

"Consumer and community involvement in research"

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Consumer and community involvement (CCI) in research means research being carried out 'with' or 'by' members of the public rather than 'to', 'about' or 'for' them.

PPI offers potential to improve the quality and relevance of medical, public health and social care research. There is also a moral duty to involve consumers and community members in research. In this short talk, I'll describe what CCI is, why you should do it, and how to go about it.

I'll give some examples from my own research. The EU SENSEcog project on addressing hearing/vision impairment to improve quality of life for older adults included patient/public panels of people with lived experience of hearing/vision impairment and/or cognitive impairment in 5 European countries. Panel members were supported with research awareness training, and provided a patient perspective on the design, conduct and dissemination of the research.