



UKPRP BRAND, COMMUNICATIONS AND ENGAGEMENT STRATEGY

Purpose

To provide a brand, communications and engagement strategy for the UK Prevention Research Partnership (UKPRP) which covers the areas of branding and visibility, acknowledgements, dissemination of findings and engagement with “users”.¹ It sets out requirements for the UKPRP Funders Executive Group (FEG) and recipients of UKPRP funding. This strategy applies to all external communications, including but not limited to, printed and digital materials, press releases and any other interactions with the media/journalists, scientific publications and posters, conference and other presentations, and engagement with the public.

Background

The UKPRP funders include health and social care departments across the four nations, leading health/medical research charities, and UK Research and Innovation (UKRI) Councils. They intend to invest over £50 million in the UKPRP to improve population health, and reduce health inequalities, through the primary prevention of non-communicable diseases (NCDs). The multi-funder partnership will:

- i. build and support interdisciplinary research teams to develop, implement and evaluate generalisable and scalable preventive policies, practices, designs and interventions which will enable change within complex adaptive systems to prevent NCDs.
- ii. deliver solutions for large-scale and cost-effective improvements in health and the prevention of NCDs that meet the needs of providers and policy makers and are responsive to the challenging timescales of policy making. This will involve co-production of research with the public, policy makers, professionals and those likely to implement the intervention.

The initiative’s scope covers physical health as well as mental health and wellbeing. Further details about the UKPRP’s objectives and rationale; its predecessor, the National Prevention Research Initiative (NPRI); and the challenges and opportunities for research into preventing NCDs, are available [online](#).

This document is structured into two broad areas: (i) branding, acknowledgements and dissemination; and (ii) communications and engagement. The latter covers objectives, key messages, target audiences, channels for communicating, and approaches for delivering the strategy. Resource implications of aspects of the strategy are outlined, and options are provided to facilitate the FEG’s decision making.

¹ “Users” refer to policy makers, practitioners, health providers, the third sector, the public, industry etc. - those likely to use research findings about NCD prevention and/or have experience of implementing interventions.

1. BRANDING, ACKNOWLEDGEMENTS AND DISSEMINATION

1.1. Name

The full name of the initiative is the UK Prevention Research Partnership (UKPRP).

The name should be used in full on first use, thereafter the abbreviation UKPRP may be used.

This applies to written and printed communications, and when speaking to external audiences.

Internally (among the core funders or within their organisations), it can be referred to as “UKPRP” or the “Partnership” or the “Initiative”.

UKPRP funders and recipients of UKPRP funding should also use the UKPRP visual identity according to the requirements outlined in this strategy.

1.2. Brand

The UKPRP brand identity (e.g. name, logo, etc.) must be preserved in all communications and publicity.

The Partnership will capitalise on the brands of the 12 core funding partners comprising the FEG to build the UKPRP brand, especially during early communications about the initiative:

- Charities: British Heart Foundation; Cancer Research UK; The Health Foundation; The Wellcome Trust.
- Health and social care departments across the four nations: Chief Scientist Office of the Scottish Government Health and Social Care Directorates; Health and Social Care Research and Development Division (Welsh Government); National Institute for Health Research; Public Health Agency, Northern Ireland.
- UKRI councils: Engineering and Physical Sciences Research Council; Economic and Social Research Council; Medical Research Council; Natural Environment Research Council.

Close alignment of the UKPRP logo with known brands would help establish the UKPRP. The following ‘locked in’ logos have therefore been produced, taking into account each funder’s brand guidelines:

- i. the UKPRP logo paired with each partner’s logo (“two-way lock-up”);
- ii. UKPRP logo together with the logos of all funding partners (“full lock-up”);
- iii. logos of all funding partners excluding the UKPRP logo (“partners-only lock-up”).

The [UKPRP Brand and Style Guide](#) provides information on the visual and technical presentation for the UKPRP and defines when and how the different ‘locked in’ logos should be used by the FEG, UKPRP-funded groups, and other interested parties external to the UKPRP. The Guide applies to all external communications, as outlined earlier in this strategy.

