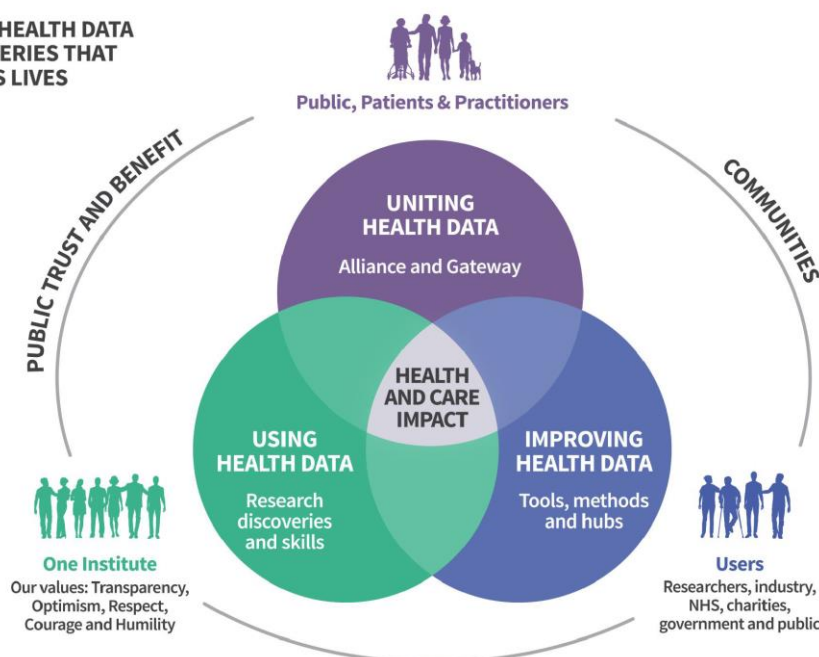


# Communications, Engagement and Involvement Strategy 2020/2023

## Introduction

This document outlines the strategy for communications, engagement and involvement at Health Data Research UK (HDR UK). It is part of HDR UK's 2020/21 strategic plan and in place to support HDR UK's mission to unite the UK's health data to enable discoveries that improve people's lives through the three themes of uniting health data, improving health data and using health data.

UNITING THE UK'S HEALTH DATA  
TO ENABLE DISCOVERIES THAT  
IMPROVE PEOPLE'S LIVES



Through effective communications, engagement and involvement, this strategy will enable delivery of HDR UK's strategic outcomes:

1. **Efficient, safe access** to large scale, diverse data for *researchers and innovators*
2. **Transparency** of data use for *patients and the public*
3. **Better data** for *researchers and innovators*
4. **Better research** for *funders and public* – that no single research organisation could achieve alone
5. UK recognised as **the place** to do health data science

The primary aim of this Communications, Engagement and Involvement strategy is to position Health Data Research UK as a leading international institute for health data research that has the trust and confidence of patients, the public, practitioners and key stakeholders.

## Scope

This strategy describes the work that the central HDR UK Communications, Engagement and Involvement (CEI) team is directly leading. It also outlines the convening and support role we have across the institute. It integrates the functions of communications, engagement and involvement with each having an important and distinctive contribution towards our goals. This includes:

- **Involvement** of people – patients, public and practitioners – in key design and decision making
- **Communications and engagement** with people – patients, public, practitioners, researchers and innovators, funders and key stakeholders – to demonstrate our progress and impact
- **Supporting and convening communications, engagement and involvement activities at a local level** (Hubs, sites, Alliance members) – including application of the HDR UK brand identity, use of broadcast channels, providing high quality tools for collaboration and opportunities for sharing ideas.

## Our target audiences

To achieve our mission, we need to work with a wide and diverse group of stakeholders. Our target audiences are grouped in the list below. A more detailed audience and stakeholder breakdown is provided through our Customer Relationship Management (CRM) tools and in our stakeholder engagement process.

