



# Our approach to public engagement with research

## 3 PUBLIC ENGAGEMENT AIMS



### REVEAL: THIS AIM IS RESEARCH-LED

This means sharing our research, where and how we conduct it, what we achieve and how it relates to other peoples' lives.

### INVOLVE: THIS AIM IS AUDIENCE-LED

This means always asking the people we are trying to reach how we can shape our messages and activities to meet their needs.

### EMBED: THIS AIM IS BENEFIT-LED

This means making engagement a natural part of research activity. We know that taking part in public engagement has benefits for both researchers and external audiences.

## UNDERPINNED BY 3 PRINCIPLES



### TRAINING

To equip CMVM staff and students to engage and to support them in delivery.

### EVALUATION

To clarify aims, measure change, capture impact and improve our work.

### PARTNERSHIP

To include other voices, achieve shared aims and strengthen our engagement activities.

Public engagement with research describes the many ways we can share CMVM research with new audiences and listen in response. It is a two-way process that enables change and has mutual benefit. High-quality engagement can enhance the impact of research. Engagement methods are influenced by the stage and nature of research activity.

**IF YOU WOULD LIKE TO KNOW MORE  
PLEASE CONTACT**

Hazel Lambert, CMVM Public Engagement with Research Manager

[hazel.lambert@ed.ac.uk](mailto:hazel.lambert@ed.ac.uk) @sciencehzla