Members of the FEG agree not to use the name, logo, or other identifier of other funders for any purposes other than those outlined in this strategy. Each funder is expected to establish mechanisms for ensuring the appropriate and correct use within their own organisation of the UKPRP brand and style, and keep the UKPRP Secretariat up to date with the relevant communications contact within their organisation. In terms of recipients of UKPRP funding, the Secretariat will monitor and ensure compliance with requirements in the first year after awarding the grant by stipulating in the Terms and Conditions of funding that proofs of materials using the UKPRP logo must be submitted to ukprp@mrc.ukri.org for approval (allowing two days’ notice for feedback). Thereafter, the Secretariat will monitor compliance during the annual reporting process by requesting materials where a UKPRP logo had been used.

1.3. Acknowledgements

UKPRP-funded teams shall acknowledge the support of UKPRP and its core funding partners (the FEG) in all relevant communications, including but not limited to:

- presentations.
- manuscripts submitted for publication, posters at conferences and scientific presentations.

- published materials (in print and online).
- all forms of media activity, such as media appearances, press releases or conferences, and social media.

UKPRP-funded teams, and their communications staff, must acknowledge UKPRP using the name, brand and acknowledgements outlined.

The following form of words to be used in scientific publications will be included in the UKPRP award letter containing the Terms and Conditions of funding:

“This work was supported by the UK Prevention Research Partnership (insert award reference), which is funded by the British Heart Foundation, Cancer Research UK, Chief Scientist Office of the Scottish Government Health and Social Care Directorates, Engineering and Physical Sciences Research Council, Economic and Social Research Council, Health and Social Care Research and Development Division (Welsh Government), Medical Research Council, National Institute for Health Research, Natural Environment Research Council, Public Health Agency (Northern Ireland), The Health Foundation and Wellcome.”

In other communications where space is tight, a shortened version may be used:

“This work was supported by the UK Prevention Research Partnership, an initiative funded by UK Research and Innovation Councils, the Department of Health and Social Care (England) and the UK devolved administrations, and leading health research charities.”

All grants will be funded from the UKPRP’s common funding pot and individual awards will be assigned to UKPRP, forming part of a whole portfolio of awards. In the unlikely event that a core funding partner (FEG member) does not wish to contribute to a specific award, the above acknowledgements will be amended to remove mention of the specific funder, and the wording will be included in the specific award letter. It is recognised that removing the name of one funder from the acknowledgements might not prevent misattribution. The funding partner accepts it will not be possible for the Secretariat to monitor its exclusion from acknowledgements used over the life of the given grant. Further, a sentence will not be added to explicitly mention the partner will not contribute financially to the award.

Acknowledgements for other contributing funders

Other funders (those not on the FEG) will be recognised commensurate to their contribution to a specific UKPRP award as agreed.

The Terms and Conditions of UKPRP funding will specify that award holders are required to agree appropriate acknowledgments (for non-FEG contributors) with the Secretariat. The FEG’s approval will be sought on suitable acknowledgement wording and possible mechanisms for managing the contributing funder overclaiming the significance of its role. Where the contributor is known at the point of a successful application outcome, the acknowledgement will be agreed prior to the award being made. The wording will need to be assessed on a case-by-case basis.

1.4. Dissemination

The UKPRP supports unrestricted access to the published outputs of research and expects that all publications arising from UKPRP-funded research will comply with [UKRI’s open access policy](#).

The UKPRP encourages the dissemination of research beyond the UKPRP-funded teams. Award holders will be encouraged to use different approaches for disseminating research findings, including policy documents and publication in the ‘grey literature’.

2. COMMUNICATIONS AND ENGAGEMENT

This section sets out the communication and engagement objectives which will support the UKPRP objectives. Key messages have been mapped to target audiences and what we want the audiences to know/think, how we want them to feel, and what we want them to do in response. Details of the communication channels, approaches for delivering the strategy and resources required to meet the objectives are also described.

