



Engaging Consumers in Research

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Strategies for engaging consumers

- Engaging the existing consumer community via Fundraising + Marketing events
- Consumer Engagement Coordinator
 - Josiane Demetriou
- Lab Tours, 'Meet and Greet' sessions
- Regular Consumer Engagement column in LabNotes newsletter



Successful stories: Our Heritage



- Founded 1976 by parents of children with cancer
- Two dads met on oncology ward
- Both kids had leukaemia, which had only 30% survival rate at that time
- Helen Kasses survived, Robbie Lough died
- Apex Foundation – first \$1 million funds
- Long-term affiliations – UNSW, SCH
- Professor Michelle Haber Executive Director – original researcher
- Three founding researchers still at Children's Cancer Institute.
- Founder Jack Kasses has acted as consumer representative every year for the past 10 years on grants

Consumer involvement in research - the Institute's role

- Facilitate relationships between consumers and researchers
- Hear and share consumers' stories
- World class translational research

