leaflets.
- MRC centenary pull-up banners x 2–3.
- MRC centenary t-shirts for staff to wear (up to 10 per event).

There is no need to make an individual order for your open week event as this is all being coordinated centrally.

## Timing – delivery date

You will receive your stock delivery either during the **last week of May or the first week of June 2013**. We will be in touch closer to the day to confirm names and addresses for deliveries

## Ordering additional stock items for your event

MRC centenary branded stock is limited. However, if you do require additional stock for your event, you are asked to contact [Samir.shah@headoffice.mrc.ac.uk](mailto:Samir.shah@headoffice.mrc.ac.uk) in the first instance with your order and justification. Additional stock orders will be considered on an individual basis.

## Additional MRC centenary brand design resource

During our centenary year, the MRC has created a special Centenary version of its logo. This, and a variety of stationery templates, are available for download from the MRC branding microsite.

Also available is a set of guidelines for how to use the MRC Centenary logo and you are encouraged to read these and make sure that when you produce your own promotional materials, activity stands, websites etc. that you adhere to the guidelines as closely as possible.

If you have any queries in regards to use of the logo, please contact Vin Kumar at [vin.kumar@headoffice.mrc.ac.uk](mailto:vin.kumar@headoffice.mrc.ac.uk)

We are also looking to add a set of centenary stock images to the microsite that you can download for use on any promotional materials that you produce. We will notify you of any new materials through the Open Week mail group.

## Links and downloads

Style guide: <http://branding.mrc.ac.uk/imagebank-mrc/action/viewHome>

[www.mrc.ac.uk/branding](http://www.mrc.ac.uk/branding)

Blank templates in Illustrator are also going to be available for you to use with your local design support or local supplier of design and print services.

The MRC Centenary website includes the [MRC Centenary Timeline](#) which chronicles 100 years of life-changing discoveries and shows how our research has had a lasting influence on healthcare and wellbeing in the UK and globally, right up to the present day.

## Contact

To order supplies of MRC Centenary branded good, please contact Samir Shah, Communications Officer on 020 7395 2282 or [samir.shah@headoffice.mrc.ac.uk](mailto:samir.shah@headoffice.mrc.ac.uk)

## Using social media

The following is an extract from the MRC's guidelines on using social media.



Social media is an excellent channel to publicise and provoke discussion around the MRC's Centenary open week events. You are encouraged to use it, but to be aware of the potential pit-falls of venturing into the grey areas between personal and professional use.

If you will be using a Twitter or Facebook account during open week then please let us know what this is – we can then make sure we follow and like your page.

We encourage you to use our Centenary hashtag [#100MRC](#) when tweeting and also mention [@MRCComms](#) if you can, and we will re-tweet where appropriate.

## Introduction

'Social media' is a term used to describe web services and tools that allow you to interact with others in the sharing of information, opinions and content. Some of the most popular examples of services are Twitter, Facebook, Flickr and YouTube as well as more generic activities like blogging. With social media, the emphasis is very much on building communities of interest and encouraging people to participate, even in small ways such as rating content or commenting on blogs.

All information conveyed through social media should be considered public, and it should be assumed that unless particular restrictions are put in place all such information could end up anywhere at any time.

This document is a guide to staff (including students and visiting workers) engaging with social media, and it is aimed at both new and existing users. It is appreciated that many staff have been active in this sphere for some time in both work and personal capacities. This is not an attempt to control personal use of these services. However, it is recognised that the blurring of the work and the personal space that is a feature of social media can sometimes cause problems or conflicts of interest when posts made in a personal capacity are associated with the MRC or mistaken for the official position on an issue. These guidelines aim to create an environment that allows users to operate in their own best interests, as well as those of the MRC.

Any social media activity undertaken during work time on MRC equipment should comply with the MRC Computer Usage, Internet and Email Monitoring Policy.

## Personal use of social media

Social media can blur the boundary between the personal and the work space. It is an individual choice; some people like to keep separate accounts for their work and personal life, but many people do not.