2.1. Communications and engagement objectives

The UKPRP's communications and engagement objectives are as follows:

- i. to increase awareness of the UKPRP's leading role in supporting the generation of actionable evidence on interventions that address important NCD prevention challenges in the UK.
- ii. to promote dialogue around the importance of focusing on upstream health determinants and taking a whole systems approach to disease prevention.
- iii. to persuade key stakeholders to take on an advocacy role for more prevention research funding.
- iv. to increase understanding of the value of engaging diverse disciplines and relevant users in designing and undertaking research to address NCD prevention challenges.
- v. to disseminate research findings on interventions that address NCD challenges to enable a range of audiences to access and use evidence.

2.2. Audiences

The UKPRP's target audience is comprised of the research community and users, i.e. those dealing with the NCD prevention challenges in the UK. The UKPRP's target audiences are described below.

- **Research community** - the UKPRP is keen to build and support genuinely interdisciplinary teams comprising a range of academic disciplines, including those disciplines not typically engaged in disease prevention research. The UKPRP will extend the existing academic networks in prevention research by enabling public health specialists to join with other experts such as engineers, architects, computer scientists, and social scientists.
- **Users dealing with the NCD prevention challenges in the UK** at both a local and national level, including those relating to the research programmes of UKPRP-funded teams. Given that users span several sectors (local authorities, central government, NGOs, charities etc.) a list of relevant users (and strategic stakeholders - see below) will be maintained by the Secretariat to focus communications and engagement activity.
- **Strategic stakeholders/users and other funders** - this category includes, but is not limited to:
 - Public Health England and its equivalents
 - Local Government Association
 - Association of Directors of Public Health
 - UK Strategic Co-ordinating Body for Health of the Public Research (SCHOPR), a sub-board of the Office of Strategic Co-ordination of Health Research (OSCHR).
 - Academy of Medical Sciences
 - Association of Medical Research Charities (AMRC)
 - Other funders interested in the initiative / keen to contribute funding to specific awards: for example, World Cancer Research Fund, Guy's and St Thomas' Charity, etc.
- **Core funding partners:** health and social care departments across the four nations; key health research charities; UKRI councils.
- **Broad public** audience.

Table 1 outlines this strategy's key messages and maps them to target audiences and what we want the audiences to know/think, how we want them to feel, and what we want them to do in response.

Table 1: Map of key messages to the target audiences and desired audience response

Key messages	Target audience	What we want the audience to know/think, how we want them to feel, and what we want them to do		
		Think	Feel	Do
Twelve major funders of health research in the UK - health and social care departments across the four nations; key medical research charities; UKRI councils - are investing over £50m in the UKPRP to improve population health, and reduce health inequalities, through the primary prevention of NCDs.	UK research community	That major UK health funders are pooling resources to invest in developing new evidence on preventative interventions to address important NCD challenges in the UK.	<p>Feel excited by the opportunities this new initiative will bring for their research.</p> <p>Feel that the UKPRP wants to support them to generate new insights and knowledge on interventions that tackle and prevent major NCDs in the UK.</p>	<p>To respond to UKPRP funding calls by submitting proposals that meet the remit.</p> <p>Share details of UKPRP funding calls with colleagues.</p>
	Users	That the UK's major funders of health research are working together to deliver solutions on important NCD challenges that will meet their needs.	Feel reassured that UKPRP-funded research will have positive impacts on them as users.	<p>To refer to the UKPRP in materials and speeches.</p> <p>Disseminate details of the UKPRP in their own materials or mention at meetings with internal/external colleagues.</p>
	Users - industry	N/A	N/A	N/A
	Strategic stakeholders/users and other funders	That major UK health funders are partnering to invest in developing new evidence on preventative interventions to address important NCD challenges in the UK.	To feel excited by this new major initiative on the UK's public health landscape.	<p>To direct individuals / organisations to the UKPRP as a key source of funding for disease prevention research/networking.</p> <p>To consider how the UKPRP aligns with their organisation's aims on disease prevention.</p>

