



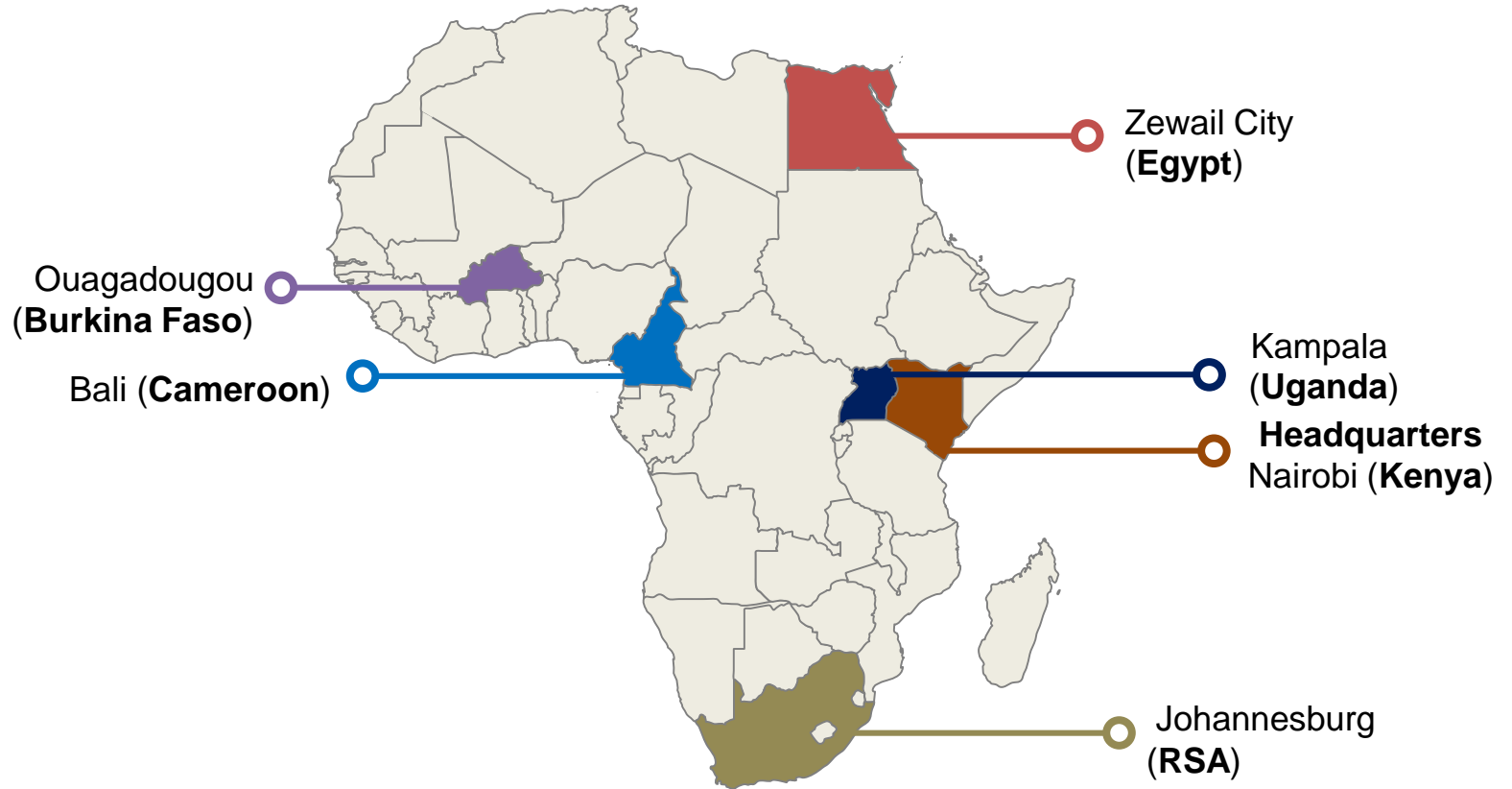
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Community & Public
Engagement
Vietnam, 2018

Transforming lives through science

Highlights

- Who we are & What we do
- Engagement strategy development. What is it? What should we be looking out for?
- Some examples...

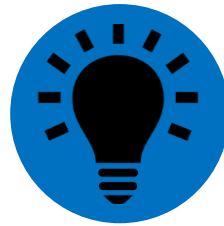
We are Pan-African, non-aligned, not for profit, with 5 regional offices & a Tripartite Mandate