This is not a bad thing at all and can help to build relationships by revealing shared interests and provide welcome humour and informality. However, it can sometimes cause problems when personal posts that maybe at odds with or critical of organisational objectives are identified with the MRC. Blogs or websites which do not identify the author as an MRC employee, do not discuss their work or the activities of the MRC and are purely about personal matters would normally fall outside this guidance.

However, if you identify your employment with the MRC and regularly post on work matters or the activities of the MRC in a public forum, you will be associated with and could be viewed as a spokesperson for the MRC, whether you intend to be or not. There is potentially a conflict of interest and, as an employee, you need to take responsibility for that. The general guidelines relating to the use of social media in a professional capacity apply (see below).

MRC staff should maintain the same high standards of professional behaviour that is expected of them in other public fora and should avoid any activity that could bring the MRC or its work into disrepute.

If there is any doubt staff should refer to the Staff Code of Conduct for clarification of the behaviour expected of MRC employees.

### Link

This link will take you to the full version of the MRC's Social Media Guidelines:

[www.scribd.com/doc/103792385/MRC-Social-Media-Guidelines](http://www.scribd.com/doc/103792385/MRC-Social-Media-Guidelines)

# Section Three: Engagement

## Stakeholder engagement

Any event can be used as an opportunity to engage stakeholder groups relevant or important to you and your establishment. If you do intend to engage (some of) your stakeholders, set clear objectives in order that you (and your colleagues) know what you are trying to achieve. This will also help you formulate the messages you want to get across, who to invite, and what format the engagement should take.

Key messages should be prepared to reflect the importance of your establishment and the nature of research it delivers. A key message is the information you would like all those who attend or hear about your event to remember and repeat. Preparing key messages will help you to deliver information to your audience and focus your communications.

### Centenary key messages

The key message for the Open Week events is the achievements of the MRC over its 100 year history. Below is a form of words which you can use which may form the back-bone of any stakeholder materials you choose to develop.

### Stakeholders

The audience for your event may extend beyond the public to include those individuals and groups with whom your establishment would like to engage.

Stakeholder groups to consider inviting include:

- University Principal, Chancellor or Vice-Chancellor (where relevant).
- MRC Management Board representative/s.
- MRC Board Manager or Programme Manager.
- Institute/Unit/Centre research and support staff.
- Campus or site neighbours, eg local NHS Trust, medical school.
- Science teachers in local (secondary) schools.
- Representatives from local patient groups or charities with an interest in the centre's area of research.
- Participants in your research.

## Public engagement

The idea of 'a general public' is a bit of a myth, the public is made up of lots of smaller groups that have interests that may or may not align with your event. For example, early years undergraduate students are members of the public but so are retired scientists and teachers, and all are groups that will potentially be interested in a science event.

Think about who the likely audience, within the wider public, is for the event or activity you are organising and then consider what the best ways of reaching the different groups in your audience are.

For example a mention of an event on Twitter might be seen by a cohort active in social media whereas a listing in a local magazine or posters in local cafes and shops will share the message with those who don't have an online presence.

When you look at the guidance documents we have included links to below, those with 'public engagement' in the title are more relevant than those with 'public dialogue' – the dialogue documents are more about planning large-scale consultation exercises.

## Links

The National Co-ordinating Centre for Public Engagement provides advice which you may also find helpful.

[www.publicengagement.ac.uk](http://www.publicengagement.ac.uk)

## Engaging politicians

### MPs and Councillors

The names of your local MP and Councillors can be found by entering the relevant postcode on [www.writetothem.com](http://www.writetothem.com)

All MPs have the same postal address, which is: House of Commons, London, SW1A 0AA.

Most MPs can also be contacted by email. Once you know who your MP is, their contact details and websites can be found by searching for the MP alphabetically on the UK Parliament website [www.parliament.uk/mps-lords-and-offices/mps/](http://www.parliament.uk/mps-lords-and-offices/mps/)

If you do decide to email your MP, remember to include the full postal address and postcode of your event location, so they can confirm that it is in their constituency.

### Local Authority and Mayor

There is a dedicated page on the direct gov website which can be used to find contact details for your local authority. This is a simple postcode search which can be carried out by entering your postcode into the search function at the following link <http://local.direct.gov.uk/LDGRedirect/Start.do?mode=1>

Once on the Local Authority website, search using 'mayor' or 'mayor's office'.