Key messages	Target audience	What we want the audience to know/think, how we want them to feel, and what we want them to do		
		Think	Feel	Do
				To contact the UKPRP to explore opportunities to contribute/collaborate.
	Parliament	That major public funders of health research and charities are working together to invest in the development of evidence on strategies and policies to prevent major NCDs in the UK which pose large economic costs.	To feel reassured that public funds are being invested in an area of need.	To refer to the UKPRP in materials and speeches to highlight where public funds are being invested in research to tackle important NCDs.
	UKPRP funding partners	That real change in the prevention research landscape in the UK can only be achieved by working together with other funders and coordinating NCD prevention research investment. That a broad range of funders bring with them their associated research communities.	Feel involved in and relevant to the partnership. That more can be achieved on NCD prevention by working together than by working in silos.	To promote the UKPRP and its involvement in the initiative when writing or speaking about the disease prevention.
	Broad public	That major funders of research are investing public funds to prevent important NCDs in the UK.	To feel reassured that NCD prevention is a priority for public funders and well-known charities.	N/A
Many NCDs have common upstream drivers and effective prevention activities therefore have the potential to deliver important co-benefits across a range of conditions.	UK research community	The current evidence for effective prevention strategies are focused on the individual end of the spectrum and further adoption of strategies to address upstream determinants would deliver greater health impact. ² That the UKPRP is attempting to redress this balance (upstream vs individual level) by	That the UKPRP is challenging them to focus their research on upstream influences on risk factors for NCDs. That the UKPRP wants my research to have more impact on health in the UK.	To respond to UKPRP funding calls by submitting proposals that meet the challenge of focusing upstream. Share details of the UKPRP's vision and funding calls with colleagues.

² [https://www.thelancet.com/journals/lanpub/article/PIIS2468-2667\(17\)30167-6/fulltext](https://www.thelancet.com/journals/lanpub/article/PIIS2468-2667(17)30167-6/fulltext) (all links accessed September 2018).

Key messages	Target audience	What we want the audience to know/think, how we want them to feel, and what we want them to do		
		Think	Feel	Do
		generating research on scalable policies to tackle the NCD burden in the UK.		
	Users	<p>The current evidence for effective prevention strategies are focused on the individual end of the spectrum and further adoption of strategies to address upstream determinants would deliver greater health impact.</p> <p>That the UKPRP is attempting to redress this balance (upstream vs individual level) by generating research on scalable policies to tackle the NCD burden in the UK.</p>	Feel they should do more to tackle the upstream determinants of NCDs.	Put greater focus of their work on upstream influences on risk factors for NCDs.
	Users - industry	N/A	N/A	N/A
	Strategic stakeholders/users and other funders	<p>The current evidence for effective prevention strategies are focused on the individual end of the spectrum and further adoption of strategies to address upstream determinants would deliver greater health impact.</p> <p>That the UKPRP is attempting to redress this balance (upstream vs individual level) by generating research on scalable policies to tackle the NCD burden in the UK.</p>	Feel they should do more to tackle the upstream determinants of NCDs.	Put greater focus of their work on upstream influences on risk factors for NCDs.
	Parliament	N/A	N/A	N/A

