INTEGRATING PUBLIC ENGAGEMENT IN MY RESEARCH

Public engagement is a two-way, mutually beneficial process in which research can be shared with or influenced by the public. Public input can help inform the study question, research plan, the interpretation of research findings, dissemination messages, and how to apply results and recommendations. Visit the CIHR website for a complete definition.

Why should I include it?

Public data is at the heart of everything we do. ICES scientists perform studies using data captured through Ontario's health system and other sources. Our research has the potential to impact a specific population or patient group. It's important that we engage the public in the design, delivery, and dissemination of research.

Public engagement helps ICES scientists:

- Conduct studies that are more relevant to the public
- Gain novel insights into a research question or outcomes
- Shift underlying assumptions around a research topic
- Highlight differences across a population
- Hear the public's experiences with the health care system
- Improve uptake and application of research findings

Who to engage with

Who you engage in your research depends on the type of study you are conducting. One way to determine who to engage is by thinking about whose data you are using in your project. These individuals have the most to say on how their healthcare journey and lived experiences are represented in your study. As ICES uses population-level, Ontario-wide data, we should strive to engage people from across the province to understand the views of all those who contribute to our data holdings.

What it looks like

Engagement can take many forms, such as one-on-one consultations, working groups, surveys, or advisory councils. You can determine what approach works best for you based on your project needs, timelines, budget, and capacity. Strongly consider offering compensation to public or patient partners for their time and expertise.

PREPARING FOR RESEARCH

Research question **Grant proposal**

Share their challenges based on lived experience.
Help shape the research question.
Suggest what research outcomes to investigate.
Offer feedback on the grant proposal.
Suggest how to involve the public in the study.
Collaborate in the grant application process.
Gather letters of support from public networks.

DURING RESEARCH

Conducting study **Interpreting data**

Participate in the project plan design.
Suggest additional datasets to consider.
Review the dataset creation plan.
Participate in data collection (if applicable).
Share their perspectives on research findings.
Provide context for specific life experiences.
Help develop research themes and narratives.

POST RESEARCH

Sharing findings **Implementing**

Participate in drafting the manuscript.
Identify those who may benefit from the research.
Help create public-friendly materials.
Help present research findings at events.
Develop resources intended for public recipients.
Help disseminate to patient networks.
Identify care providers who may be interested.

Looking for additional public engagement tools?
Visit our ICES Public Engagement Resource Hub or set up a consultation to discuss engagement for your research project.

STAY CONNECTED