



Dr Suzy Lishman

Public engagement update

I hope that you enjoyed reading about some of the events held during National Pathology Week 2008 in the last issue of the *Bulletin* and that they inspired you to plan an event this year. There are several more reports in this issue, as well as a summary of the evaluation of events and news about the Outreach Project and other science communication opportunities.

Evaluation

The hard work didn't stop when National Pathology Week was over. As you will see from Ruth Semple's summary on pages 132–134, an analytical approach has been taken to feedback from organisers and participants. Encouragingly over 90% of participants were satisfied with the event they attended and 97% of organisers said that they would like to hold another event in future. The results are a testament to the enthusiasm and hard work of event organisers around the country.

The Outreach Project

Ruth also reports on an exciting event that has been developed as part of the outreach project. The aim of this project is for pathologists and scientists to take events to schools to inspire the next generation of pathology professionals. There is also information about the Science and Engineering Ambassadors Programme, which you might like to consider joining.

Website

The National Pathology Week website will be relaunched in April with new material and information about National Pathology Week 2009. Online resources from last year will still be available. The website will be updated regularly, so do have another look at www.nationalpathologyweek.org.

Tips and template

In this issue you'll also find some tips on how to organise a successful event, based on the experience of event organisers around the country. There is also an example of an event template, which can be used to recreate an event or just give you some ideas to get you started. More examples and a blank template will be available on the National Pathology Week website. If your event went well, please fill in a template so that others can learn from your experience.

Heart Theme

As announced in the January *Bulletin*, this year's National Pathology Week will have a 'heart' theme. If you have any resources that could be used to promote the role of pathology in the diagnosis and treatment of heart disease, please let us know. We would welcome any images of heart-related pathology and would particularly like to feature case studies of individual patients.

Regional Coordinators

Each Regional College Council has appointed a National Pathology Week Coordinator. Coordinators will maintain a programme of regional events, provide help and advice and distribute promotional materials when they become available. The coordinators will contact each pathology department in their region regularly, so please read their emails and let them know of any events you have planned.

Communication

I would like to echo the President's message about the importance of communication about pathology, both within the healthcare environment and to the wider public, school students and policy makers. Your National Pathology Week or outreach event might be the one that encourages a science student to pursue a career in pathology, inspires a member of the public to follow a healthier lifestyle, prompts a hospital manager to consider the effect on pathology of employing a new surgeon or prevents a health minister cutting spending on pathology services. Pathologists and scientists reached thousands of people in 2008; 2009 offers even more opportunities to dispel the myths surrounding the specialty. So if you haven't started planning your event already, now is the time to start. And don't let some of the more elaborate featured events put you off, even small, simple events can have a big impact.



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