

All Ireland Institute of Hospice and Palliative Care (AIHPC)

Digital Communication Skills for Palliative Care Researchers

Online Workshop, 28 April 9:00am – 12:30pm

This event will benefit palliative health and social care researchers and clinicians who want to learn how to:

- Build a professional profile online as a palliative care researcher.
- Structure and produce a short video to communicate research messages and/or findings.
- Improve digital writing skills for blog publications.
- Use plain English guidelines provided by the National Adult Literacy Agency (NALA).

Programme

- 9:15 – 9:25** **Welcome & learning objectives**
Marie McKeon, Knowledge Transfer Project Manager, AIHPC (Facilitator)
Dr Mary Rabbitte, Research Programme Manager, AIHPC
- 9:25 – 9:45** **Building a professional profile online**
Lorcan Nyhan, Head of Training and Careers, The Communications Clinic
- 9:45 – 10:05** **Research videos - how to create impact**
Dr Cathy Payne, Research and Project Officer, The European Association for Palliative Care (EAPC)
- 10:05 – 10:45** **Case studies | Facilitated Groupwork | Q&A Discussion**
- 10:45 – 11:00** **Video editing – a practical overview**
Clodagh O'Donovan, Palliative Care Research Network Project Manager, AIHPC
- 11:00 – 11:15** **Comfort Break**
- 11:15 – 11:40** **Writing to be understood: Plain English and your research**
Sean Driver, Plain English Editor and Trainer, National Adult Literacy Agency (NALA)
- 11:40 – 12:10** **Case studies | Facilitated Groupwork | Q&A Discussion**
- 12:10 – 12:20** **A researcher's experience of using NALA plain English guidelines**
Dr Deborah Muldrew, Research Associate, Ulster University, ECRF Member
- 12:20 – 12:30** **Conclusion and AIHPC supports available**
- 12:30** **End**

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Speakers and Facilitators



Marie McKeon, a Project Manager at AIIHPC, is responsible for knowledge transfer and exchange activities and initiatives, associated with the Palliative Care Research Network (PCRN), Early Career Researcher Forum, and AIIHPC's Palliative Hub. Marie holds a degree in Business Management complemented by a Professional Diploma in Education. Since joining AIIHPC in 2017, she has collaborated with PCRN members, Prof George Kernohan and Prof Suzanne Guerin, to design, develop and deliver knowledge transfer and exchange capacity-building workshops across the island of Ireland and launch the free eLearning course '[Developing a Dissemination Strategy for Health Research](#)', among other capacity building initiatives.

Dr Mary Rabbitte is Research Programme Manager at AIIHPC, where she leads on AIIHPC's research programme and supports the strategic development of the Institute's Palliative Care Research Network (PCRN) and programmes. She has previously managed, developed and delivered research, education, and consultancy programmes in the academic, health care and business sectors. As a clinical psychotherapist she has worked with people with life-limiting conditions and has published her research masters on approaches for people with MND and holds a PhD in Chemistry from NUIG.



Lorcan Nyhan is Head of Training and Careers with The Communications Clinic. He regularly delivers services in the areas of pitch preparation, presentation skills, storytelling, media skills and communications strategy. He also acts as a communications and strategy advisor to a number of high-profile politicians and public figures. Lorcan regularly appears on shows such as *The Last Word with Matt Cooper* on Today FM and is a regular columnist for Ireland's best-selling newspaper, *The Sunday Independent*.

Dr Cathy Payne, Research and Project Officer, The European Association for Palliative Care (EAPC), joined EAPC in October 2018 as a part-time Project Officer alongside her role as a Programme Manager for All Ireland Institute of Hospice and Palliative Care. Cathy has worked within specialist palliative care since 2004, as a clinical dietitian, lecturer and researcher. Her PhD, completed in 2015, explored the role of rehabilitation within palliative care and she is the founder and co-administrator of the Palliative Rehabilitation Facebook Group which boasts a membership of over 2,700 people from across the world. She enjoys exploring ways of employing digital technology and social media to support education initiatives and clinical practice development.



Clodagh O'Donovan, a Project Manager at AIIHPC, joined in 2020 as the Palliative Care Research Network Project Manager and also supports AIIHPC's Early Career Researcher Forum. Clodagh previously worked for medical research charities including Health Research Charities Ireland (HRCI), where she managed their Patient and Public Involvement (PPI) Shared Learning Group and helped to develop a series of PPI training workshops. She has a background in communication and community development in the charity sector and has worked extensively in film, television and digital media as an audio engineer, producer, and post-production manager. She has an MSc in Interactive Digital Systems from Trinity College Dublin.

Sean Driver, Plain English Editor and Trainer, National Adult Literacy Agency (NALA), has over two years' experience as an editor and over seven years' experience as a trainer. Sean has recently delivered plain English training to content writers for the hse.ie, Galway University Hospital staff, community health workers in Cork and Kerry, occupational therapists and speech language therapists part of CORU and The Citizens Information Board. Sean was recently involved in an EU funded project to develop a freely accessible [plain language e-learning](#) related to criminal justice.



Dr Deborah Muldrew, Research Associate in the Institute of Nursing and Health Research, Ulster University, has researched within the field of palliative care for over seven years and holds a degree in Psychology, a PhD in Palliative Care, and associate fellow status with the Higher Education Academy. In her current role, she is involved in the development and submission of grant applications to local, national, and international funding bodies, as well as contributing substantially across a number of research projects. Her research outputs have directly influenced clinical practice and health policy. She has 13 peer reviewed publications, 15+ published conference abstracts, has presented at public facing and clinical events internationally, and is a poster award winner at two international conferences. Deborah is an active member of a variety of committees and initiatives including the Palliative Care Research Forum NI, and the AIIHPC Early Career Researcher Forum.