



## Completing Stakeholder & Community Engagement Sections in Grant Applications

**Enhancing Proposal Quality through Inclusive Collaboration**

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# A range of goals at different stages



Upstream – before the research



During the research



After the research

Understand community norms and views

Identify local health priorities

Promoting understanding of research

Facilitate community input into research design

Identify and address ethical issues

Assess/ensure acceptability and feasibility of research

Gain permission and community consent

Improve communications and consent materials

Improve recruitment and retention rates

Build relationships, trust and partnership; expressing respect

Share the research findings

Strengthen long-term partnership

Identify needs arising from the research findings

Goals sourced from:

- Good Participatory Practice – AVAC
- Molyneux S, Bull S. *et al.* 2013
- UK standards for Public Involvement

# Upstream engagement and why it matters

- Funders demand upstream engagement to feed into applications
- Enables researchers to assess and improve research relevance, acceptability and feasibility
- Improve study design and implementation through incorporating local insights
- Early identification of practical and ethical challenges
- Can inform engagement strategy

*“How have you involved patients, participants, patient advocacy groups or communities in developing your proposal? What ongoing involvement will they have in the research? (200 words)”*

Wellcome Discovery Award application form 6/23

## IMPORTANCE OF COMMUNITY & STAKEHOLDER ENGAGEMENT

- Anticipates challenges early
- Leverages local knowledge
- Ensures alignment with community needs



# Who to engage and how to engage them?

Brainstorm with colleagues who might be important to engage:

- **Health stakeholders:** MoH staff, hospital managers, doctors, nurses, community health workers...
- **Patient groups** e.g. HIV support group
- **Other stakeholders:** education officers, school principals, mayors, religious leaders
- **Community groups:** NGOs, women's groups, youth groups
- **Existing Community Advisory Boards**



# How can the proposed work be framed?

Present

The research question, aims

Proposed methods, procedures, risks, benefits

Ask

- Is research relevant, needed, useful?
- Are there other research questions?
- Are there other methods?
- Acceptable?
- Feasible? Will people participate?
- Ethical and practical challenges?
- Can methods be improved?
- Community engagement approaches?

Document

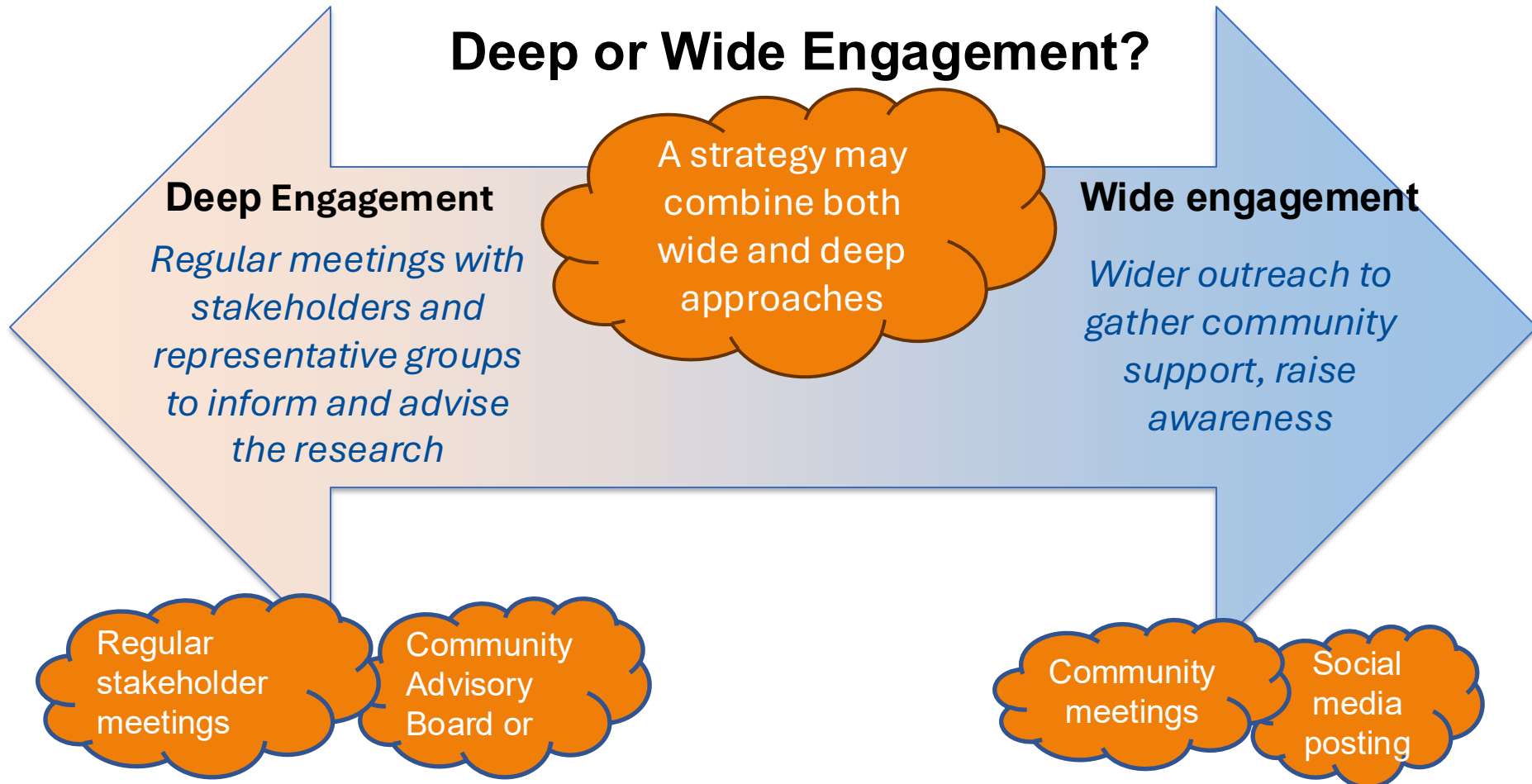
Questions, concerns, suggestions  
How they were incorporated in the application

