



Engaging stakeholders

WARWICK

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Summary

Who are 'stakeholders'?

Why should we think about stakeholders?

How do you identify your stakeholders?

How do you work with your stakeholders?

Things to consider and ideas

Who are 'stakeholders'?

“people, groups or organisations that have an interest in or might be affected by the outcome of a project”



Why should we think about stakeholders?

- ▶ **Informing**
- ▶ **Consulting**
- ▶ **Collaborating**



TACKLING ANTIMICROBIAL RESISTANCE ON TEN FRONTS



Public awareness



Sanitation and hygiene



Antibiotics in agriculture and the environment



Vaccines and alternatives



Surveillance



Rapid diagnostics



Human capital



Drugs



Global Innovation Fund



International coalition for action

Tackling Drug-resistant Infections Globally: Final Report And Recommendations, The Review On Antimicrobial Resistance

Government

Policy makers

Pharma

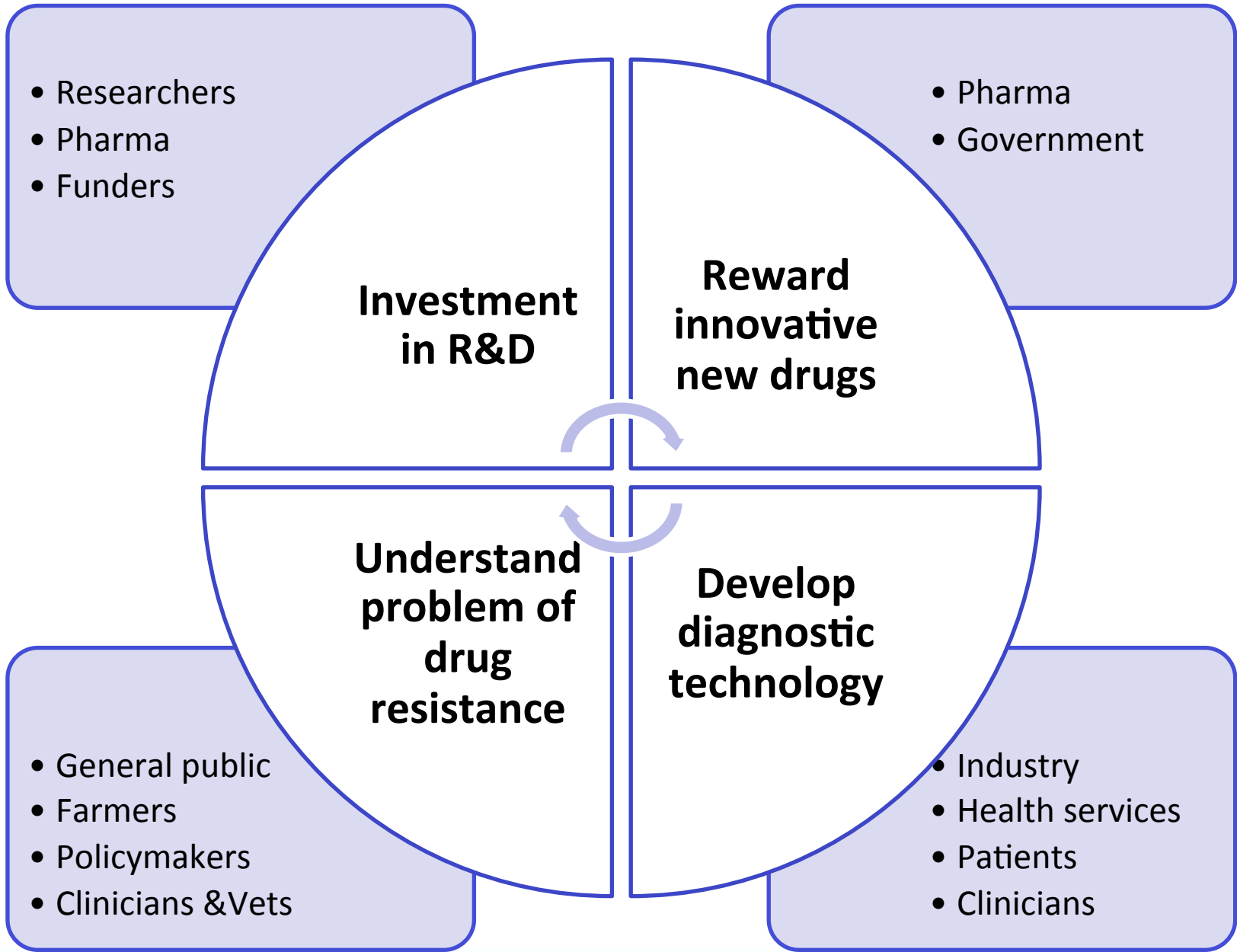
Farming and food producers

General public

Patients

Healthcare services

Industry



- Researchers
- Pharma
- Funders

- Pharma
- Government

**Investment
in R&D**