Key messages	Target audience	What we want the audience to know/think, how we want them to feel, and what we want them to do		
		Think	Feel	Do
	UKPRP funding partners	N/A	N/A	N/A
	Broad public	N/A	N/A	N/A
The UKPRP will foster an approach to NCD prevention that involves taking into account the big picture in all its complexity (i.e., a system view).	UK research community	<p>The UKPRP wants to enable effective change within the complex adaptive systems that relate to NCD burden in the UK.</p> <p>Systems thinking is relevant to disease prevention because we need to maximise the population health impacts of prevention intervention-related scientific discoveries.</p> <p>To have impact on NCDs, it is necessary to consider the complex contexts within which interventions can be targeted.</p>	To be receptive to understanding systems science and why it is relevant to NCD prevention.	<p>Seek out information on complex adaptive systems in order to develop understanding and ability to apply in research.</p> <p>Incorporate systems thinking approaches when developing research ideas.</p> <p>Submit applications for UKPRP funding that take account of systems thinking.</p>
	Users	<p>Systems thinking is relevant to disease prevention because we need to maximise the population impacts of prevention intervention-related scientific discoveries.</p> <p>To have impact on NCDs, it is necessary to consider the complex contexts within which interventions can be targeted.</p>	To be receptive to understanding systems science and why it is relevant to NCD prevention.	<p>Seek out information on complex adaptive systems in order to develop understanding.</p> <p>Incorporate systems thinking into organisational workstreams.</p>
	Users - industry	N/A	N/A	N/A
	Strategic stakeholders/users and other funders	Systems thinking is relevant to disease prevention because we need to maximise the population impacts of prevention intervention-related scientific discoveries.	To be receptive to understanding systems science and why it is relevant to NCD prevention.	Seek out information on complex adaptive systems in order to develop understanding.

Key messages	Target audience	What we want the audience to know/think, how we want them to feel, and what we want them to do		
		Think	Feel	Do
		To have impact on NCDs, it is necessary to consider the complex contexts within which interventions can be targeted.		Incorporate systems thinking into organisational workstreams.
	Parliament	N/A	N/A	N/A
	UKPRP funding partners	To have impact on NCDs, it is necessary to consider the complex contexts within which interventions can be targeted.		Promote systems thinking within their organisations and adopt in workstreams.
	Broad public	N/A	N/A	N/A
There is a need to increase investment in prevention research. Investment in effective prevention activities are much more cost-effective than waiting until people become ill. ³	UK research community	N/A	N/A	N/A
	Users	That investing in NCD prevention would deliver greater impact and value for money.	Encouraged to highlight their needs in this area.	Increase dialogue about NCD prevention within their organisation and with those externally. Submit requests for increased resource to help support research activity into the primary prevention of NCDs.
	Users - industry	N/A	N/A	N/A

³ Messages will need to be supported by evidence/data.

Key messages	Target audience	What we want the audience to know/think, how we want them to feel, and what we want them to do		
		Think	Feel	Do
	Strategic stakeholders/users and other funders	That investing in NCD prevention would deliver greater impact and value for money.	Feel encouraged to draw further attention to this area of need	<p>Increase dialogue about NCD prevention within their organisation and with those externally.</p> <p>Make this a priority area for their organisation.</p> <p>Make the case for increased resource to help support research activity into the primary prevention of NCDs.</p>
	Parliament	That investing in NCD prevention would deliver greater health benefits and value for money.	Be receptive to the fact that increased resources are needed for disease prevention.	<p>Increase dialogue about the importance of NCD prevention.</p> <p>Increase investment in preventing NCDs in the UK and into research on strategies and policies to tackle the large NCD burden.</p>
	UKPRP funding partners	That investing in research in NCD prevention would deliver impact.	Feel that prevention research is worth pursuing as there are opportunities for influence.	<p>Increase dialogue about the importance of NCD prevention within their organisation and with other funders.</p> <p>Make this a priority area for their organisation.</p> <p>Make the case within their organisation to increase</p>

