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(Honorary Lecturer)

Wellcome Connecting Science Pathogen Genomics: A New Era in Global Health and Surveillance Strategies:

Introduction (brief!) to public engagement

EH!WOZA.com

A photograph of a modern, circular glass building with a grey metal roof, situated next to a classical stone building with arched windows. The glass building has a large entrance with a sign that reads "Institute of Infectious Disease and Molecular Medicine".

**Incubated within the Institute of Infectious Disease
and Molecular Medicine, University of Cape Town.**

**2013 – 2019: Informal and distinct projects.
2020: An independent NPO facilitated by a Wellcome
Discretionary Award in Public Engagement.**

What is Eh!woza?



What is Eh!woza?

Public engagement

+ youth advocacy

+ science communication

+ skills development

To coalesce the biomedicine of
disease with its social impact.



A photograph showing three people outdoors. On the left, a young woman with dark hair in a bun looks towards the center. In the center, a man wearing a black trucker-style cap with "EH!WOZA.com" printed on it is smiling and looking towards the right. On the right, a woman with long dark hair and sunglasses perched on her head is looking towards the center. They appear to be in an urban setting with buildings and a bus visible in the background.

What is Eh!woza?

Participants = active partners

- Facilitate access to accurate information.
- Ignite frank conversations.
- Storytelling and representation of health and disease.
- Develop capacity.

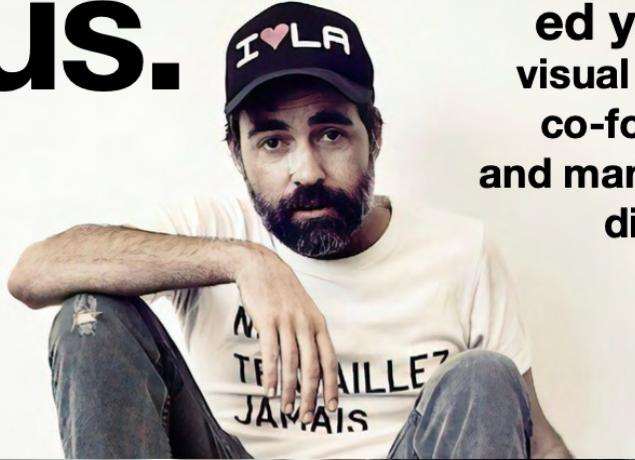
What is Eh!woza?

Long term goals:

- Encourage positive health-seeking behaviour.
- Engender trust.
- Decrease stigma.



us.



ed young
visual artist/
co-founder
and managing
director



tasha koch
scientist/
co-founder and
managing
director



alfa fipaza
camera/
drone operator



**bianca
masuku**
social
anthropologist/
co-director



**cheleka
mpande**
immunologist/
impact
assessment
researcher



digby warner
molecular
microbiologist/
co-director



**mitchell
gilbert
messina**
visual artist/
animator



**samuel
flans**
musician/
junior
creative
director



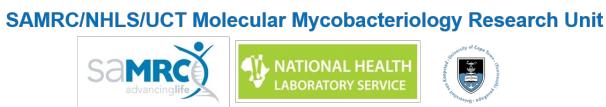
**zondikazi
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administration

EH!WOZA.com

Funders, partners and support networks.



National
Research
Foundation



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'WHEN I ARRIVED THERE WAS FIRE'



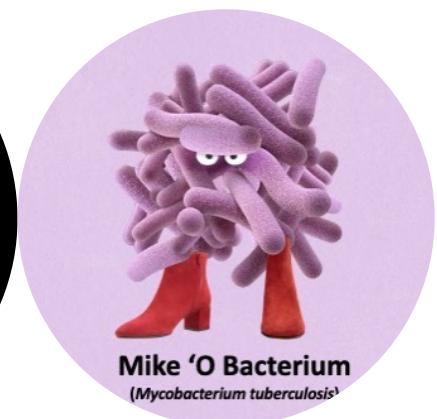
MSF
MUSIC VIDEOS



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SCHOOLS



ENGAGED
SCHOLARSHIP



SCIENCE
COMMUNICATION



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UMLULO

'WHEN I ARRIVED THERE WAS FIRE'

