

Case Study: Pfizer: Adapting careers outreach in a post-pandemic setting

Employers have found fresh and innovative ways to continue inspiring the next generation through new remote careers outreach programmes. We spoke to **Roos Bruggink, Corporate Responsibility & Philanthropy Manager** at biopharmaceutical company, **Pfizer** to see how they successfully transformed their careers outreach programme.



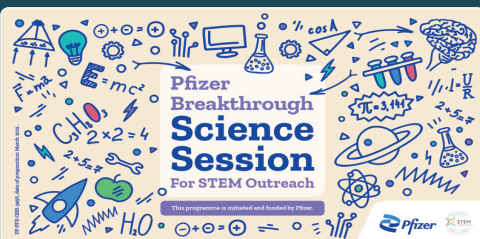
‘Science in a box’

Pfizer is an organisation which strives to engage and inspire the next generation to pursue a career in science. Pfizer’s own careers outreach programme ‘Science in a box’ aims to teach school children from 7-8 and 13-14 years old about the making of a medicine, inviting students to learn about medicine development, the role of the pharmaceutical industry and the range of career opportunities that exist within life sciences.

Before the pandemic, the company followed a face-to-face careers outreach formula in which their 250+ Ambassadors delivered sessions to students in a classroom setting. As the pandemic hit and careers outreach activities came to a pause, Pfizer UK began to quickly adapt to the new remote setting and began to create a new flexible version of their schools outreach offering.

They also transitioned their ‘Superbugs: Join the Fight!’ antimicrobial resistance and vaccines education materials to eLearning.

Reaching over 11,000 students through the ‘Pfizer breakthrough science session’ in its first 3 months



After a successful launch of the new Ambassador training programme, the ‘Pfizer Breakthrough Science Session’ has already reached over 11,800 school students from all over the UK. There continues to be a commitment to adapt and improve the sessions in the future, with plans to focus more on extending students’ ‘science capital’, alongside creating further opportunities for Ambassadors through joining the SIP careers taskforce. There is a very exciting future ahead for the continued schools outreach at Pfizer.

An impressive 120 Ambassadors were trained with the new ‘breakthrough science session’ by Science Industry Partnership’s Careers Manager, Rachel Brickell over 3 virtual sessions, with more to be trained in the future. As a SIP member, Pfizer has access to our bespoke careers support. Our SIP Ambassador programme provides a comprehensive outreach solution to train, develop and support your workforce as they inspire the next generation. With dedicated Ambassador training and school ready resources all as part of your membership package, our careers outreach programme is flexible and able to match the needs of every individual business.

This case study has been written by SIP. Pfizer has taken part in this study in order to share how the SIP Ambassadors programme has helped transform their careers outreach programme.



Increasing students' science capital through the 'Pfizer breakthrough science session'

Facing the obstacle of the pandemic encouraged a whole new outlook on Pfizer's careers outreach programme. A new delivery formula was created in the form of a flexible deck, ideal for a virtual delivery: 'Pfizer breakthrough science session' which aims to focus on increasing students' 'science capital'. Science capital is a conceptual tool for measuring an individual's exposure and knowledge of science. The more of it an individual has, the more likely they are to believe that 'science is for them', which can lead to engaging better as well as taking science education further.

Alongside aiming to increase students' science capital, this new deck takes students on a journey to:

- discover how their greatest passions in life are linked to science
- learn a bit more about the pharmaceutical industry
- understand who and what is involved in making medicines, and
- explore some careers in science and technology.

Employees at all stages are involved in careers outreach at Pfizer, from junior colleagues to senior leaders in the UK. The diverse range of Ambassadors helps to create role models for the younger generation and encourages marginalised groups to work towards a career in science.

To find out more about the Pfizer Breakthrough Science Session go to: www.pfizer.co.uk/uk-society/science-education/career-talks

The SIP Ambassador Programme

SIP Members can join a network of industry professionals who inspire and enthuse young people into careers within the science-based industries. The SIP Ambassador Programme is a careers outreach programme in which our Ambassadors engage with young people, and educators to promote STEM based careers through visits to schools and colleges, attendance at careers fairs and by supporting industry visits. SIP Ambassador training gives your workforce the skills, expertise and resources to enthuse young people and provide a unique insight into the world of work.



Roos Bruggink
Corporate Responsibility &
Philanthropy Manager at Pfizer

“ The bespoke support we received as part of our SIP membership, enabled us to rapidly transition our own schools outreach activity, making it suitable for virtual delivery. Rachel's positive approach, expertise and understanding of what it takes to engage and inspire young people into STEM, helped ensure our refreshed programme continues to make a positive impact in the communities in which we serve.

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