Key messages	Target audience	What we want the audience to know/think, how we want them to feel, and what we want them to do		
		Think	Feel	Do
				investment into NCD prevention research – increasing UKPRP contribution and life of partnership.
	Broad public	That investing in NCD prevention could deliver health greater impact.	Accept that there is an imbalance between resources for disease treatment and prevention.	Ask elected officials to increase funding for preventing NCDs and for research into ways to prevent NCDs.
The UKPRP will foster changes in the composition of research teams by encouraging the research community and users to work together to produce clear answers to important questions on NCD prevention relevant to decision makers.	Research community	For the research community to recognise the importance of users in allowing them to formulate better research questions and ideas that have impact.	Challenged to step outside comfort zone. To be receptive to working with non-academics as they bring knowledge and insights on research challenges.	Actively seek out relevant users to formulate ideas and research proposals, including for UKPRP funding.
	Users	That the UKPRP funders are seeking to foster different ways of delivering research by encouraging academics to work together with users when developing research.	Feel valued: their perspective is needed. UKPRP funders want them to help us and researchers define research that meets their needs.	Better articulate their needs and challenges regarding NCD prevention – in materials and speeches – so that researchers better understand the issues faced by users.
	Users – industry	That the UKPRP funders are seeking to develop novel combinations of partners to undertake research in NCD prevention strategies.	To be receptive to bringing their knowledge and experience to UKPRP research.	To agree to contribute to UKPRP research if approached by academics or users to collaborate.

Key messages	Target audience	What we want the audience to know/think, how we want them to feel, and what we want them to do		
		Think	Feel	Do
		That the UKPRP recognises that industry can play a part in delivering solutions on major NCD prevention challenges.		
	All other audiences	N/A	N/A	N/A
UKPRP-funded teams will deliver solutions for large scale and cost-effective improvements in health and the prevention of NCDs that meet the needs of providers and policy makers and are responsive to the challenging timescales of policy making.	Research community	That UKPRP-funded teams will generate research on NCD preventative strategies and challenges faced by users.	Feel proud that their research is making a difference to important public health problems in the UK.	Share details of their research findings generated from UKPRP funding. To promote the UKPRP as an initiative focused on developing evidence on what works.
	Users	That the UKPRP will produce evidence on strategies and policies to prevent major NCDs in the UK and address the needs of users.	Feel they can approach the UKPRP for help with evidence on what works (or does not; and why) because it is generating evidence on relevant challenges they experience. Feel the UKPRP is a reliable source of evidence on what works to prevent NCDs.	Share details of UKPRP findings. To actively seek out UKPRP research findings. Recommend the UKPRP's work/findings to interested organisations and individuals.

Key messages	Target audience	What we want the audience to know/think, how we want them to feel, and what we want them to do		
		Think	Feel	Do
	Strategic stakeholders	That the UKPRP will produce evidence on strategies and policies to prevent major NCDs in the UK and address the needs of users.	<p>Feel they can approach the UKPRP for help with evidence on what works (or does not; and why) because it is generating evidence on relevant challenges they experience.</p> <p>Feel the UKPRP is a reliable source of evidence on what works to prevent NCDs.</p>	<p>Share details of UKPRP findings.</p> <p>To actively seek out UKPRP research findings.</p> <p>Recommend the UKPRP's work/findings to interested organisations and individuals.</p>
	All other audiences	N/A	N/A	N/A

2.3. Approaches

Delivery of the strategy will be a collective effort between the UKPRP funders and the Secretariat. An opportunistic approach will be adopted in which the areas outlined below will be employed and the Secretariat will coordinate delivery of activity.

- Create a timeline of external events and other opportunities to which each funder will be expected to contribute. This will allow the UKPRP to capitalise on events (conferences, scientific meetings, etc.) attended by partners where the work of the UKPRP could be showcased. Opportunities might include delivering an oral presentation about the UKPRP, providing the [vision document](#) or materials on a current call at event booths/stands, etc.
- Develop a document with a core narrative / messages to ensure that the Secretariat and FEG members are consistent when writing or speaking about the UKPRP. The document at [Annex 1](#) includes a set of key messages to be used for briefing senior colleagues within funder organisations on the initiative.
- Generate a UKPRP branded slide deck for presentations by core funders to support delivery of messages and consistent use of the brand. It may be necessary to develop additional slides as the initiative develops.
- A public facing vision document was published online and used at an event to launch the initiative in May 2017.
- Supported by an agreed core narrative and messaging, draw on the communication channels of each funding partner to distribute messages and increase traffic to UKPRP webpages. This will include websites, social media accounts, blogs, podcasts, webinars etc.
- Funding partners should champion the UKPRP and promote the work of UKPRP-funded teams within their organisations and externally.
- Using members of the UKPRP Scientific Advisory Board for visibility and for increasing advocacy for disease prevention and research. Asking them to do a guest blog, be involved in key events / webinars, provide quotes for use in articles, refer to the UKPRP in presentations they make, requesting speaking slots for them at key meetings.
- Press releases or other pre-planned dissemination event / statement to the media or public with respect to the UKPRP or UKPRP-funded research will be centrally coordinated by the UKPRP Secretariat and their colleagues in the UKRI Communications team.