LEARNER
DOCCIES



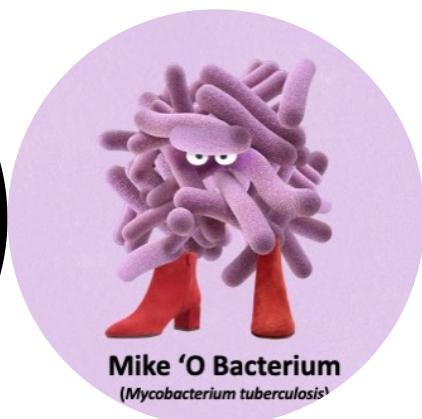
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MUSIC VIDEOS



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SCIENCE
COMMUNICATION



COVID EVICTIONS

'THE PEOPLE WHO LIVE HERE ARE HUMANS, NOT PIGS'

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DOCCIES

LEARNER DOCCIES









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'WHEN I ARRIVED THERE WAS FIRE'

LEARNER
DOCCIES



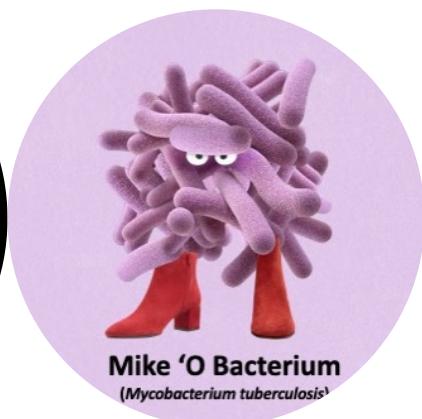
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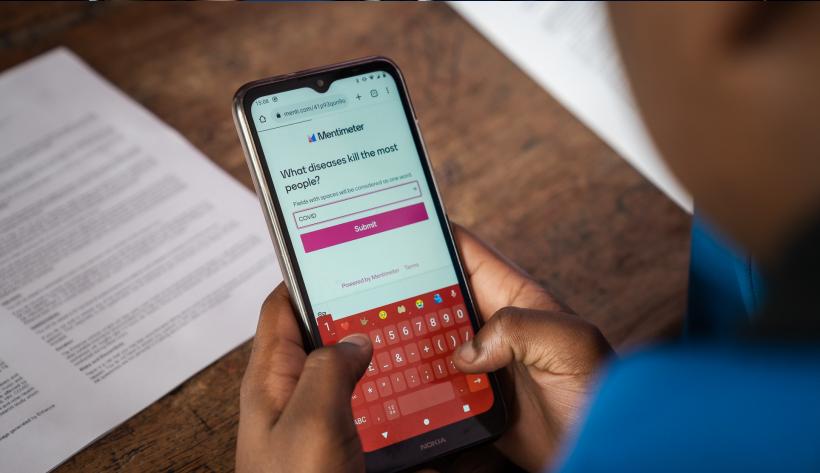
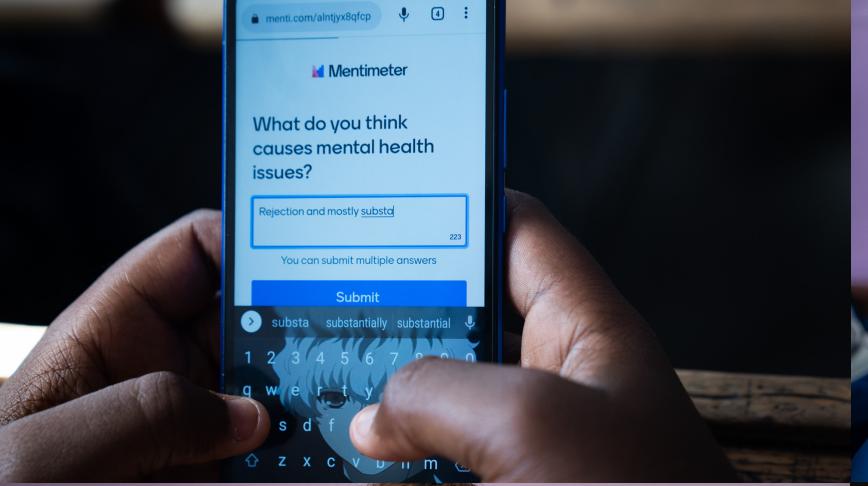


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COVID EVICTIONS

'THE PEOPLE WHO LIVE HERE ARE HUMANS, NOT PIGS'

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There are many myths around what causes TB

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'WHEN I ARRIVED THERE WAS FIRE'



