



MRC  
Toxicology  
Unit



UNIVERSITY OF  
CAMBRIDGE



# OUR PUBLIC ENGAGEMENT STRATEGY

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## ABOUT US

The MRC Toxicology Unit is a world-leading research institute studying how to make our medicines and environment safer to improve health. Over 140 scientists and support staff work at the Unit in a state-of-the-art facility within the University of Cambridge.



## WHY ENGAGE?

Our toxicology research is destined to directly impact society. It is important that our scientists are open about the work they do, and provide opportunities for the public to question and shape our science. We believe that this enhances the quality of the questions we ask and builds trust in research.



## OUR VISION

We will create an environment where public engagement thrives so we can share our science and expertise, connect with our local community, celebrate our diversity, and inspire young people from across society to engage with science and consider a career in STEM fields.





## WHO DO WE ENGAGE WITH?

We have identified two priority audiences for our public engagement activities:

**LOCAL COMMUNITY**  
and  
**UNDER-SERVED SCHOOLS AND YOUTH GROUPS**

While these audiences are particular priorities for us, we believe engaging with all public groups has value, and will continue to engage with patients, policy makers and the wider public.

## OUR MISSION

We want to make our fundamental toxicology research accessible to the public for the mutual benefits of:

**INSPIRATION**

**KNOWLEDGE EXCHANGE** **EMPOWERMENT** **TRUST**



Generate increased trust in fundamental research and ensure our research remains relevant to society



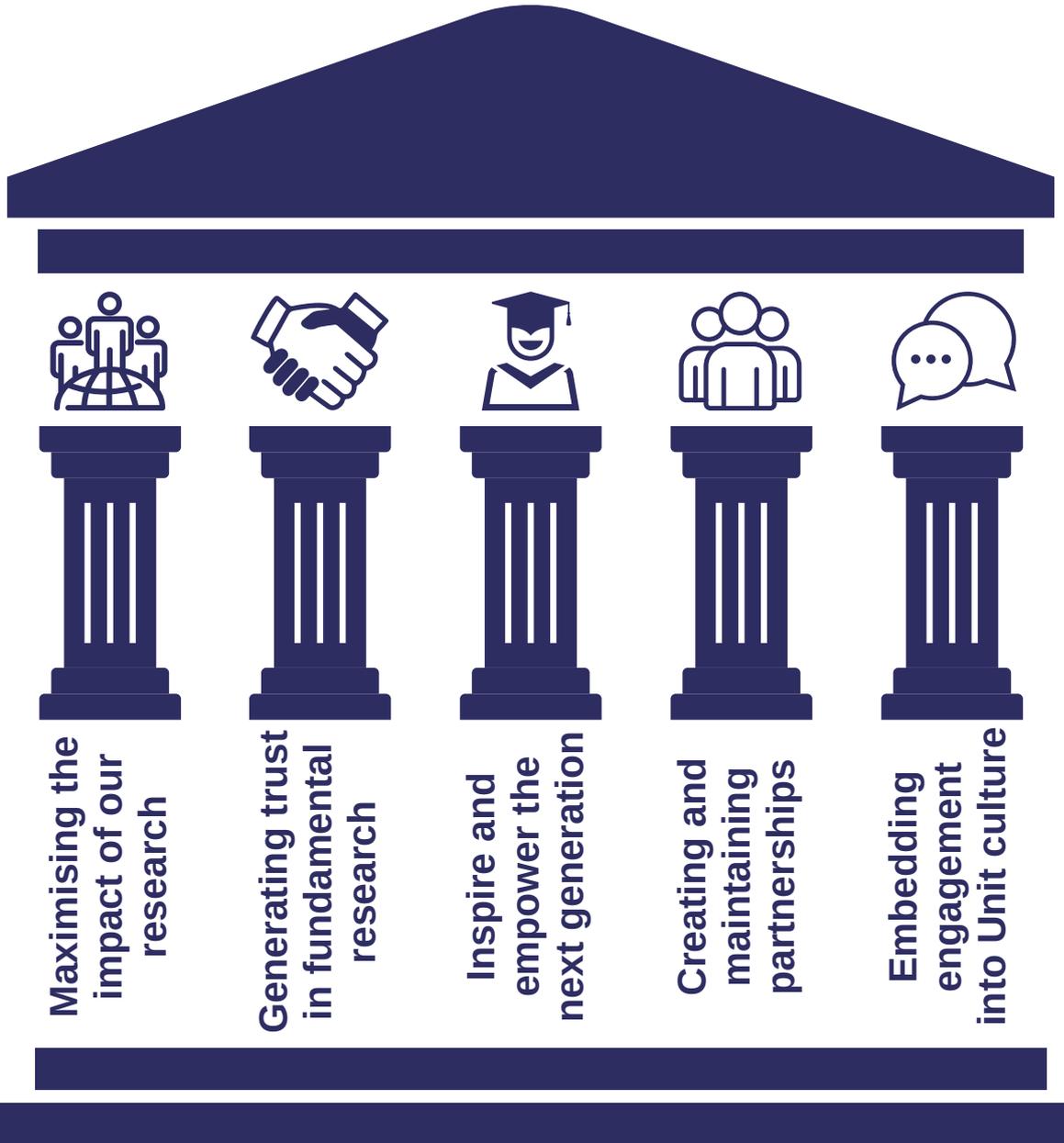
Empower and inspire the next generation



Embed public engagement in research culture

## OUR PILLARS FOR ENGAGEMENT

There are five pillars, or priorities, of our strategy. They set out what we are trying to achieve through our public engagement activities.



## MAXIMISING OUR IMPACT



We will raise awareness of Unit research, engage a variety of public groups and listen to and reflect upon their opinions, aspirations, and concerns, to make our research more relevant, accountable and impactful.

We will ensure all our research topics are represented, grow our digital presence to engage geographically dispersed groups, facilitate dialogue between our scientist and society and more.

## GENERATING TRUST



The UK public overwhelmingly think science is important, but only half feel the information they receive is true. Our research aims to improve health, so we will share our expertise and discoveries with adult audiences to build trust and allow them to make informed decisions for their health and culture.

We will host opportunities to discuss our research themes, create accessible and educational resources, participate in local and national events and more.

## INSPIRING FUTURE GENERATIONS



Today's students are tomorrow's leaders. Outreach with students and young people has been a strong focus of our public engagement for some time. We seek to do more to inspire future diversity in science focussing on students from backgrounds that are currently underrepresented and/or with low science capital.

We will develop a schools outreach programme, share accessible educational resources and provide diverse role models within the field of toxicology.

## **CREATING AND MAINTAINING PARTNERSHIPS**

Public engagement is all about connecting with people, and that includes working closely with partners to help us reach new audiences and achieve our goals. We will work with carefully selected partners to engage with our target audiences, establish new sustainable relationships and continue to develop existing ones ensuring clear and mutually beneficial goals.



We will collaborate with other research organisations within the Cambridge area, local community groups, schools and more. We will also experiment with novel and unusual locations to reach new audiences.

## **EMBEDDING ENGAGEMENT INTO UNIT CULTURE**

We want every scientist at the Unit to feel enabled to participate in engagement. We will provide training and opportunities so that there is something to suit everyone's skillset, and continue to recognise and reward efforts.



We will run a varied and challenging programme so that all researchers can gain confidence, experience and test new ideas, expand our network of public engagement support and more.

For further information on our public engagement strategy, upcoming events and past projects, or if you would like to collaborate on a new idea or project, get in touch via one of the options below:



@MRC\_TU



@MRCToxUnit



@mrc.tu



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