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# Engaging hard-to-reach and hard-to-engage populations

**Bernard Appiah, *DrPH***

*Assistant Professor, Syracuse University, USA*

*Director, Centre for Science and Health Communication, Ghana*

**Julian Ferreras, *PhD***

*Research Scientist, Instituto de Biología Subtropical*

*Professor, UNaM-CONICET, Argentina*



# Outline

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- Introduction: Our Commitment to Action (CtA)
- Objectives and expected outputs
- Working Definitions
- Methods
- Results/Discussion
- Conclusion
- Acknowledgements



# Objectives and expected outputs

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- To identify elements of innovative and successful Science Engagement projects involving hard-to-reach and vulnerable populations
- To create a guide for Science Engagement practitioners to plan, implement and evaluate similar projects.

# Introduction: Definitions

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- ***Science Engagement***: active involvement of the public and researchers in scientific knowledge production and sharing
- ***Hard to Reach***: populations who face barriers that are **external** to them: e.g. geographical location
- ***Hard to Engage***: populations who face barriers that are **internal** to them: e.g. physical disabilities, lack of awareness



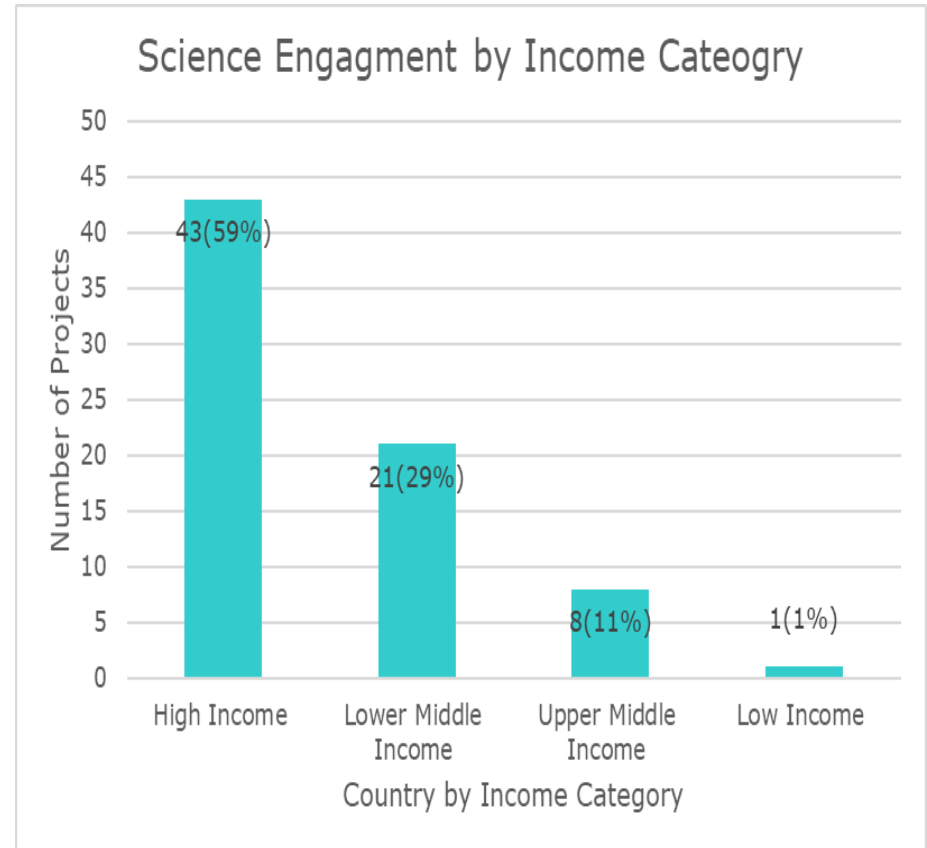
# Methods

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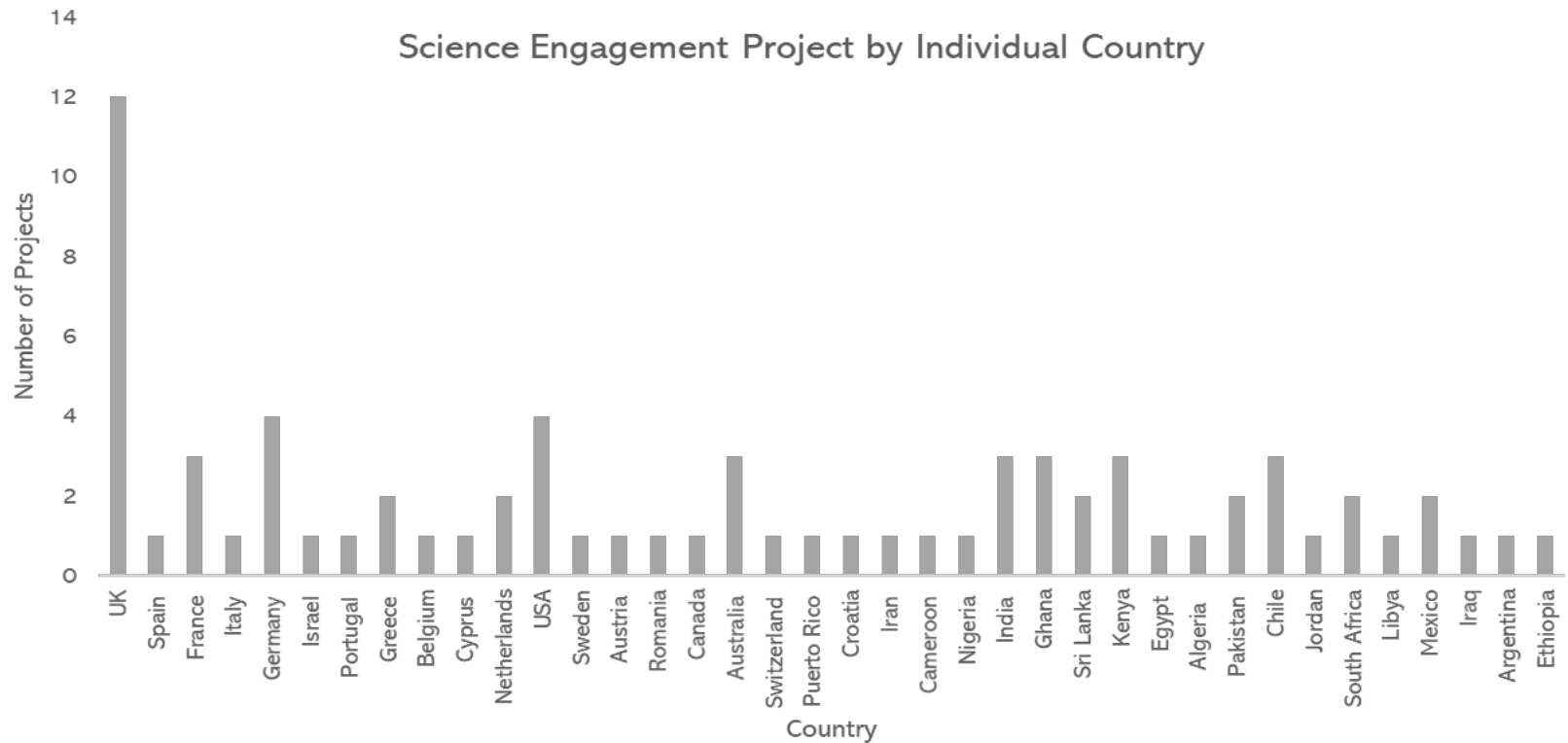
- Reviewed winning projects of Falling Walls Engage for years 2018, 2019 and 2020
- Conducted a cross-sectional, online survey of winners of Falling Walls Engage for years 2018, 2019, 2020 and 2021

# Results and discussion

- Most projects selected from high-income countries
- But more occurred in lower-middle income countries than upper middle income countries
