



# AMBASSADORS SCHEME

## British Pharmacological Society Ambassadors

The British Pharmacological Society Ambassadors Scheme was launched by the Society's Engagement Committee in 2018. It brings together enthusiastic, friendly members who promote pharmacology, and the Society, by sharing their enthusiasm for pharmacology with others. Our Ambassadors play a very important role by sharing their science, championing pharmacology and representing the Society to the world.

### What is the Ambassador's role?

The Ambassador's role is two-fold:

1. to connect the whole pharmacology community with the Society and to the support we offer to them
2. to engage the public with pharmacology

Within this broad remit Ambassador activity is flexible and varies as appropriate to the individual Ambassador; each Ambassador might carry out their role in a different way, with different activities. Activities are flexible, and recognise the unique context, local opportunities, personal experience and interests of the Ambassador who is running them. For activities that engage the public, the audiences can range from patients and community and school groups, to key stakeholders like policy makers.

Whether engaging the membership or the public, many different approaches and types of activities would be welcomed from BPS Ambassadors. To support this varied activity, a range of support and resources are available from the Society.

### Who can be an Ambassador?

Anyone who has been a member of the Society for more than 6 months can [apply to be an Ambassador](#), except for undergraduate members.

Ambassador activity covers all areas of pharmacology, from academia and industry research to clinical settings and beyond. The role can adapt to fit your expertise and areas of interest. Ambassadors have the freedom to make the most of their imagination, initiative, and drive to develop their ideas.

There are many different paths to a career in pharmacology, and there are many roles within it, so we welcome Ambassadors from all areas of the biosciences. People with wider biosciences training who have subsequently specialised or focussed in on pharmacology are welcome to apply to be an Ambassador.

We expect our Ambassadors to be strong representatives of the Society and the pharmacology community over a sustained period of time. The length of an Ambassador's term depends on what activities they are doing, and how long they want to be an Ambassador for. We are looking for Ambassadors who are effective communicators, proactive, enthusiastic, and involved members of the pharmacology community.

If you have specific questions about your eligibility for the Society's Ambassadors Scheme, you can [contact us](#).

## Supporting our Ambassadors

The Society offers support to each Ambassador to help them effectively fulfil their duties, develop key skills, and make the most of opportunities for personal and professional development. This support includes:

- Resources and tools to help engage with different audiences; from careers information to interactive activities to help bring pharmacology to life
- Leaflets, banners and other materials with the Society's logo to help promote us at an organisational and local level
- Opportunities to apply for [Ambassadors Grants](#) of up to £250 to support the development of Ambassador activities and events (these funds are separate from the Society's [Engagement Grants](#) and [Teaching Grants](#), which are open to all members, including Ambassadors)
- Dedicated support from the Society staff team, as well as the [Ambassador Coordinators](#)
- Reimbursement of travel and subsistence costs to attend events on the Society's behalf
- Online meetings throughout the year to facilitate networking, collaboration and sharing of updates
- Annual round-table meeting to network, share and collaborate with other Ambassadors and feedback to the Society
- Newsletters for Ambassadors to keep up to date with helpful resources and Society News
- Dedicated space within the [BPS Community](#) for Ambassadors to come together outside of regular meetings
- Opportunities to be featured in, or write for, [the Society's blog](#) or [Pharmacology Matters magazine](#)
- Opportunities to apply for funding to support personal development training through the Society's [Engagement Training Bursary](#) (also open to wider membership)

## Examples of Ambassador Activities

Some examples of the kinds of activity expected from our Ambassadors are below, but this is not an exhaustive list. If there is a different audience or type of activity that you would like to explore as an Ambassador, we would love to hear about it.

## Engaging the Society's membership and the wider pharmacology community

All ambassadors are expected to be local contact points for the pharmacology community and the Society at their institution. The role could include:

- Being the voice of the Society within their community – for example by:
  - o Keeping up to date with Society activities and initiatives
  - o Sharing membership opportunities and benefits, by circulating Society resources and messages
  - o Promoting pharmacology and the Society online through social media and blogs
  - o Representing pharmacology and the society at institutional open days and conferences (where appropriate)
- Providing feedback to the Society on:
  - o What their local pharmacology community needs
  - o Their Ambassador activities, including promoting these activities through Society channels, like the online [BPS Community](#), at Society meetings, through [the Society's blog](#) and [Pharmacology Matters](#) pieces

- Organising events or activities to bring together the pharmacology community locally and further afield, for example by:
  - o Supporting local student society activity
  - o Providing mentorship and support for early career pharmacologists
  - o Offering cross-institutional events to broaden networks and encourage collaborative activity
- Supporting international engagement of the pharmacology community, for example by:
  - o Organising sessions at Society meetings, or externally, to bring together the pharmacology community
  - o Acting as links with international pharmacology groups

### Engaging the public with pharmacology

Lots of BPS Ambassadors focus on engaging the public with different aspects of pharmacology. This might be talking with school and family groups about the importance of medicines and where they come from, demonstrating the impact of pharmacology research to policy makers, or speaking to patients about taking medicines correctly and safely. Ways to do this might include:

- Promoting pharmacology to public audiences at community and local events:
  - o Using and sharing Society activities and resources
  - o Developing new pharmacology-based activities, games, and resources (both physical and digital)
  - o Giving talks to local public and patient groups to raise awareness of key messages around the importance of pharmacology
  - o Using social media to engage new audiences with pharmacology and share science in innovative ways
- Inspiring the next generation of pharmacologists by:
  - o Hosting summer schools and work experience opportunities for school students
  - o Representing pharmacology at local careers fairs and school events
  - o Advertising career and opportunity information to relevant audiences
- Providing support and training for others in the pharmacology community about how best to share, engage and learn from different audiences
- Supporting public engagement around Society meetings
- Supporting the Society's staff team to make sure accurate, accessible, and engaging information is given in response to public queries and, occasionally, through media activity.
- Representing the pharmacology community in conversations with policy makers and key stakeholders, to ensure accurate information is used to make decisions that affect the research landscape in the UK and abroad.

[You can see examples of recent activity from our team of Ambassadors here.](#)