



Audience mapping & strategy

Phase 1 – emerging audience sub-groups

Audience subgroups by focus from research through uptake

Audience subgroup	DR	MH	ID	CH
Basic science	Blue	Blue	Blue	Blue
Biological and Psychological	Blue	Blue	Light	Light
Social science	Blue	Blue	Light	Blue
Humanities	Blue	Blue	Light	Blue
Data science	Blue	Blue	Blue	Blue
Lived Experience experts/ Survivor Researchers	Light	Blue	Light	Light
Funders/foundations	Blue	Blue	Light	Blue
Regulators	Blue	Blue	Blue	Light
Publishers	Blue	Blue	Light	Light
Pharma	Blue	Blue	Blue	Light
Tech	Blue	Blue	Blue	Blue
Think tanks	Light	Light	Light	Blue
Charities/NGOs	Light	Blue	Light	Light
Multilaterals	Light	Blue	Blue	Blue
National governments	Blue	Blue	Blue	Blue
Policymakers	Blue	Blue	Blue	Blue
Practitioners	Light	?	Light	Blue
Private sector	Light	?	Light	Blue
Financial institutions	Light	Light	Light	Blue
Most affected communities/people with lived experience	Light	Blue	Blue	Blue

Audience subgroups by Health Challenges/Discovery research - Summary

HC/DR	Current researchers	Opportunity researchers	Research ecosystem	Health system
Climate & Health	Biological scientists Public health scientists Epidemiologist	Data science Social scientists	Funders/Foundations Think tanks Research dept. in governments Information service providers Private sector R&D Climate research institutes and councils	National governments Policymakers Practitioners Private sector Financial institutions Public Third sector Big tech Legal
Discovery Research	Biomedical Basic science	Data science Social science Humanities	Institution/University leadership Funders/Foundations Regulators Not-for-profits Publishers Pharma Tech Science and Health related policymakers Major initiatives	National governments Government Research and Development Public
Infectious Disease	ID-related fields	Data science Software developers Non-academic healthcare professionals	R&D dev Clinical trial networks Surveillance networks Pharma Tech Regulators	National governments Policymakers Multilaterals Public
Mental Health	Biological and Psychological researchers	Basic science Data science Social science LE Survivor/Expert Research	Funders/Foundations Regulators Publishers Pharma Tech	Multilaterals (i.e. WHO) Charities/NGOs (i.e.MQ) MH advocacy groups People w/ LE NHS/public health bodies Global health systems Patient groups/forums

Climate & Health - Audience subgroups

Current researchers	Opportunity researchers	Research ecosystem	Health system
<p>Biological scientists Public health scientists Epidemiologist</p>	<p>Climate scientists Social scientist e.g. behavioural scientists, economists, human geography, political scientists Data scientists (e.g. Disease modellers) Applied scientists e.g. material scientists, physicist, engineers Urban planners, architects</p>	<p>Funders/Foundations Think tanks (e.g. Chatham House, E3G) Research depts. of govt. ministries Information service providers e.g. met office, office of National Statistics Lancet Countdown Canadian Social Sciences and Humanities Research Council Climate communications research org. Climate research institutions e.g. Grantham Private sector R&D e.g. livestock productions, transport, agriculture, supply chain, big tech</p>	<p>National governments Policymakers Practitioners Private sector Financial institutions (e.g. development banks, climate fund, World Bank, financial management companies, insurance companies) Public Third sector e.g. activism type charities, Restless, Climate Outreach Legal industry Big tech</p>

Discovery Research - Audience subgroups

Current researchers	Opportunity researchers	Research ecosystem	Health system
<p>Science/ technology/ engineering/ computation and mathematics Clinical and allied health sciences Experimental medicine Biomedical & Clinical scientists Basic scientists</p>	<p>Epidemiology, population and public health Arts, humanities, social sciences and bioethics Data science</p>	<p>Institution/University leadership UK and LMIC based academic institutions Key partners/funders: i.e., CRUK, BHF DR funders – i.e., UKRI, Gatsby Not-for-profits Regulators (including Immigration regulators) Publishers Learned societies (i.e., Royal Society, British Academy) Pharma Industry Bio-Tech Industry Science and health-related policymakers Major Initiatives, i.e., Sanger, This includes researchers, technologists, facility managers and other staff</p>	<p>National governments Government Research and Development Public</p>

Infectious Disease - Audience subgroups

Current researchers	Opportunity researchers	Research ecosystem	Health system
Infectious disease scientists	Data science Software developers - any individual who has experience of creating software-based tools and technologies	R&D dev Clinical trial networks Surveillance networks Pharma Tech Regulators/ regulatory systems	National governments Policymakers Multilaterals Non-academic healthcare professionals Public

Mental Health – Audience subgroups

Current researchers	Opportunity researchers	Research ecosystem	Health system
Biological and Psychological researchers Psychologists Psychiatrist Clinician researchers Nurse researchers Pharmaceutical researchers Chemists Pharmacologists Biologists Neuroscientists	Basic science Data science Social science Lived experience/survivor researchers Social/Qualitative researchers Sociologists Ethicists Anthropologists Economists Geneticists Physiologists Computational neuroscientists Data scientists – AI/ML data scientists Computer scientists Developmentalists Public Health Scientists Epidemiologists Developmentalists	Global Funders/Foundations (i.e. Botnar) Regulators Pharma Regulatory Bodies Publishers Pharma BioTech companies Psychiatry consortium Digital Industry (i.e. social media companies - like Google and Facebook) Membership bodies/learned societies Holders of longitudinal data (i.e. IHCC, HDSS) Tool developers	Multilaterals (i.e. WHO) Charities/NGOs (i.e.MQ) MH advocacy groups People w/ LE NHS/public health bodies Global health systems Patients' carers/family Practitioners/end-users