- Low-income countries under-represented



# Results and discussion



# Results

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- Total number of respondents: 23
- Among populations considered to be hard-to-engage, there was a statistically significant relationship between them and a project being in a rural area ( $p=0.012$ )
- Of the 11 such projects, 8 (72.7%) occurred in rural areas



# Results

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- Among populations considered to be hard-to-engage, there was a statistically significant relationship between them and a project taking place in a location which is considered to be “other” ( $p=0.009$ )
- Of the 11 such projects, only 1 (9.1%) occurred in “other” location

# Results

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- Among the specific populations, there was a statistically significant relationship between them and projects taking place at schools ( $p=0.014$ )
- Of the 11 such projects, all 11 (100.0%) occurred at schools



# Conclusion

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- Winning science engagement projects capture diverse countries
- Terminologies for describing priority populations may need a reflection: Hard-to-reach, hard-to-engage, vulnerable or excluded populations?
- More is needed for exploring science engagement projects in rural communities
- Our CtA is exploring science engagement approaches and evaluation methods for assessing impacts, with emphasis on hard-to-reach, hard-to-engage or excluded populations

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# Questions or comments?

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- Bernard Appiah, DrPH  
[beappiah@syr.edu](mailto:beappiah@syr.edu)
  
- Julian Ferreras, PhD  
[juf2003@gmail.com](mailto:juf2003@gmail.com)