

HERE TO HELP

PUBLIC ENGAGEMENT

With public engagement events taking place again, IBMS Head of Communications **Dan Nimmo** offers ideas and resources to help members.

With face-to-face events starting up again and Biomedical Science Day on the horizon (9 June), now is the time to start planning your public engagement activities for the year.

Engaging primary school children

Inspire the next generation of biomedical scientists and get primary school children excited about biomedical science through our SUPERLAB comics.

Aimed at children aged 7 to 11 years old (Key Stage 2), the second edition has just been released and is available for members as an online download or in print. The new edition is packed full of features and fun activities designed to inform young people about the science at the heart of healthcare.

Created in consultation with members, it features new laboratory superheroes, a diagnostic activity with tie-ins to clinical chemistry and microbiology, a Petri-dish biscuits baking recipe, activities to understand PCR and viruses, and much more. Starting with a comic strip about a young girl named Holly, the comic follows her healthcare journey as the audience is invited to follow the clues to help diagnose her condition for the



doctor. To order or download comics, visit superlabscience.com.

There are also free downloadable activity sheets on our website ibms.org/resources/activities-for-children. The ready-to-print A4 documents have information on how to perform the activity, as well as a shopping list for resources needed.

Leading career sessions for university students

Hearing perspectives from a variety of specialisms and workplaces within the field allows university students doing biomedical science degrees to better understand and decide which pathway into the profession they should pursue. Students are always looking for advice and to hear first-hand accounts from practising scientists and we regularly

arrange for members to attend careers fairs.


If you would like to be included in our future call outs for volunteers to these events, please ensure that your preferences in MyIBMS on our website includes public engagement.

Planning public engagement for Biomedical Science Day?

Consider applying to the Biomedical Science Day Activity Fund. Once again, we are providing grants of up to £500 for IBMS members to develop their activities and events.

Activities should aim to raise public awareness of biomedical science and demonstrate the value of the profession and its role in the prevention, diagnosis and treatment of infections and disease. The grants may be used to support a range of activities and resources for careers events, marketing and communications materials, incentives and giveaways. Further details can be found at biomedicalscienceday.com.

Order freebies

Once you have signed up for a public engagement event and decided on how to engage with your audience, you can order marketing goodies from us. Simply login to MyIBMS and follow the link to our order form. To make sure we can get them to you on time, orders must be made seven days prior to your event. 



A Successful Return to Congress for Sonic Healthcare UK

After a whirlwind of planning, strategising and organising, IBMS Congress 2022 has successfully drawn to a close. Although the UK's largest biomedical science exhibition could not take place last year due to the pandemic and had to be postponed from September 2021 to March 2022, it was well worth the wait.

Sonic Healthcare UK had previously attended Congress as Health Services Laboratories (HSL) - a partnership between Royal Free London NHS Foundation Trust and University College London Hospitals NHS Foundation Trust and the Doctors Laboratory (TDL - the largest independent provider of clinical laboratory diagnostic services in the UK). However, this year they attended as Sonic Healthcare UK, which incorporates the whole TDL Group of laboratories and this was the name on everyone's lips.

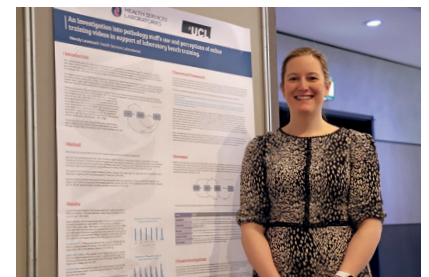
Day one of Congress was dedicated to talks, as delegates attended a number of lectures on Quality and Education. Head of Laboratory Process Improvement, David Ricketts, was invited to open the round of discussions regarding quality within the laboratory, updating delegates on the ISO 15189 standards and how it will affect laboratories not just in the UK, but around the world!

Sonic Healthcare UK also had the pleasure of sponsoring the Education

and Training programme - themes which are important core values within the organisation. Their investment in this area is second to none, enabling their staff to reach their full potential. The formation of Sonic's Education and Training Faculty ensures their workforce has excellent knowledge and skills and creates a platform for sharing their learning with partners in universities and beyond. The faculty has an expert group, providing leadership and links to regulatory bodies and institutions for higher education in London.

Throughout Congress, Head of Learning and Development, Wendy Leversuch, held talks on portfolio evidence, and alternative career paths in Biomedical Science. Head of Medical Training, Keith Gomez, and Consultant Biomedical Scientist, Hasit Patel, also spoke to platelet function testing with the British Society for Haematology guidelines, and the YouScreen trial as part of self-sampling for cervical screening, respectively.

Within the exhibition hall, Sonic staff were on hand at stand 302 to discuss the business' structure and services, the locations of their accredited laboratories situated across the country, and training opportunities that are afforded to all staff, whilst also launching the publication of the latest Training and Education report. Delegates were particularly impressed with their 'live at the Halo' feature, which gave watchers a view into a few of their sites.



*Poster competition winner:
Wendy Leversuch*

Sonic scientific staff showcased their work throughout the week to judges, delegates and visitors in Hall 4, and Sonic came away with a win as Wendy Leversuch's entry to the Education and Training section of the poster competition, an investigation into the use of online training videos in support of laboratory bench training, won first prize!

If you missed the chance to meet Sonic Healthcare UK at their stand, visit their website at: sonichealthcare.co.uk and take a look at the News section to read a daily review of what Sonic got up to at Congress.

For information on any of the roles available at Sonic Healthcare UK's laboratories, scan the QR code to the right or visit:

www.sonicukjobs.com.

