Fuse Communications Strategy
September 2024 - March 2027

1. Introduction and Vision
Fuse Communications enhances our profile as a leader in Translational Research and Knowledge Exchange through innovative and engaging communication. We ensure research remains relevant, foster unity within Fuse, and strengthen partnerships regionally, nationally, and internationally.

Communications connect Fuse research with diverse audiences through creative and effective channels, ensuring our world-class public health research translates into meaningful impact for communities, policy, and practice.

1.1 Plain English Summary
This is Fuse's plan for communicating and sharing our research with different audiences. This plan covers the period from September 2024 – March 2027. Good communication ensures that research research reaches the people who need it so it can make a difference to people's health.

The main goals are to: establish Fuse as a trusted source for public health research, share research findings and their impact widely, highlight training opportunities and career successes, strengthen communication with partners inside and outside of Fuse, and use creative ways to share complex research.

2. Communications Strategic Objectives
The strategic objectives of Communications are to:
2.1 Establish Fuse as a trusted source for public health research.
2.2 Promoting Fuse's research and its impact through diverse communication channels.
2.3 Promote capacity-building initiatives and celebrate career progression.
2.4 Strengthen internal and external partnerships through effective communication.
2.5 Differentiate Fuse as a leading Centre in Translational Research through innovation in communication and knowledge exchange.

3. Communications Strategic Implementation
The objectives below reflect Fuse strategy 2024 and Communications' strategic vision. These objectives will be reviewed annually.

3.1 Establishing Fuse as a trusted source for public health research
3.1.1 Develop and maintain consistent branding, promotional materials, and accurate research outputs that reflect Fuse's research excellence across all activities.
3.1.2 Support brand visibility by developing materials available to partners.
3.1.3 Engage in societal public health challenges.

3.2 Promoting Fuse's research and impact
3.2.1 Promote Fuse's research through digital channels including website and social media platforms.

3.2.2 Train members in communication strategies and collaborate with university media teams.

3.2.3 Ensure Fuse research is disseminated promptly and widely through co-ordinated digital, media, and partner-led channels.

3.3 Promoting capacity-building

3.3.1 Develop content that showcases member development and success stories.

3.3.2 Promote training, career opportunities, and cross-university collaboration.

3.4 Strengthening internal and external partnerships

3.4.1 Strengthen and develop internal communication.

3.4.2 Engage new stakeholder groups and strengthen external collaborations.

3.4.3 Showcase cross-university collaborations and monitor their impact.

3.4.4 Broaden international outreach.

3.5 Differentiating Fuse through innovation in translational research

3.5.1 Adopt creative communication methods, [examples here](#).

3.5.2 Explore opportunities for a creative research and involvement Community of Practice.

3.5.3 Develop innovative methods to communicate complex research to diverse audiences.

4. Implementation Plan

Communications will meet these strategic objectives by working closely with Fuse research clusters, AskFuse, Public Involvement and Engagement, and university communications teams, while maintaining strategic partnerships with external networks and stakeholders.

4.1 Trusted source development

- Implement consistent branding across all Fuse communications materials and platforms.
- Maintain up-to-date records of research outputs and publications.
- Develop targeted awareness campaigns addressing key public health challenges.
- Create promotional materials that accurately reflect Fuse's research capabilities.

4.2 Awareness and impact promotion

- Position the Fuse website as 'shop window' for research and updates.
- Use social media platforms (X, Bluesky, LinkedIn, YouTube) for broader outreach.
- Regularly develop content through a range of communication channels for both informal and traditional engagement.
- Collaborate with partner communication teams to amplify research reach.

4.3 Capacity-building promotion

- Regularly create blogs, podcasts, and case studies highlighting member career progression.
- Develop content promoting training opportunities and cross-university collaboration.
- Implement tracking systems for training and event attendance metrics.
- Regularly showcase career achievements and development opportunities.

4.4 Partnership strengthening
- Facilitate internal communication through strategic events and training opportunities.
- Identify and engage new stakeholder groups for collaboration expansion.
- Document and promote cross-university collaborative projects.
- Develop international outreach strategies and communications.

4.5 Innovation in translational research communication
- Implement creative communication methods across artistic and digital platforms.
- Explore development of creative research and involvement Community of Practice.
- Test and integrate responsible AI use for communication efficiency improvements.
- Develop innovative approaches to simplify complex research information.

5. Key Audiences, Partnerships, and Communication Channels
Internal audiences: Fuse universities, members, research clusters, and public partners.
External audiences: Academics, policymakers, practitioners, healthcare. professionals, voluntary and community sector workers, media, the public, international partners, NIHR and other funders of health and care research.

Key partnerships
- Fuse research clusters, Communications, and AskFuse.
- NIHR School for Public Health Research.
- Health Determinants Research Collaborations.
- Applied Research Collaborations.
- Local authority and Voluntary, Community and Social Enterprise partners.
- Regional research organisations.
- International research infrastructure partners.

Communication channels
- Website: Primary 'shop window' for research and updates.
- Social media: X, Bluesky, LinkedIn and YouTube for broader outreach.
- Blogs and podcasts: Informal and in-depth engagement platforms.
- Press releases: Targeting large audiences with key research updates.
- Research briefs: Two-page summaries for policymakers and practitioners.
- Newsletters: Regular updates for members and stakeholders.
- Visuals and video: Infographics and animations to simplify complex information.
- Artistic outputs: Theatre, apps, games, and other innovative methods.

6. Evaluation and Success Metrics
Monitoring and review
- Strategic objectives reviewed annually by Fuse Centre Strategy Board
- Routine monitoring of qualitative and quantitative metrics, including website and social media analytics, event attendance, membership growth, and stakeholder feedback (surveys, focus groups, public partners).
- Annual assessment of communication strategy effectiveness.
- Impact measurement through stakeholder feedback, engagement metrics and evidence of policy or practice influence.

Success indicators
- Increased reach of Fuse materials.
- Increased growth in Fuse membership, event attendance.
- Development of new or strengthening of existing networks and partnerships.

7. Contact

Mark Welford, Fuse Communications Manager: m.welford@tees.ac.uk

Digital presence

Website: fuse.ac.uk | X: @fuse_online | Bluesky: @fuseonline.bsky.social |
Youtube: @Fuse0nline | Blog: fuseopenscienceblog.blogspot.co.uk | LinkedIn