

Manchester Policy Blogs:

An introduction

Craig Whittall

Communications and Engagement Officer

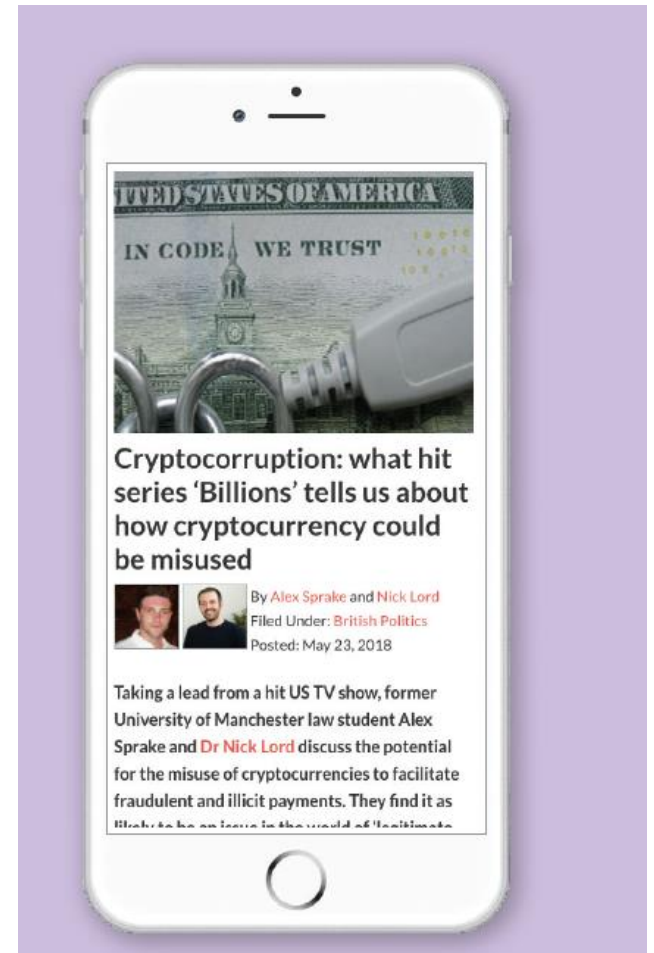
Policy@Manchester

Policy@Manchester

- Cross-Faculty unit
- Supporting UoM engagement with policy makers (broadly defined)
- Reactive Opportunities – Consultations, Inquiries, Calls for Evidence
- Proactive Opportunities – Audience ID, engagement plans, events and publications

Manchester Policy Blogs

blog.policy.manchester.ac.uk



Understanding the impact of rheumatic and musculoskeletal diseases on work



By [Suzan Verstappen](#)

Filed Under: [Health and Social Care](#)

Posted: February 12, 2019

Process

1. Pitch

Contact P@M contact with idea

2. Draft and Feedback

Supported service – blog development

3. Publication and Promotion

Publication times agreed; social media

Next Steps

- P@M send blogs to 3-5 policy-relevant individuals/organisations
- ‘Conversation-starters’; approachable, easy-to-read
- Pitched as basis for further correspondence

Patricia Thornley:

Invited to brief senior DEFRA officials



Clearing the Air – addressing current concerns about wood stove and biomass emissions



By [Patricia Thornley](#)

Filed Under: [All posts](#), [Energy and Environment](#)

Posted: February 8, 2017

Recent weeks have seen increasing concerns about the role of wood stoves and biomass (wood-burning) energy generation in carbon emissions and air pollution, including stories in our national media. Here, Director of The University of Manchester's SUPERGEN Bioenergy Hub, [Professor Patricia Thornley](#), explains

Pauline Nelson and Damian Hodgson: Meeting with GMHSCP Workforce Lead



Introducing non-GP health professionals into general practice teams: what needs to be considered?



By [Pauline Nelson](#) and [Damian Hodgson](#)

Filed Under: [All posts](#), [Health and Social Care](#)

Posted: February 1, 2018

Financial pressures and changing service demands are driving a diversification of staffing in general practice (GP). One policy response has been the drive towards increasing levels of 'non-GP' staff in local practices. Here, [Dr Pauline Nelson](#) and

Katie McCall (GM CHC): 2 x Local CCGs Using Dashboard



Understanding antibiotic resistance: A national antibiotic prescribing dashboard for policymakers



By [Katie McCall](#)

Filed Under: [All posts](#), [Digital Futures](#), [Health and Care](#), [Health and Social Care](#)

Posted: January 8, 2019

Antibiotic resistance has been a major concern of policymakers for decades, with wide-ranging impacts upon the world's food production, sanitation, hospital treatment, and population health systems. Here, Katie McCall of Greater Manchester Connected Health City (GM CHC) discusses how their newly launched antibiotic prescribing dashboard can help healthcare stakeholders and policymakers

Writing for MPB

- Brevity is a blessing! (up to 1,000 words)
- No need for footnotes/Harvard referencing (use hyperlinks where necessary)
- Constructive tone – help policy makers tackle their problem, not just understand it
- Confidence in your research, make suggestions

Thanks!

Craig Whittall

craig.whittall@manchester.ac.uk

0161 275 0587

blog.policy.manchester.ac.uk

@UoM_Policy