

PUBLIC ENGAGEMENT IN HEALTH ECONOMICS: OUR EXPERIENCE OF THE NATIONAL EISTEDDFOD

Dr. Emily Holmes, Senior Research Fellow & HCRW Fellowship Award Holder¹; Yankier Pijeira Perez, Research Officer¹; Non Davies, Postgraduate Research Student¹; Dr. Catrin Plumpton, Lecturer In Health Economics¹; Dr. Llinos Spencer, Health And Care Economics Cymru (HCEC) Research Officer¹

¹Centre For Health Economics And Medicines Evaluation (CHEME), Bangor University

INTRODUCTION

The National Eisteddfod is the largest cultural festival in Europe, held in a different part of Wales every year. Attracting over 150,000 visitors annually the event offers a platform to engage with members of the public. During the 2023 Eisteddfod we hosted a stall of interactive health economics activities designed to entertain and educate people of all ages.

ACTIVITIES

Activities included (i) Higher or Lower? A fun card game to test people's knowledge of the costs of NHS services; and (ii) The Boat Budget Challenge. A design/craft activity to get people thinking about how we measure health and compare healthcare interventions. Collectively these activities enabled facilitators to demonstrate opportunity cost and how we evaluate the cost-effectiveness of healthcare interventions - whilst also gaining an insight into public interest and expectations.

DELIVERY

Activities were designed and delivered by five researchers with varying levels of health economics and Welsh language experience. A variety of learning styles were used, including visual, auditory, and kinaesthetic. Written instructions were in clear Welsh, supplemented by graphics to aid communication for age/language proficiency. Activities were piloted with staff within our Research Centre and revised accordingly. Activities ran for 2-days during the 2023 National Eisteddfod. We estimate up to 150 people per day participated, aged 5 to 75+ years.

REFLECTIONS

This opportunity provided a platform to engage the public and promote delivery of health economics and research. Designing and delivering these activities provided research staff with insight into public interest and expectation, that has potential to enhance the delivery and communication of health economics research.