If there is no search function, try searching under the 'A to Z' listing if the website has one.

# Section Four: Evaluation

Each person responsible for a Centenary event or project is asked to produce an *MRC Centenary Project/Event Evaluation Report* which will feed in to the overall Centenary Programme evaluation. This section is intended for these people: it is not intended as a comprehensive guide to project evaluation, several of which already exist, but it is designed as a guide to the process of producing an evaluation report.

## Why evaluate?

Evaluation of the Centenary programme will bring many benefits and is a routine part of MRC communications activity. Specifically, evaluation will:

- help to ensure each project has clear aims and objectives from the outset;
- establish to what extent the Centenary objectives have been delivered and with what impact, where this is practical to gauge;
- help communications staff to improve their practice in public engagement;
- lead to shared learning across the MRC and potentially among other Research Councils;
- provide a body of evidence on what took place during Centenary and its effectiveness;
- in the case of the MRF, help to justify financial support for the Centenary;
- inform the planning of future activities and improve them;
- validate (through impact) the effort and resources that have been committed to the Centenary – and, to a lesser extent, to validate public engagement more generally;
- help to encourage more people to take part in public engagement;
- help to embed the Centenary legacy.

## MRC Centenary ambitions and communication objectives

The MRC Centenary will:

1. Be a platform for the MRC to show how it intends to build on the gains of the last 100 years to ensure its long-term sustainability and excellence at the heart of medical research worldwide.
2. Help the MRC to continue to support world-class medical research through attracting and supporting the world's best scientists.
3. Create new and nurture existing advocates – internally and externally – for medical research and the MRC worldwide.
4. Re-assert in public opinion the MRC as a 'national asset' that improves the health of people and generates wealth both in the UK and across the globe.

The MRC Centenary ambitions outlined above will be realised through the following objectives:

1. To improve perceptions and understanding of the MRC among the public, policy makers and influencers, the scientific community, industry and user-led groups to provide a mandate for and investment in sustainable medical research over the long-term. (Centenary Ambitions 1–4)
2. To raise awareness among external stakeholders of the MRC’s ‘direction of travel’, achievements, impacts and areas of advancing medical research to show the high return on taxpayers’ investment. (Centenary Ambitions 1–4)
3. To engage MRC staff and workers, scientific and non-scientific, in order to share knowledge of the MRC strategic aims and Centenary ambitions and for all staff to better appreciate how and where each contribution fits. (Centenary Ambitions 2, 3)

As previously mentioned, an ‘MRC Open Week Evaluation Report’ should be produced by the responsible person for your event or project, and returned to Paula Daly on [paula.daly@rcl.mrc.ac.uk](mailto:paula.daly@rcl.mrc.ac.uk)

A template form for your Open Week Event Evaluation Report is provided in this section.

## MRC Open Week Event Evaluation Report

Your contact details: \_\_\_\_\_

\_\_\_\_\_

Project/event title: \_\_\_\_\_

Venue and date(s): \_\_\_\_\_

Which Centenary objective(s) will this activity support? \_\_\_\_\_

\_\_\_\_\_

What question or questions are you trying to evaluate as part of the Centenary objectives? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What additional material have you provided (quotes, images, links etc, if any)? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Evaluation Report: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Your responses: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Form continues...*

Inputs (the activity carried out – venue, date, numbers of attendees/participants, staff etc): \_\_\_\_\_

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Outputs (reach and frequency of the activity): \_\_\_\_\_

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Outcomes (What did participants recall, think or feel as a measure of the impact of awareness, understanding or attitude?) \_\_\_\_\_

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Impact (Did the activity have a measurable impact? What type of impact? Could the impact have been greater? What was the overall intended or unintended effect or influence of this activity?)

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Any other information: (eg collaborations with other organisations, usable quotes or anecdotes, any key learning points from your experience, any plans to build on the lessons learned?)

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Please send any images or material which can be reproduced to HO with evidence of consent if required. Find out more about sending us your images at [Archiving Images](#).



