

Call for expressions of interest

amr+ competition

Calling small design practices, architects, information designers and pharmacists

Are you interested in how the design of space and information impacts on behaviour and consumer choice? Do you want to work in public health and wellbeing? Do you want to develop research in practice? Are you up for the challenge of interdisciplinary work in the community? Are you interested in developing new services, practice specialisms and new funding streams?

How can architectural and information design help in the fight against anti-microbial resistance? Using principles of user-centred design, we are working with pharmacists and pharmacy workers to consider how to 'improve the knowledge and understanding of antimicrobial resistance'.

The AHRC-funded project 'Information Design and Architecture in Persuasive Pharmacy Space: combating AMR' (IDAPPS) aims to stimulate ideas for an engaging, inspirational, didactic information space to raise awareness of the dangers of anti-microbial resistance in a community pharmacy.

One of our research outputs is a competition, designed to reinforce the cross-disciplinary approach that we think is key to the challenge of communicating about AMR. The ideas and prototypes that emerge from our competition will exemplify collaboration between academics and practitioners in information design, architecture/indoor built environment, human factors and pharmacy, and present solutions that we hope will lead to other projects and continuing collaboration and funding.

The winning prototype will be installed in a Day Lewis pharmacy in Woodley, Reading.

The competition

How can we use space within a pharmacy to encourage people to engage with information about AMR and self-care? How can we design information through effective use of space so it is accessible, whether on paper or in digital form?

The brief is to use 'persuasive space' to encourage pharmacy users to think about anti-microbial resistance and to get involved in the fight against it. We want to raise awareness of self-care for colds and other ailments that don't require antibiotics.

We are looking for teams of at least three members that bring together different disciplines – architecture/built environment, information design, human factors/ergonomics, behavioural science, psychology, linguistics, biological science, pharmacy.

Each team will benefit from the expertise of our pharmacy partner, Day Lewis, at our Ideas Lab, and will have access to material that enables understanding of public perceptions of AMR and antibiotic misuse.

If your application to enter a team for the competition is successful . . .

Successful teams will begin their work by attending a **2-day Ideas Lab**, 30 April–1 May 2018, where teams will work with the IDAPPS team to develop their ideas.

This will ensure that teams gain understanding of

- public perception of AMR and antibiotic misuse
- how people use community pharmacies
- ways that pharmacies can support engagement and public interaction with information, however it may be presented

We will have sessions on all of the above as well as exploring science communication from the archives and a 'design decision' workshop using participatory methods from human factors/ergonomics.

Awards, benefits and rules

Each successful team will get:

- £6k to develop their idea (this could cover 'buy-out' from architecture/design professionals and any expenses incurred in developing the competition entry)
- expertise and advice from the project team
- access to relevant project resources, such as literature and archival material.
- a 'project pack' that includes floor plans, photographs, and useful contextual information
- at least one visit from a member of the IDAPPS team
- their work exhibited at a national pharmacy exhibition and presented / credited in project reports and papers
- recognition and acknowledgement on the IDAPPS website and other promotion/publicity outlets
- via the 2-day Ideas Lab, opportunity to network with other teams

The winner will also get:

- their prototype installed in a Day Lewis pharmacy in Woodley, Reading, and the project team will elicit feedback from pharmacy customers and workers.

We have set aside £14k to cover the prototype. The winning solution will have taken into account this level of funding in the development of their ideas.

IDAPPS expectations of each team

Each team will

- sign up to our memorandum of agreement agreeing to collaboration in the research project
- send up to 5 people to attend our 2-day Ideas Lab (UK travel, overnight accommodation if required, and meals will be covered)
- produce an outcome that adheres to the brief and the schedule that is set for delivery
- if chosen as the winner, ensure that least one member of team works closely with the IDAPPS team and Day Lewis on the content and final form of the prototype and its installation in the pharmacy in Woodley, Reading
- provide us with one company name to which we transfer the research project development fee

Key dates

Competition launch: **12 February 2018**

Deadline for teams to submit their expression of interest to take part:
Friday 16 March 2018

Project team panel meeting to select teams: **Friday 23 March 2018**
Feedback to entrants **week beginning 26 March 2018**

2-day Ideas Lab: **30 April–1 May 2018**

Submission of competition entries: **Friday 1 June 2018**

Judging: **week beginning 4 June 2018**

Announcement of winner: **week beginning 11 June 2018**

Development / building of prototype: **from 18 June 2018** for installation/launch week
beginning **9 July 2018**

This project is supported with funding from the Arts and Humanities Research Council Contract No AH/R002053/1

The IDAPPS academic team:

University of Reading
Prof Sue Walker (PI), Typography & Graphic Communication;
Dr Rosemary Lim (Co-I), Pharmacy;
Prof Flora Samuel (Co-I), Architecture;

Dr Miranda Mole, PDRA
Loughborough University:
Prof Sue Hignett (Co-I), Loughborough Design School

For more information about the competition, get in touch with
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If you would like to enter, but need team members, get in touch and we will see if we can match you up with others.