2.4. Channels

A range of channels will be employed to communicate messages. These will include:

- websites - UKPRP, UKRI and other funding partners as defined for specific communications/engagement activity
- posters
- reports, publications
- events
- email
- social media (see annex 2)

The communications timeline described in section 2.3 will specify the relevant channel(s) to be employed to communicate key messages to a particular audience.

3.0. RESOURCES

This section considers the resource (time, budget etc.) implications of the proposed strategy.

Delivery of the work outlined will fall to the UKPRP funders (and staff in their communications teams) and the Secretariat (Programme Manager and Science Manager), drawing on the UKRI Corporate Communications team. The communications timeline described in section 2.3 will specify activity where input from partners will be required and over what timescale. It will however be necessary to:

- outsource some activity, drawing on funds for delivery costs from the UKPRP funding pot;
- request that a specific funder works together with the Secretariat to deliver elements of this strategy.

4.0. EVALUATION

We will need to define indicators (quantitative and qualitative) for use in assessing whether or not the communications and engagement objectives are being met. Table 3 proposes indicators for tracking progress towards delivering each communications objective. It is proposed that progress is assessed on an annual basis, and this should be aligned with the annual reporting cycle of the UKPRP-funded teams to allow efficiency in the Secretariat's work.

Table 3: Indicators for assessing achievement of the UKPRP communications and engagement objectives

	Communications /engagement Objective	Indicator	Source of information	Who is responsible for collecting information on indicators
1	To increase awareness of the UKPRP's leading role in supporting the generation of actionable evidence on interventions that address important NCD prevention challenges in the UK.	1.1. Presentations about the UKPRP delivered by the Secretariat, FEG or Scientific Advisory Board (SAB). 1.2. Documents, publications or speeches in which the UKPRP is mentioned. 1.3. Queries received about the UKPRP funding calls. 1.4. Demand for UKPRP funding (volume and total price of bids). 1.5. Traffic on web pages advertising funding calls and providing details about the initiative.	Intel provided by FEG / SAB members. FEG members - briefing to senior staff in UKPRP funder bodies or to ministers in which the UKPRP is promoted. Parliamentary questions etc. in which the UKPRP is mentioned. Publications by recipients of UKPRP funding promoting the work of the UKPRP. Records of applications received. Email queries submitted to the UKPRP inbox. Web statistics on UKPRP-related web pages	UKPRP Secretariat and FEG
2	To persuade key stakeholders to take on an advocacy role for more prevention research funding.	2.1. Opportunities to discuss the UKPRP with different stakeholders. 1.2. Stakeholders expressing interesting in the UKPRP or its funder/stakeholder Forum. 1.3. Collaborative activity with users/stakeholders to promote NCD prevention. 1.4. Number and profile of users/stakeholders being engaged in the work of UKPRP.	Intel provided by FEG / SAB members. Correspondence and meetings with users/stakeholders. Records of applications received.	UKPRP Secretariat and FEG
3	To promote dialogue around the importance of focusing on upstream health determinants and taking a whole systems	3.1 Materials produced to educate the research community and users about systems science. 3.2 Level of interest in UKPRP events/activity promoting the	Intel provided by FEG / SAB members. Web statistics on the extent of access to UKPRP-related web pages providing	UKPRP Secretariat