- Patients and the public
- Practitioners working in health and care
- Researchers and innovators who are using data for their work across healthcare, academia, industry and charities
- Funders – existing and potential
- Key stakeholders including ministers, policy makers and opinion formers

## Our guiding principles

Our guiding principles for this strategy are that we will:

- **Focus on impact** – we will communicate the uses and value of health data research in a way that’s engaging and interesting for our audiences
- **Define our uniqueness and be distinctive** – our mission and values create a compelling narrative that connect with our wide and varied audiences and will enable us to develop a trusted voice in the health data field. We will be clear on the role of the CEI team as convening, leveraging expertise and working in partnership with experts

- **Be consistent** – in how we describe ourselves, how we involve people and how we behave across the institute
- **Know our audience** – our success relies on building lasting relationships with individuals and organisations and we will ensure we use accessible language and formats for our different communities. We will work in partnership to deliver the strategy with organisations that are aligned to our aims, including Understanding Patient Data.

## Focused activities to achieve HDR UK’s Strategic Outcomes

<b>HDR UK Strategic outcome by 2023</b>	<b>Communications, Engagement and Involvement Objectives</b>	<b>Key activities 2020-23</b>
<p><b>Efficient, safe access</b> to large scale, diverse data for <i>researchers and innovators</i></p> <p><b>Transparency</b> of data use for <i>patients and the public</i></p>	<p>By 2023 HDR UK’s standards and priorities on data access, commercial frameworks, and trusted research environments will have been guided by patients, adopted by our partners, and used by researchers and innovators</p> <p>By 2023, HDR UK is recognised by patients, public and key stakeholders as a trustworthy organisation that puts the benefits to patients and the public at the heart of its strategy</p>	<p><b>Communications &amp; Engagement</b></p> <ul style="list-style-type: none"> <li>• in partnership with the Hubs, communicate the commercial models and benefits share to the NHS, public, researchers and innovators using the Gateway and HDR UK’s broadcast channels (website, HIVE, targeted mailshots and social media)</li> <li>• develop narrative and brand for Gateway</li> <li>• engage people in the Gateway &amp; Alliance key milestones and outcomes via events (Alliance Symposium) and broadcast channels</li> <li>• write, produce and publish engaging case studies that describe the benefits of data access in a variety of formats (traditional written case studies, videos, animations, podcasts)</li> <li>• publish key documents and reports relating to the Gateway, Hubs and Alliance that are clear to a public audience</li> <li>• in partnership with the Hubs, charities and industry deliver a public campaign using the media and broadcast channels (website, HIVE, targeted mailshots and social media) and high-quality events (Alliance Symposium) that demonstrate the value of health data research and positions HDR UK as a trusted voice</li> <li>• develop the HDR UK website to integrate with the Gateway, Hubs and Alliance websites, creating a</li> </ul>

		<p>clear narrative and visual identity that is focused on people</p> <ul style="list-style-type: none"> <li>proactively engage with campaign groups and influencers on privacy and data access, and involve them in the Hub, Gateway and Alliance developments</li> </ul> <p><b>Involvement</b></p> <ul style="list-style-type: none"> <li>work with patients, the public and practitioners to shape standards and priorities to ensure patient-centred development of the Gateway and Alliance.</li> <li>identify and resolve unanswered questions from patients and the public associated with the Gateway, Hubs and Alliance (e.g. via deliberative engagement, online polls)</li> <li>patients and the public participate in key meetings and events to determine priorities for Gateway, Hubs &amp; Alliance and with representation on IDG and UDG</li> <li>enable the Public Advisory Board to provide strategic advice to HDR UK</li> <li>convene a public and patient network across Sites, Hubs &amp; Alliance that can advise, challenge and act as spokespeople</li> <li>identify clinicians to guide our work and act as champions for health data research</li> </ul>
<p><b>Better data for researchers and innovators</b></p>	<p>By 2023, HDR UK Gateway, hubs and Alliance will be recognised as the go to places to access high quality health data in the UK by researchers and innovators</p>	<p><b>Communications &amp; Engagement</b></p> <ul style="list-style-type: none"> <li>provide strategic leadership to the Hubs on brand, website development and media liaison, and use the convening role to enable sharing ideas, tools and resources</li> <li>communicate and celebrate key milestones and achievements of Hubs through broadcast channels (website, HIVE, targeted mailshots and social media)</li> <li>develop the HDR UK website to provide an integrated online presence across our themes of uniting, improving and using health data</li> </ul>