**Reward
innovative
new drugs**

**Understand
problem of
drug
resistance**

**Develop
diagnostic
technology**

- General public
- Farmers
- Policymakers
- Clinicians & Vets

- Industry
- Health services
- Patients
- Clinicians

How do you identify your stakeholders?

- ▶ Who is affected by the project?
- ▶ Who gains and who loses from it?
- ▶ Who wants it to succeed and who wants it to fail?
- ▶ Who has the power (or money) to make the project succeed or fail?
- ▶ Who exercises influence over other stakeholders?

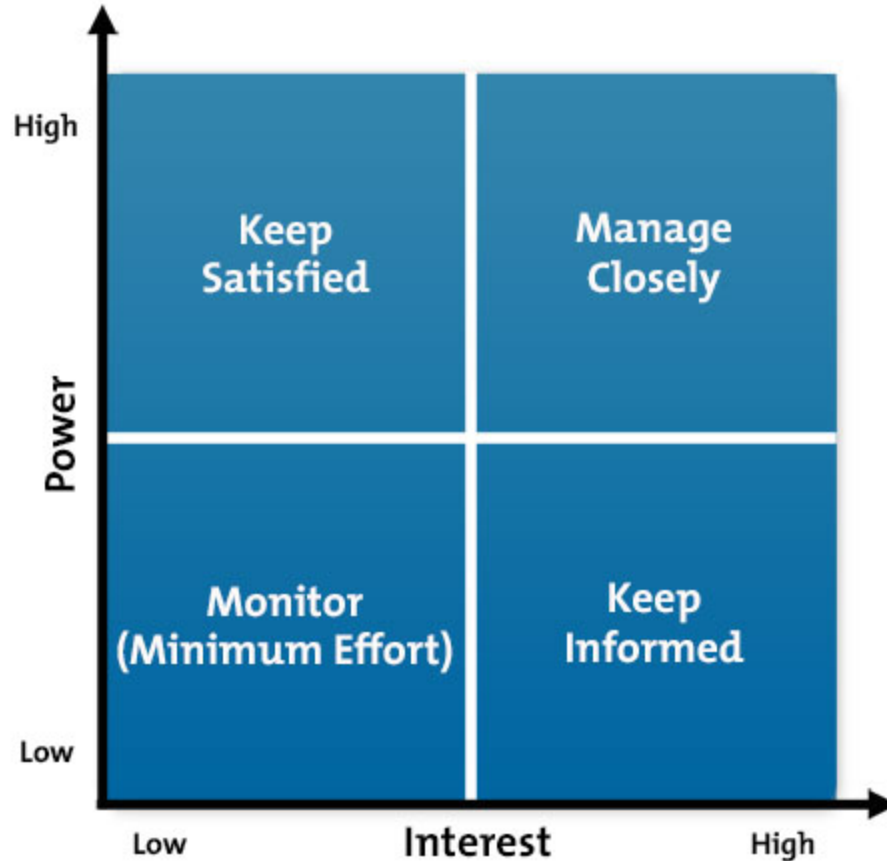


How do you identify your stakeholders?

- ▶ Understand your stakeholders
- ▶ Prioritise your stakeholders
 - Have you got key stakeholders you need to work closely with?
 - Are there groups which you need to keep informed?
 - Are there groups you need to monitor?
 - Are there groups you need to keep satisfied?



How do you identify your stakeholders?



<https://www.mindtools.com/media/Diagrams/stakeholdergrid1new.jpg>

Things to consider

- ▶ What can you offer and how might it be of interest to a stakeholder
- ▶ Do background research:
 - Do they have an R&D budget?
 - How do they work?
 - How could you meet them?



