



## National Pathology Week

2–8 November 2009

Event title	Pathology Laboratory Open Day
Venue	Pathology Laboratory & meeting room at Watford General Hospital
Target audience	General public and Health Care workers within the Trust
Objectives	To increase public awareness and understanding of Pathology and to promote pathology as a career for students who may be attending. To clarify the role of the various disciplines in the diagnosis, treatment and management of patients.
Age range	Over 18 to over 60.
How was the event advertised?	Through posters and flyers provided by the College in clinical and non clinical areas and in patients' waiting areas both within the Trust and in local Primary Care Trusts. An editorial was also published in two of the local papers a week before the event by a local reporter. Also advertised on the Trust website and Intranet. Invitations were sent to the Trust Executive, Divisional management team, patient panel, the local MP and the Mayor.
Number attending	64
Booking required?	Yes, booking was made but some participants also turned up on the day.
Length of event	All day from 9.30 a.m until 4.30 p.m
Refreshments provided?	Yes
Equipment needed	Promotional materials supplied by the College. Posters and written materials. PowerPoint projector Microscope Testing kits for each discipline Specimen containers and laminated photographs Marker pens
People needed	Staff members at registration desk and to welcome people to event. Biomedical scientists and Pathologists to do small presentations using the material on display and to answer queries. Biomedical scientists and pathologists to coordinate the various lab tours and also do the presentations during the tours. Someone to collect the evaluation forms
Printed material used	Posters and flyers to advertise the event Post event evaluation forms provided by the College

Room set up	Meeting room and exhibit area and the pathology laboratories.
Event programme	There were 3 parts: <ol style="list-style-type: none"> <li>1. Welcome and introduction to a main exhibit area during which participants had the opportunity to view various posters, PowerPoint slideshows, microscope demonstrations and testing kits.</li> <li>2. Briefing session and lab tours.</li> <li>3. Option for further question and answer sessions and request to complete the evaluation forms when participants were handed a bag containing promotional leaflet, pens and lanyard</li> </ol>
Possible variations	Possibly targeting A level science students next time.
What did the audience particularly like?	The professionalism and dedication of the pathology staff and the pride they evidently took in doing their job.
What surprised the audience?	The considerable amount of work behind the scene. The speed of obtaining the results
What else would the audience have liked?	An interactive component A certificate of attendance
How much preparation was involved?	Significant degree of organisation. A steering group was set up 3 months before the event with representatives from various disciplines to strategically organise and operationally manage the various activities. The group met at regular intervals.
Any other comments?	Need for careful planning and teamwork
Images	Links to images from the event
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