## MRC Centenary Evaluation

In overall terms, the evaluation of the MRC Centenary programme of activities will seek to address:

### EXPOSURE

To what degree have we created exposure to our content and message?

Leading to:

### ENGAGEMENT

Who is interacting and engaging with our content? How and where?

Leading to:

### INFLUENCE

How we influenced perceptions and attitudes of our target audiences

Leading to:

### ACTION

What actions, if any, have our target audiences taken or will take?

## The evaluation process

As mentioned previously, each person responsible for a Centenary event is asked to produce an Evaluation Report which will feed in to the overall Centenary Programme evaluation. The steps described below are a suggested process to follow.

### 1. Link evaluation to objectives

The Centenary programme of activities has three broad communications objectives and these are listed as a reminder on the evaluation report. In broad terms, each activity or event should seek to address one or more of these objectives.

Within these objectives, each activity or event should be planned to address one or more specific questions. It is the success of the activity or event in providing answers to these specific questions that the evaluation should be focussed.

The evaluation report provides a means to feed back any additional material that can be used to promote the Centenary, such as images, quotes, items of media coverage etc and which might ultimately contribute to the overall evaluation that will be compiled by the Centenary Co-ordinator at the beginning of 2014.

### 2. Establish a methodology

It is important to establish at the outset which tactics will be the most appropriate to help to answer the specific questions posed in the evaluation. A check should be made to see if any baseline data exists or if it is possible to create a baseline from which any evidence of change can be measured. Sampling is also important – it isn't necessary to evaluate everyone and every activity – just a representative sample. Quantitative data usually involves larger sample sizes (eg 40–60) and at least 100 people should be asked before expressing results as percentages (which should be based on the total number of people who answered the question, rather than for example all people at an event). Qualitative data involves smaller sample sizes (eg 10–20) but results in more detailed information.

A sample methodology might look something like this:

“A range of qualitative and quantitative tactics will be employed including 3 interactive questions, in-depth interviews with sample schools and families, and staff debriefs. Attendance numbers of adults/children will be recorded. A baseline will be established as part of the in-depth interviews – questions asked before seeing the show and then questions asked afterwards. Comments will also be collected through social media, feedback questionnaire and Post-It notice board.”

### 3. Select performance metrics

The chosen methodology for the evaluation will be implemented through the measurement of various performance metrics based on:

- Inputs (the activities that were carried out, when and where; resources that were used).
- Outputs (how many people had the opportunity to see, hear or take part).
- Outcomes (an assessment of the immediate impact of the activity or event on awareness, understanding and attitude).
- Impact (any known actions taken by the target audience as a result of the activity or event).

It is not necessary or practical to measure everything, but at least one measurement in each of the above categories would be desirable.

The structure and headings for evaluation used in the MRC templates are the same as those used in Researchfish (formerly MRC e-Val) as this should enable easy input of Centenary event data into Researchfish when required.

### 4. Decide what data collection method/s to use

The next stage is to decide which methods or techniques will be used to collect data to measure the chosen performance metrics. There are many techniques for data collection. They fall broadly into two categories.

- Quantitative methods collect information involving measuring, counting, summarising and aggregating data and statistical analysis.
- Qualitative methods collect information involving how people feel, what they experience and delve into processes and understandings.

The evaluation report should ideally contain a mix of quantitative and qualitative methods. A useful presentation by Holly Margerison (formerly MRC HNR) on a broad range of evaluation tools and how to apply them, together with more tips on evaluation and case studies can be obtained from Adrian Penrose on [apenrose@mrc-centre.cam.ac.uk](mailto:apenrose@mrc-centre.cam.ac.uk)

Data collected from activities and events that take place over several days should be managed consistently across each day. The aim is to try to collect data that is as continuous, consistent and comparable as possible. Some of the considerations that you might want to think about include:

- How many MRC community colleagues took part in the activity?
- How many of the target audience took part or attended?
- What feedback was received from the target audience?
- What impact did the activity have on the target audience?
- To what extent did the activity or event meet the stated objectives?

