

MRC Centre for Global Infectious Disease Analysis - Communications Strategy

BRAND

As a world-leading authority on the epidemiology of infectious diseases, the value of our brand has grown considerably. We aim to ensure that this brand represents scientific excellence, rigour, independence, and objectivity.

STRATEGY

We aim to deliver communications that encourage a strong, diverse, and inclusive community to engage with our research and as a result to be a trusted source of information in a plethora of misinformation.

AUDIENCES

We aim to engage with seven external audiences for whom our research has relevance:

- the academic community (including funders)
- local communities
- the broader education sector – in particular secondary schools
- the general public
- opinion formers
- the media
- public health partners

COMMUNICATION GOALS

These differ by audience but encompass:

- Support for scientific endeavour through open communication of research
- Increasing understanding of infectious diseases and their control
- Enhancing understanding of how epidemiological modelling can support public health decisions, and its limitations
- Ensuring that our scientific research is communicated accurately in a non-partisan manner

ACTIVITIES

We will utilise multiple channels to engage with our different audiences. These will include:

- Scientific presentations at conferences and meetings, and publications in academic journals and through preprints
- Translation of key outputs into multiple languages and publication in the Science Journal for Teens
- Output of software packages and user-friendly web-based modelling tools
- Local workshops and school outreach
- Webinars, in-person panel discussions and podcasts
- Participate in science festivals, London-based activities such as the LOL-Lab stand-up comedy workshops and national activities such as the MRC “I’m a Scientist, get me out of here”
- Maintaining our highly visible social media presence through regular postings of research and activities
- Communication with national and international media – including press releases and briefings
- Engagement with policy through parliamentary committees, dialogue with civil servants and civil society and staff/student placements

This strategy is effective from June 2023. It will be reviewed in September 2024.