



**DEMONSTRATING YOUR
RESEARCH:
HOW SIMPLE PROPS BRING
ENGAGEMENT TO LIFE**

Introducing ourselves

Debbie Ringham



Dr Tracey Perry



The aim of this taster workshop

Participants to leave with initial ideas for objects or a possible demonstration to help engage a lay audience with their research.

Icebreaker discussion – in pairs/threes, one sentence for a lay audience...

- 1. What is your research about (or if not a researcher, what do you do)**
- 2. What is the goal of your research / why is what you do important?**
- 3. What's the most exciting part of your research (or role) – or is there a common myth about your area of research/work you want to bust?**
- 4. When you tell people outside of the University what you work on, what question are you asked the most?**

CANCER

A Simple Blood Test to Track Lung Cancer
As lung cancer grows and develops, bits of the tumour can break off and enter the bloodstream. Cancer Research UK scientists...

Circulating Tumour Cells
In a blood sample there could be as many as 60 million white blood cells and just five CTCs. But scientists can separate out CTCs using a magnetic dye that only binds to them and not other blood cells. Counting the number of CTCs in a patient's blood can help to track how the cancer is responding to treatment.

Revealing Cancer's Genetic Secrets
Scientists use tiny electromagnetic fields to isolate single CTCs, and then examine the DNA (the cell's instruction manual) within each cell. This information will enable doctors and scientists to identify the genetic faults causing a patient's cancer to grow, so that they can give treatments specifically tailored to their individual doctor.



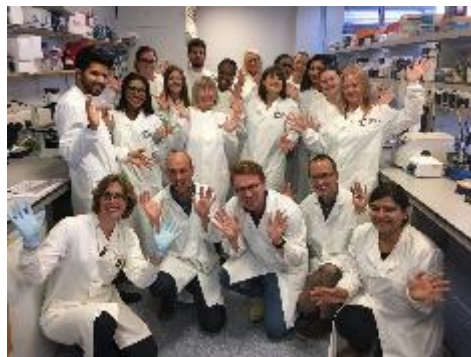
ENGAGING PEOPLE – WHO, WHERE & WHY



Who do you want to engage with?

EXAMPLE - KEY AUDIENCES FOR CANCER RESEARCH UK:

- Charity supporters and potential supporters
- Patients and people affected by cancer ('users' of our research)
- People interested in science
- Cultural partnerships – eg Royal Society, Pint of Science
- Adults
- Policymakers
- Researchers & students
- CRUK staff



Where can you engage with your key audiences?

Adults?

- Lab tours
- Evening/weekend talks
- Fundraisers / donors
- Cancer patients – support groups
- Pint of Science / Uni open day
- Chatting on the bus
- Explaining to your grandparents
- Twitter
- Lab blog

Children?

- Science festivals
- Science centres
- Scouts & brownies
- School visits
- Science busking
- Talking to your children

Why use objects & demos?



Using tangible objects to bring research to life

Every day objects (for you) can be amazing if you have never seen them before

Engaging different senses

Use objects to help tell your story



Demo case study – Targeted therapy

The need: How to discuss my research at a public open evening?



How make this suitable for larger groups?



Demo now used by multiple CRUK teams



Trialed at Uni community day

Meetings – create prototype



RESEARCH ENGAGEMENT TEAM

TARGETED THERAPY HANDS-ON DEMO

CANCER RESEARCH UK

This activity was created and developed by University of Birmingham cancer researchers Ed Hill, Jackie Frost, Tracy Perry and Peter Day.

UNIVERSITY OF BIRMINGHAM

WHO IS THIS DEMO MOST SUITABLE FOR?
This demo is best for groups of 5-10 people. It is suitable for groups of 5-10 people. It is suitable for groups of 5-10 people. It is suitable for groups of 5-10 people.

SUMMARY OF ACTIVITY & KEY TAKE-HOME MESSAGES:
This activity helps to explain what targeted therapy is. In three stages, the demo covers:
1. How the modern (and increasingly diverse) cancer research landscape has created for different cancer types.
2. How research led to different treatments being created for different cancer types and how they are used today.
3. How research led to different treatments being created for different cancer types and how they are used today.

