Better World Showcase 2018

Demonstrating how the Faculty of Science & Engineering is Making a Difference

Placental Biophysics YouTube Channel

Initiative

Igor has established a Placental Biophysics behind-the-scenes YouTube channel and produced two short educational films, in collaboration with a FMBH research centre at St Mary’s Hospital. The videos have been actively used to broadcast the scope of interdisciplinary research, including mathematical modelling, to the general public at a major international congress (www.ifpa2017.org) in September 2017, as well as a part of training materials for health professionals and patient engagement panel at the Central Manchester Hospital Trust.

How Igor has Made a Difference

Although pregnancy complications cost over £1.2 billion each year in neonatal and infant care to the NHS and public sector services, many health professionals are unaware of the interdisciplinary research efforts into the workings of the human placenta. The initiative helped publicise and create awareness for an important area of research that directly impacts the health and lives of many people. An immediate impact was increased assistance of midwives with handling the placentas donated for research.

Nominee

Dr Igor Chernyasky (Staff)

Nominated for Outstanding public engagement initiative

Vote

Vote for the person or project you feel is doing the most to Make a Difference

www.manchester.ac.uk/betterworldshowcase