How do you work with your stakeholders?

- ▶ Two way engagement – **remember to listen!**
- ▶ Long-term relationships with **frequent interaction** and feedback are critical to building mutual understanding and trust
- ▶ Think carefully about how you interact



How do you work with your stakeholders?

- ▶ Identify and target specific audiences
- ▶ Set objectives
- ▶ Develop your message
- ▶ Choose communication channels
- ▶ Plan activities (when?)
- ▶ Allocate resources (time and budget)
- ▶ Build in evidence-gathering process



Ideas

- ▶ WAMIC network
- ▶ UHCW Grand Round
- ▶ Conferences
- ▶ Exhibitions and networking opportunities
- ▶ Knowledge Transfer Network
- ▶ Public engagement opportunities



Policy makers

- ▶ Commons/Lords/Joint Select Committees
- ▶ All-party groups
- ▶ Government Departments

- ▶ Think tanks

Academic profile is important



[Committees](#)[Inquiries A-Z](#)[Open calls for evidence](#)[Parliament 2010](#)[Parliament 2005](#)

Committee inquiries: Open calls for evidence

The following is a list of all committee inquiries where the initial call for evidence is still open. Further information can be found by following the links to the relevant inquiry pages.

Some select and joint committees (but not public bill committees) continue to accept written evidence after the initial call for evidence deadline has passed. Please refer to the relevant inquiry pages or contact committee staff for details of specific inquiries.

- [Commons Select Committee inquiries](#)
- [Lords Select Committee inquiries](#)
- [Joint Committee inquiries](#)
- [Public Bill Committees](#)

Commons Select Committee inquiries

- [Science communication](#) | [Science and Technology Committee](#) | Deadline: Friday 29 April 2016 (still accepting submissions)
- [Robotics and artificial intelligence](#) | [Science and Technology Committee](#) | Deadline: Friday 29 April 2016 (still accepting submissions)
- [Science in emergencies: chemical, biological, radiological or nuclear incidents](#) | [Science and Technology Committee](#) | Deadline: Friday 20 May 2016 (still accepting submissions)
- [Follow-up to PHSO report on unsafe discharge from hospital](#) | [Public Administration and Constitutional Affairs Committee](#) | Deadline: Monday 6 June 2016 (extended to Monday 4 July 2016)
- [MoD support for former and serving personnel subject to judicial processes](#) | [Defence Sub-Committee](#) | Deadline: Wednesday 8 June 2016

- [Local Authorities and Commissioners](#) | [Communities and Local Government Committee](#) | Deadline: Monday 13 June 2016

Further information

For more information about the work of committees, please visit the [About Parliament](#) section of this website.

For further details regarding a Select or Joint Committee inquiry please contact the relevant committee. Contact details can be found on the committee's main page.

- [Browse the A - Z list of committees](#)

For further details regarding a Public Bill Committee please contact the [Scrutiny Unit](#).

- [Email the Scrutiny Unit](#)

Guidance on written submissions

If you are considering sending a written submission please read the following guidelines:

- [Guidance on written submissions for House of Commons select committee inquiries](#)
- [Guidance on written submissions for House of Commons Public Bill Committees](#)
- [Guide for witnesses giving written or oral evidence to a select committee](#) (PDF 1.25 MB) 

How do House of Lords Select Committees work?

Search NICE...



Home > NICE Guidance > Service delivery, organisation and staffing > Medicines management > Medicines management: general and other

Antimicrobial stewardship: systems and processes for effective antimicrobial medicine use

NICE guidelines [NG15] Published date: August 2015

Guidance

Tools and resources

Information for the public

Evidence

History

Overview

Guidance

Share Download

What is this guideline about and who is it for?