EQUIPMENT NEEDED:
• Table
• Targeted therapy demo kit
• Floor tape
• Coloured sticky notes or coloured tape
• Coloured string (optional) to hold it
• 25 pairs of 100 kbps

HOW LONG DOES THE DEMO TAKE TO DO?
It should take about 10-15 minutes. It should take about 10-15 minutes.

PHOTOS OF THE ACTIVITY:

HOW TO SET THE DEMO UP:



Demo case study – Immunology

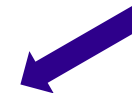
The need: How to answer increasing questions on cancer immunotherapy?



How to explain a complex area in a lay suitable way?



Initial meetings with keen researchers who work in this area

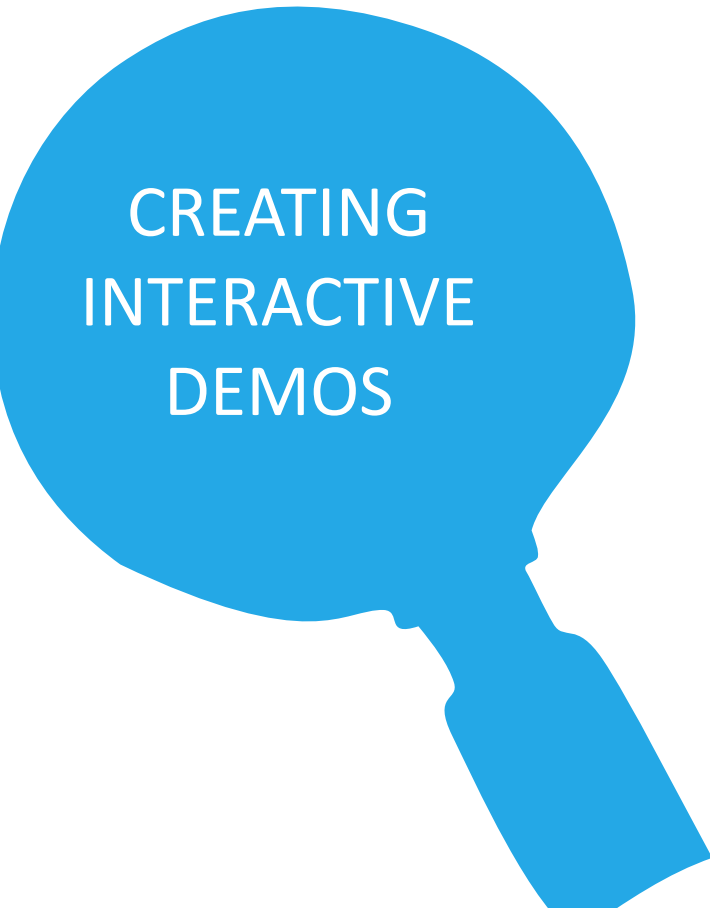


Certain analogies being used – disguise, hiding, immune system 'not recognising' cancer cells



Demo now used by multiple CRUK teams





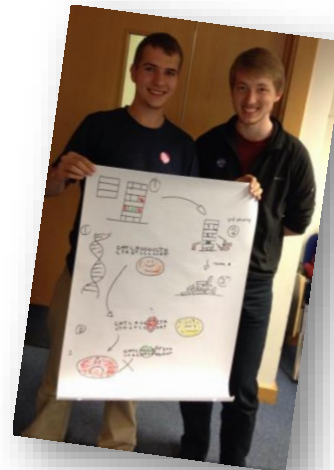
CREATING
INTERACTIVE
DEMOS

Design a demo – in pairs or groups

Choose somebody's research /work as a topic.

Develop an idea for a hands-on game or interactive demo to explain an aspect of this research/work.

Use any of materials provided to make a start on creating a new demo.



Key Messages

When designing a new activity, think about:

- **What** you are trying to communicate – what's the **key 'take home' message** you want your audience to remember?
- **Who** is your target audience?
- **Where** are you going to use your demo?

Reflect on the answers to your icebreaker questions – these will be a good starting point.

As a well known brand would say....





THANK YOU

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