

## **Public outreach engagement and impact**

Our impact and outreach activities continue to enhance the value of our research and innovation into clinical practice.

We currently integrate different approaches to engagement depending on the context of the specific project or programme across the portfolio. We make every effort to deliver work plans that engage the public, patients and families, professionals, policy makers and the media.

The MCPCIL partnership has transformed the opportunities for engagement by focussing on clinical academic collaboration and integration. Our work is at the cutting edge of the most sensitive and emotive suite of research and innovation activity in the last few days and hours of life. Dissemination of our work serves to drive up the quality of policy, practice and direct care delivery, educates the public and enhances the impact of research activity.

We have a robust volunteer service across both clinical sites, which continues to grow. The significant contribution from all our volunteers is acknowledged and highly appreciated by MCPCIL. We will continue to develop new opportunities for volunteer involvement.

We embed patient and public engagement into all our innovation and improvement projects and programmes. Clinicians, policy makers / patient representative and other non-academic beneficiaries are integral to designing and disseminating our projects / programmes across the portfolio.

We are working with an Adviser to build on our work to date and develop a more formal strategy that promotes a level of engagement that impacts on the:

- Identification and Priority of key topics
- Commissioning, allocation of work streams
- Project / programme joint design
- Management of projects / programmes
- Ethics and due diligence
- Participation in projects / programmes
- Analysis and interpretation of results
- Dissemination of project / programme outcomes
- Implementation of research / innovation into practice
- Monitoring and Evaluation of project / programme outcomes

We will continue to foster clinical and academic talent and work with our Communications Lead to further engage with social and traditional media. This work ensures we improve care for patients and families by cutting edge research and innovation which maintains our focus on what truly matters and enables clinical excellence that makes a real and sustained difference to dying people and those who are identified as important to them and working with and for those who shape and deliver healthcare locally, nationally and internationally.