Take time to discuss with stakeholders why some suggestions might not be appropriate

# An engagement strategy – to support implementation

The types of engagement activities within a strategy will depend on:

- The type of study
- The desired goal of the engagement activity



# Deep engagement – Community Advisory Board

- *A diverse group of people representing the 'community'*
- Meetings throughout the research
- Long(er) term relationships:
  - Raise community concerns
  - Suggest improvements to recruitment, consent, engagement
- Other Advisory Groups
  - Patient Groups (PPI)
  - Young Persons Advisory Groups



# Forms of 'Wider' community/Public engagement



'Townhall' meetings



Engaging schoolchildren



Radio programmes



Village drama

- A range of goals
  - Raising awareness
  - Addressing concerns
  - Recruitment
- Requires funding
  - Skilled staff
  - Venues
  - Partner costs
  - Travel

# Selecting from a range of engagement methods

- Community Advisory Boards
- Laboratory open days
- Townhall/village meetings
- Radio or TV interview
- Surveys and focus group discussions



- Community Advisory Boards
- Patient Advisory Group
- Meeting hospital management group

## Type of research

- Community-based research
- Hospital-based clinical trial
- Hospital based staff intervention study

## Type of goal

- Input into study design/ implementation



- Patient Advisory Group
- Radio or TV interview
- Meeting hospital management group
- Nurses workshop

# Conclusion: Essential points to consider

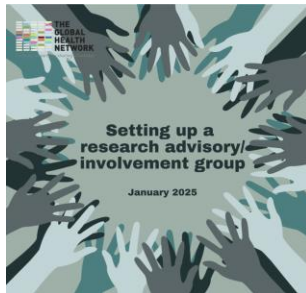
- Ensure meaningful engagement throughout research duration
- Define clear goals for each engagement activity
- Ensure adequate budget
  - Trained and dedicated staff
  - Re-imbursments for CAB, stakeholders etc
  - Travel and venue costs
- Document:
  - Who participates
  - Questions, concerns, challenges and suggestions
  - Changes made to the study as a result of CAB/stakeholder input
- Carefully plan feedback loops between community and study team





## Some useful resources

Setting up an advisory/involvement group



Planning an engagement strategy



Upstream engagement

