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| **Capturing Diverse Views and Voices: Citizen Science and Crowdsourcing in Health Promotion** |
| **Objectives**  **Explore** the concept of citizen science and participatory research through crowdsourcing.  **Understand** how these concepts have been used and could be used in health promotion.  **Share** NCDFREE’s approach to crowdsourcing through an interactive activity.  **Explore** the challenges of engaging traditionally marginalised populations in crowdsourcing and citizen science methodology.  **Format 1hr 45min**  Introductory presentation on citizen science and crowdsourcing **20 minutes**   * + Explore the history of participation and citizen science.   + Outline the key elements to both participation and citizen science and where they overlap.   + Explore the potential benefits of participation and citizen science.   **Interactive ideation 30 minutes.** Participants will be placed in small groups.Each group will be given a case study and asked to think of the way citizen science and crowdsourcing could be used to develop solutions.This will include brainstorming the potential ways participatory or citizen science designs could be used with this target group, challenges to using these designs, and potential benefits.Groups will then be asked to design a short “project” to pitch back to the groups**.**    **NCDFREE approach to crowdsourcing 10 minutes** Discuss past crowdsourcing activities: aim, resources, strengths, limitations, and evaluation - including the NCDFREE Feast of Ideas project.    **Theory to action 30 minutes -** The same small groups will engage in a crowdsourcing activity around the question: *how can we meaningfully engage marginalised populations in citizen science?* This activity will give participants a taste of how useful crowdsourcing can be, as well as providing a valuable opportunity to think about the marginalised groups they work with and how to better capture and activate their views, voices, and experiences.  Each group will brainstorm ideas on how to engage traditionally marginalised populations, and then contribute 3 ideas to a wall of ideas that we will then discuss as a group.  **Wrap up 15 minutes**  Closing remarks, questions, comments, and summary of solutions generated    **Learning goals**  By the end of the workshop participants will:  **Understand** the concept and value of, participation, crowdsourcing and citizen science  **Know** how these concepts can be applied in public health and health promotion  **Develop** practical ideas of how to engage traditionally marginalised populations in such activities. |