		<ul style="list-style-type: none"> <li>run high quality events (Alliance Symposium, One Institute) that are live streamed and recorded</li> <li>co-ordinate and track the plan for engaging with researchers and innovators via CRM</li> </ul> <p><b>Involvement</b></p> <ul style="list-style-type: none"> <li>roll out standards for patient, public engagement and involvement, setting clear expectations across the institute</li> <li>ensure Hubs are meeting criteria for public involvement through quarterly reporting and use meetings to share lessons and effective approaches</li> <li>provide and signpost to tools &amp; resources for public involvement via website</li> </ul>
<b>Better research for funders and public</b> – that no single research organisation could achieve alone	By 2023, HDR UK has successfully communicated its research outputs in a way that is compelling and engaging to funders and the public	<p><b>Communications &amp; Engagement</b></p> <ul style="list-style-type: none"> <li>deliver a content strategy with case studies (written, videos, animations and podcasts) that demonstrate research outputs</li> <li>use graphics and data visualisation to bring research outputs to life</li> <li>publish annual review</li> <li>run high quality events (One Institute Conference and Summer School) that are live streamed and recorded and produce event reports</li> <li>co-ordinate and track the plan for engaging with funders and the public via CRM</li> </ul> <p><b>Involvement</b></p> <ul style="list-style-type: none"> <li>involve patients, the public and practitioners in the creation and production of content strategy that demonstrates the impact of HDR UK research</li> <li>provide and signpost tools &amp; resources for public involvement via website, promoting the work of our partners’ public involvement</li> <li>set clear expectations across the institute by rolling out standards for PPIE</li> </ul>
UK recognised as <b>the place</b> to do	By 2023, HDR UK will have international recognition by key stakeholders for	<p><b>Communications &amp; Engagement</b></p> <ul style="list-style-type: none"> <li>identify stories that demonstrate world-leading research and share these via broadcast channels</li> </ul>

health data science	supporting the UK as the place to do data science	<p>(HIVE, website, social media, targeted mailshots, presentations) and targeted specialist and international media to celebrate success at key milestones and for scientific breakthroughs</p> <ul style="list-style-type: none"> <li>• provide tools ‘HDR UK in a box’ to enable Sites and Hubs to present a consistent and professional brand</li> <li>• run high quality events (Alliance Symposium) that are live streamed and recorded</li> <li>• identify key international events and ensure HDR has a presence using our academic, clinical and patient ambassadors as spokespeople</li> <li>• run an annual process to gather stakeholder opinions on HDR UK’s progress to inform strategic development through interviews led by HDR UK team members (helps build relationships) and an online survey. Use the CRM to track responses</li> </ul>
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## Measurement

The progress of this CEI strategy will be tracked through HDR UK’s Progress and Impact Review, which is reviewed monthly by the Executive Committee, Uniting and Improving Health Data Delivery Group and Using Health Data Delivery Group. This includes the following Key Performance Indicators:

- Number of articles mentioning Health Data Research UK or HDR UK (including broadcast, blogs, online news) published during the reporting period
- Number of unique users accessing the HDR UK website during the reporting period
- Number of patients and members of the public participating in events and consultation (in person and remote) managed by the central team during the reporting period
- Number of participants (new and returning; participating in person and remotely) at events managed by the central HDR UK team during the reporting period