The AAS triple mandate



**Recognizing
excellence**

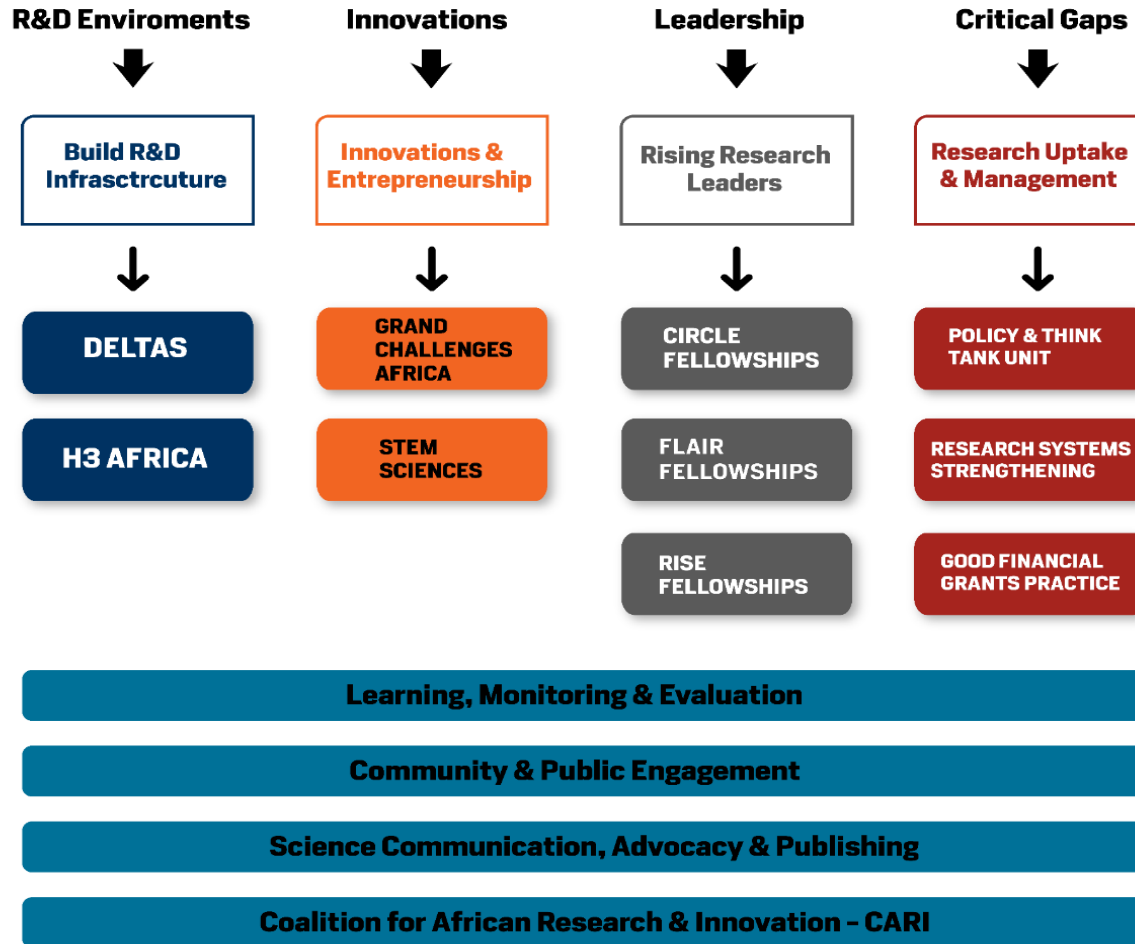


**Think
Tank
functions**



**Implementing
Science
Programmes**

PEOPLE
PLACES
PROGRAMS



PRODUCTS
PRACTICES
POLICIES

Strategy? Plan...

- **Strategy:**
 - Is a high level plan designed to achieve a long term goal. It deals with uncertainty.
- **Plan:**
 - A detailed proposal for how to achieve the strategy
- So your strategy is what you want to do and your plan is how you will do it.
- As such; a plan should support your strategy

Key questions...

- Purpose: What do we want to achieve?
- How does this fit into the bigger picture? Organisation vision & goals?
- Background: What is the context within which we are operating? What is the proposed Theory of Change?
- Previous efforts? What did these look like? What were the outcomes?
- Any sensitivities around issues we will be engaging on?
- What should a good strategy look like (at the least, entail?)
- What will success look like?

Key issues...

- Engagement strategy's vision, overall goal and objectives all speak to each other

Vision:

- *Health research and Innovation in Africa influenced by people-centred design approaches*

Overall Goal:

- *Improved Integration and prioritization of Community and Public Engagement (CPE) in Health Research and Innovation in Africa*

Objective:

- *To build capacity for CPE for at least 80% of DELTAS & H3A lead research institutions by July 2020 with at least 50% of this target reporting improved knowledge, understanding, and a positive change to their research practice*
- Strategy's vision speaks to the overall organizational vision
 - **Transforming lives through Science**

Key issues...

- **Stakeholders**
 - Who will you target - why, who will you prioritize – why?
- **Set targets**
 - *50% of DELTAS & H3A lead research institutions positively change their research practice by end of July 2020*
- **Strategic outcomes**
 - The outcomes should speak to the strategy vision and goal, and ultimately to the organization's vision
- **Assumptions**
 - *E.g. Research leaders, fellows, mentors & supervisors will be open-minded & receptive*

Prioritizing CPE

How has development of an engagement strategy and plan, or lack of, impacted prioritization, budgeting and allocation for CPE?