Person-centred care

1 Recommendations

2 Implementation: getting started

3 Research recommendations

4 Other information

5 The Guideline Development Group, NICE project team,

NICE Pathway - Antimicrobial stewardship Quality standard - Antimicrobial stewardship

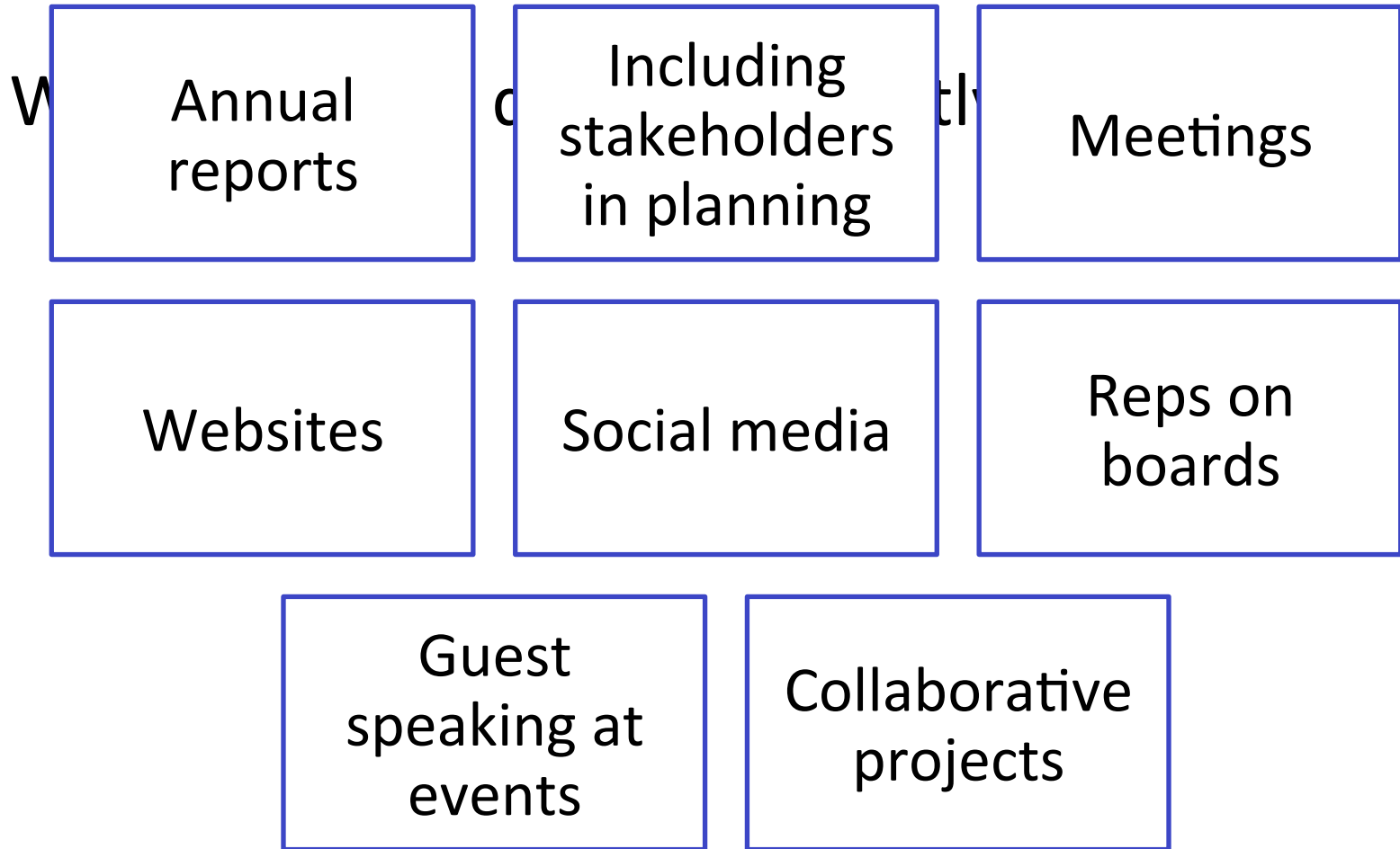
Next >

This guideline covers the effective use of antimicrobials (including antibiotics) in children, young people and adults. It aims to change prescribing practice to help slow the emergence of antimicrobial resistance and ensure that antimicrobials remain an effective treatment for infection.

Who is it for?

- Health and social care practitioners

Communication



Don't forget

- ▶ Confidentiality
- ▶ IP protection
- ▶ Academic freedom

Please speak with R&IS and Warwick Ventures



Over to you.....

For your research interest, think about:

- ▶ Who are your key stakeholders?
- ▶ Do you (or colleagues) already work with them? Or how could you meet them?
- ▶ What their interests are?
- ▶ What sort of activities might be suitable?

15 mins for discussion on your tables and then feeding back to the group:

Who? Established contact or not? Methods?