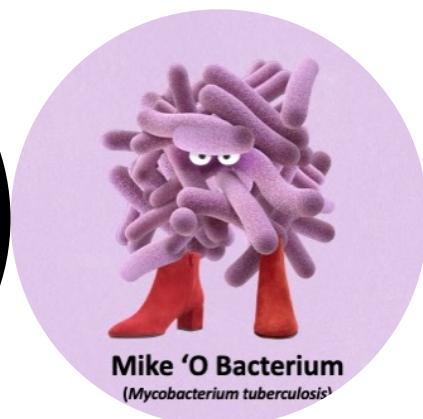
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ENGAGED SCHOLARSHIP

ENGAGED SCHOLARSHIP

=

2 x PhD CANDIDATES

=

PE HONS COURSE

=

nature



**GLOBAL HEALTH
INNOVATION**

BMJ



Springer

PRINCIPLES OF PUBLIC ENGAGEMENT: What is public engagement and why is it important?

- “Public engagement describes the myriad of ways in which the **activity and benefits of higher education and research** can be **shared with the public**. **Engagement** is by definition a **two-way process**, involving interaction and listening, with the goal of generating **mutual benefit**.”

- “The involvement of specialists listening to, developing their understanding of, and interacting with, non-specialists”

England's university funding agency, HEFCE, 2006

National Co-ordinating Centre for Public Engagement, UK

Wellcome Trust (2018*):

- **Empower** people, so that more people can access, use, respond to and participate in health research and innovation
- **Improve health** research by making it more people-centered, understanding people’s experience and drawing on that knowledge
- Help people **value and think critically about science**, health research, innovation and the role these play in society.

*Could be updated to reflect Wellcome’s new strategy

PRINCIPLES OF PUBLIC ENGAGEMENT:

Public engagement and ethics?

- Beneficence/non-maleficence: First do no harm!
- Consent
- Genuine two-way engagement rather than top down
- Collaboration and shared learning and teaching
- Transparency, trust, respect
- Ticking of boxes discouraged – consider your motivations for doing this work
- Consider context and issues being engaged as well as power dynamics
- UNICEF Minimum Standards and Indicators for Engagement Consultation

PRINCIPLES OF PUBLIC ENGAGEMENT: Public engagement and impact assessment?

- Becoming increasingly important to generate data for the impact of public engagement
- What does public engagement actually do, and why is it worth it to keep doing it?
- Did the project/programme do what you intended it to do? Did it have any unintended impact?
- Qualitative/Quantitative/Both
- Try to include in project/programme design
- What are you measuring?
 - Change in knowledge?
 - Change in skills?
 - Change in agency?
 - Change in behavior?
 - Output metrics?

PRINCIPLES OF PUBLIC ENGAGEMENT:

Tips for developing and implementing public engagement work

- Ensure information is very accurate – first do no harm!
- Remain flexible and responsive – much can change quickly.
- Try to understand what people already know through desktop research, short surveys, focus group, informal discussion – lived experience matters!
- Consider the context – meet people where they are and think about how engagement could best be delivered.
- Find out if there are other people working on the same topics – provide access or collaboration?
- Consider working with people outside your field – “Connectors” (<https://mesh.tghn.org/themes/connectors/>)
- Maintain a keen awareness of power dynamics – carefully discuss expectations and project with your team.
- Start small and build as you learn.
- Join public engagement communities of practice (see next slide).

PRINCIPLES OF PUBLIC ENGAGEMENT:

Further resources and guides

Eh!woza: www.ehwoza.com; tash@ehwoza.com

Wellcome Trust Public Engagement: <https://wellcome.ac.uk/what-we-do/our-work/public-engagement>

Falling Walls Engage: <https://falling-walls.com/engage/about/>

National Co-ordinating Centre for Public Engagement: <https://www.publicengagement.ac.uk/>

UK-National Institute for Health Research: <https://www.bmjjournals.org/content/372/bmj.n178.full>

Top 20 tips for public engagement: <https://www.theguardian.com/higher-education-network/blog/2013/jun/17/university-public-engagement-top-tips>

Ethical considerations in participatory media: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5800484/>

PLOS Collection: Public Engagement in Science: <http://collections.plos.org/public-engagement>

Berlin School of Public Engagement: <https://www.museumfuernaturkunde.berlin/en/future/science-campus/berlin-school-public-engagement-and-open-science>

CREST: <https://www.sun.ac.za/crest/>

Vocal: <https://wearevocal.org>

Connectors: <https://mesh.tghn.org/themes/connectors/>

MESH: <https://mesh.tghn.org>

Africa Gong: <https://www.africangong.org>

Under the Microscope: <https://www.underthemicroscope.net>

OKRE: <https://okre.org/okre-fund/>

.... Many more.