	Communications /engagement Objective	Indicator	Source of information	Who is responsible for collecting information on indicators
	approach to disease prevention.	relevance of systems science for NCD prevention research. 3.3 Applications received scoring highly in peer review.	information on systems science. Applications to attend UKPRP events/participate in activities. Feedback from the Expert Review Group on the quality of proposals received.	
4	To increase understanding of the value of engaging diverse disciplines and relevant users in designing and undertaking research to address NCD prevention challenges.	4.1. Applications received involving a wide range of academic disciplines and non-academic users. 4.2. Applications with new disciplines not typically involved in disease prevention research. 4.3. Funders describing a change in the composition of research teams in applications to their own funding calls.	Intel provided by FEG members. Funding applications to UKPRP and non-UKPRP funding calls led by funders.	UKPRP Secretariat and FEG
5	To disseminate research findings on interventions that address NCD challenges to enable a range of audiences to access and use evidence.	5.1. "Impact" case studies submitted by UKPRP researchers. 5.2. Press releases, blogs etc. sharing UKPRP research findings. 5.3. Events held by UKPRP or applicants to showcase findings.	Researchfish and annual reports to the SAB. Web statistics on UKPRP-related web pages show level of traffic to access UKPRP materials (includes data from FEG member websites and funded-teams). Intel provided by FEG members.	UKPRP Secretariat and FEG



UKPRP key messages

The following UKPRP key messages have been drafted to be used for briefing senior colleagues on the initiative.

- The UKPRP is a partnership of 12 major research funders which is investing up to £55 million to support novel research into the primary prevention of non-communicable diseases (NCDs) to improve population health and reduce health inequalities. The UKPRP funders include charities (British Heart Foundation, Cancer Research UK, the Health Foundation and the Wellcome Trust), health and social care departments across the four nations and UKRI Councils (MRC, EPSRC, ESRC and NERC).
- The initiative aims to address the upstream determinants of non-communicable diseases (NCDs) including, but not limited to, the built and natural environment, employment, education, welfare, transport, health and social care, and communication systems, and the policies of local and central government and of commercial enterprises.
- In May 2019, the UKPRP announced an investment of over £25 million into four consortia and four networks, under the first funding round, to tackle major upstream determinants of NCDs.
- A second UKPRP funding call was launched in September 2019. Under the second call the funding partners expect to commit up to £23 million to build and develop more innovative research by forming new interdisciplinary research consortia and networks.
- To maximise the impact of its investment, UKPRP will incentivise cross-consortium activity to capitalise on synergies between the funded teams, build capacity in areas of need, and enable the initiative to remain responsive to policy needs and emerging opportunities. A Community of Practice to facilitate this was awarded funding in January 2021.

Social Media

UKPRP has its own social media account, and its members are well-placed to lead on the promotion of certain messages to communities to which they have the best access. A renewed focus will be given to combining our social media strengths to support the communications objectives. Success metrics should be defined on a project basis, and projects defined on a priority basis. Examples of general indicators would be:

- **To increase awareness of the UKPRP’s leading role in supporting the generation of actionable evidence on interventions that address important NCD prevention challenges in the UK:**
 - Increase traffic to UKPRP web pages resulting in more queries about UKPRP funding calls and demand for UKPRP funding
- **To persuade key stakeholders to take on an advocacy role for more prevention research funding**
 - Increase instances of influential stakeholders amplifying messaging to wider community
- **To promote dialogue around the importance of focusing on upstream health determinants and taking a whole systems approach to disease prevention.**
 - Potential social media content produced to educate the research community and users about systems science.
- **To increase understanding of the value of engaging diverse disciplines and relevant users in designing and undertaking research to address NCD prevention challenges.**
 - UKPRP members use unique community access to disseminate agreed messaging aimed engaging diverse disciplines
- **To disseminate research findings on interventions that address NCD challenges to enable a range of audiences to access and use evidence.**
 - Drive interest in UKPRP events, e.g., conference
 - Intelligent dissemination of case studies and impacts