

Get involved in National Pathology Week 2021

Easy ways to take part



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Introduction

The theme for [National Pathology Week 2021 \(NPW\)](#) is 'All Together Now'. We're inviting healthcare teams, medical students, schools, community groups and families to explore pathology in diverse and creative ways this November.

There are many ways to interpret our theme with your events and activities - from the teamwork used by healthcare workers and communities in the fight against COVID-19, to the strength of the 17 pathology specialities working together to diagnose, prevent and treat diseases.

This guide is a one-stop shop for ideas and tips on getting involved and taking advantage of our many free resources and our online campaigns.

We want to work with our members, with event organisers and a variety of partners to reach diverse audiences and include people from wide-ranging backgrounds in the National Pathology Week 2021 programme.

If you have an idea, or would like help with organising something for NPW, [get in touch with the public engagement team](#) – we'd love to hear from you.



Why get involved in National Pathology Week?

There are many benefits to taking part in National Pathology Week – for pathologists and non-pathologists alike.

Here are a just few:

- Gain new skills and give your CV a boost
- Raise the profile of pathology amongst other medical staff, patients and the public
- Develop team bonds and strengthen internal relationships
- Think about your work and specialty from new perspectives.

Audiences and aims

Before you start planning your event or activity, it's a good idea to set some clear aims and objectives.

Think about:

- **Who you want to reach**
Define your audience; aiming to reach 'everyone' is usually unsuccessful!
- **What key messages you want to get across**
Choose three or four simple messages and stick to them
- **The outputs and outcomes you want to achieve**
Outputs are specific resources/ events/ activities/ materials that will help communicate your chosen messages. Outcomes are what the audience will learn, or gain an understanding of, as a result of participating in your event or activity
- **How you will measure your outcomes**
Consider how you'll know if you have achieved your aims, and who you will share your findings with – the National Coordinating Centre for Public Engagement has a useful [**guide to evaluating public engagement**](#).



NPW ideas if you've got a bit of time

Set up a stand in your hospital and chat to people about what you do:

- Speak to your team and your Trust's communications department about working with them on a collaborative stand.
- You don't need lots of expensive equipment; a table and a couple of display boards will do! You can [order some of our free branded materials](#) to give out to people and we also have ideas for simple activities and displays in our [activity resource area](#) and our [event organisers area](#).
- Why not put up some photos of your team in action in the lab on your stand? If you have any equipment and/or specimen examples from the lab you can have on display, these can offer great talking points. Remember to ensure any patient identifiers are hidden or removed in photos or on display items.

Organise an activity for your local school, cub-scout group or family event:

National Pathology Week offers a great opportunity to make links with schools or youth/ family groups in your area.

- [Our Disease Detectives pack](#) has been designed in collaboration with the Cub Scouts and the practical activities and games give 7- to 11-year-olds the chance to explore a range of pathology topics. The activities are linked to Cub Scout badges but they're also ideal for groups of primary school children such as science clubs and holiday clubs.
- Primary schools are usually keen to get guest speakers or activity facilitators in. If you've never run activities with groups of children before our [Hands-on Activity video guides](#) and our [Viruses and Vaccines](#) resources offer lots of easy to follow ideas.

Organise a discussion workshop or careers talk for secondary school students or undergraduates:

Inspire the next generation and set up a discussion event or give a careers talk for secondary school or undergraduate students.

- Our video-based guide to our popular ['Your Body, Your Consent'](#) workshop offers an 'off-the-shelf' template for running an engaging and interactive discussion session for young people.
- Giving a short talk about your career path and your daily work is a great way of introducing school and university students to pathology and what it offers. Our [video resources](#) about setting up a careers talk in a school offer a step-by-step guide.

Ideas if you've not got much time at all

- **Choose your own pathology adventure**

Use everyday materials like stationery to explain the science behind diagnosing and treating disease with this pack of easy-to-run hands-on activities for 7- to 14-year-olds.

- **Incredible You**

Download our pathology-themed colouring in resources – they're a great way to open conversations about health, disease and what pathologists do.

- **Make a selfie video and post on social media**

Filming yourself talking about your work and how it impacts patient care offers an easy way to reach people on Facebook, Twitter and Instagram.

- **Take part in our social media competition**

We're offering pathology teams the chance to win a restaurant voucher worth £100 in our #AllTogetherNow Twitter competition. Tweet a photo or short video of your team or your work that sums our theme during National Pathology Week and include the hashtag #AllTogetherNow. Remember to tag us too: [@RCPath](https://twitter.com/RCPath).

- Attend an event or help promote **events happening near you / online**

- **Give out some of our freebies to colleagues**