Why involve people?

- **Ethical**

- **Effective study design and delivery**

- **Impact**

Practical aspects

- **Resources!**

- Make it easy

- Provide support before and during participation

- Sort the practical stuff

- Understand that people will come and go

Getting the culture right

- **Effective vs meaningful**

- Public collaborators are not there just for your purpose

- Equal value to people's perspectives

- Devote enough time to listen and discuss

What can this achieve?

- We do research we would never have thought of

- It changes everybody involved – academics as well as public collaborators