For the sake of evaluation continuity across the Centenary Programme as a whole, there are some data that are required from all activities and events. These are listed below. Data collection methods to accommodate these should be built in to each evaluation report.

### Common evaluation across all Centenary events and projects

The following measurements are being used to evaluate the Centenary Programme as a whole and all those responsible for evaluating specific projects or events are asked to include these in their evaluation planning.

Quantitative:

- How many MRC staff or 'MRC community' colleagues took part in the activity?
- How many invitations were issued or what level of contact with target audience was made?
- How many of the target audience took part (eg via website) or attended (eg event)?
- What impact did the activity have on the target audience, such as sign-ups for further/continued contact such as Twitter followers, e-newsletter etc?

Qualitative:

- What was the level of satisfaction from the target audience/partners/public/staff as assessed using an 'open feedback' method, such as a comments book, visitors book etc?

When deciding how data will be collected, it is important to consider only those techniques that will help to answer the evaluation questions. Bear in mind the suitability of the technique for the target audience, the time and effort it will take to collect data and the space and location where this will take place.

### Other information

The Evaluation Report also contains a box to summarise any other information that might provide useful feedback and that might be able to help to further promote the MRC Centenary.

The kind of information that might be useful includes, for example, if the activity or event was a joint activity with another organisation; any usable quotes or anecdotes; any key learning points from the activity undertaken; any plans to build on the lessons learned; any images or reproducible material (please include names, a caption explaining what the image/recording is, name of the photographer and confirming that the MRC has copyright).

More information about submitting your event photographs can be found at [Archiving Images](#) in this document.

The Evaluation Report requires some background information about the reporter (your contact details), the nature of the activity or event (project/event title) and the venue and date/s (venue and date/s).

### Timetable

Working Group chairs and project leads are asked to produce an evaluation report within one month of the completion of the activity or event. This timetable is important to ensure that the overall evaluation of the Centenary can be completed in the first quarter of 2014.

## Further information and contacts

For queries or further information relating to evaluation please contact Adrian Penrose on [apenrose@mrc-centre.cam.ac.uk](mailto:apenrose@mrc-centre.cam.ac.uk) or telephone 01223 268112.

## Feedback form for public

1. What attracted you to come to come along today? \_\_\_\_\_

\_\_\_\_\_

2. What did you hope to get out of the event?

I'm interested in/wanted to learn more about (your topic)

I wanted to meet and chat to a scientist

I wanted to find out more about how medical research affects my health and life

Another reason (give details) \_\_\_\_\_

3. To what extent did the event meet these expectations?

Completely     Mostly     Partly     Not at all     Don't know

5. To what extent did you enjoy the event?

Completely     Mostly     Partly     Not at all     Don't know

6. What was the highlight of the event for you? \_\_\_\_\_

\_\_\_\_\_

7. Did you understand the scientific research that the scientists talked about?

All of it     Some of it     None of it

8. What could we have done to make the event better? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. Would you attend a similar event in the future?

Yes     No

If not, why not? \_\_\_\_\_

10. What is your impression of the MRC and scientific research after attending this event?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Feedback form for scientists

1. What motivated you to take part in the MRC Centenary Open Day?

2. What did you hope to get out of the experience? (Please tick all that apply)

- To have a go at some public engagement activities
- To explore my potential to communicate with the public in future career (e.g teaching)
- An opportunity to network with colleagues
- An opportunity to meet other MRC-funded scientists
- An opportunity to learn more about the MRC's structure and strategy
- Another reason (give details) \_\_\_\_\_

3. To what extent did the event experience meet these expectations?

- Completely     Mostly     Partly     Not at all     Don't know

4. To what extent did you enjoy your time at the festival?

- Enormously     Highly     Partly     Not at all     Don't know

5. What did you most and least enjoy about taking part in the Open Day? \_\_\_\_\_

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6. What could have been done to improve your experience? \_\_\_\_\_

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7. Would you take part in public engagement activities again?

- Yes     No

If not, why not? \_\_\_\_\_

8. Would you encourage a colleague to take part in a similar event?

- Yes     No

If not, why not? \_\_\_\_\_

9. Do you have any other comments? \_\_\_\_\_

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