

# Womenspire 2021



**2021** | **2021**  
**GWOBR MENYW MEWN** | **WOMAN IN STEM**  
**STEM** | **AWARD**  
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Cymru | Wales



**Chwarae Teg**



**GWOBRAU  
WOMENSPIRE  
AWARDS**



**itv**  
CYMRU WALES

The ABPI was proud, once again, to sponsor the Chwarae Teg Womenspire – Woman in Science, Technology, Engineering and Mathematics (STEM) Award. The team at Chwarae Teg for the second year were able to deliver an amazing online ceremony at the end of September. Watched live by more than 6,000 people, the stream has now reached almost 30,000 people - 26,000 of those reached via Facebook and Twitter.



Lee-Ann Farrell

Womenspire truly celebrates the women (and this year, men) making a difference to peoples' lives across Wales. For the ABPI award in STEM, we saluted the women who are building Wales, through advancing in their own career journey and making a real difference to the STEM sectors.

The ABPI Award this year was introduced by our Wales Industry Group Chair, Lee-Ann Farrell.

Lee-Ann highlighted how the pharmaceutical sector supports women, through the recruitment of those with traditional STEM qualifications, and without, into a broad range of roles. She applauded the work that Chwarae Teg do to encourage women throughout Wales to enter the workforce, develop their skills, and build successful careers in STEM.

*Continued overleaf*

All the STEM Award finalists were recognised as doing amazing things in their own environment, shining a light for the women and girls around them.

- **Rachel Edmonds-Naish** as Head of Curriculum for STEM at Bridgend College and integral to their new STEAM Academy,
- **Laura Roberts** as Regional Co-Ordinator - South-East Wales at TechnoCamps encouraging girls into STEM and particularly computer science,
- **Professor Jane Henderson** as an inspirational teacher in heritage and culture conservation at Cardiff University and a leader in the field globally, and
- **Sam Wheeler** as Director at the digital agency, Big Lemon as well as co-founder of Digital Women in Wales.

You can see their stories in their own words [here](#).

**We were delighted that the ABPI Womenspire – Woman in STEM winner in 2021 announced on the night was Sam Wheeler from Merthyr Cynog, Brecon. She is described by the person who nominated her as “... a ninja strategist, entrepreneur, public speaker, and mentor who is dedicated to inspiring the next generation of tech talent...” She certainly displayed all those qualities to the interview panel when she spoke about her work.**

In 2016, Sam relocated from London to Wales, leaving a job she loved to pursue freelance life. Determined to show that it's possible to build a thriving tech career in Wales, Sam supported Wales's first dedicated tech accelerator, Ideas Fund. In a new country, and juggling solo motherhood, she worked hard to build a network and opportunities in Wales. After working with the Prince's Trust Wales, Wales Arts Council and arts and technology award The Lumen Prize, she coached several tech start-ups.



Sam went on to work for Big Lemon, a digital agency in Caerphilly. She has quickly become a director, transforming it into a 'tech for good' digital agency. She is committed to fostering a community of female tech innovators and agitators, has co-founded Digital Women in Wales, is a Big Ideas Wales role model, and a Prince's Trust delivery partner. Sam is a passionate advocate for co-production when designing technical solutions and about what technology can do for people, the planet, and communities. At ABPI we are looking forward to working with Sam over the coming year.



*Continued overleaf*

*On the night, winner of the Womenspire STEM Award, Sam Wheeler*



Dr Bnar Talabani from Cardiff

In a year full of amazing finalists and winners, the Womenspire Champion 2021 and winner of the Woman in Health and Care Award was doctor and scientist, Bnar Talabani who has been at the forefront of the effort to tackle uncertainty and misinformation around the COVID-19 vaccine. She impressed the judges with her warmth, incredible resilience, determination, and fearlessness in the face of adversity.

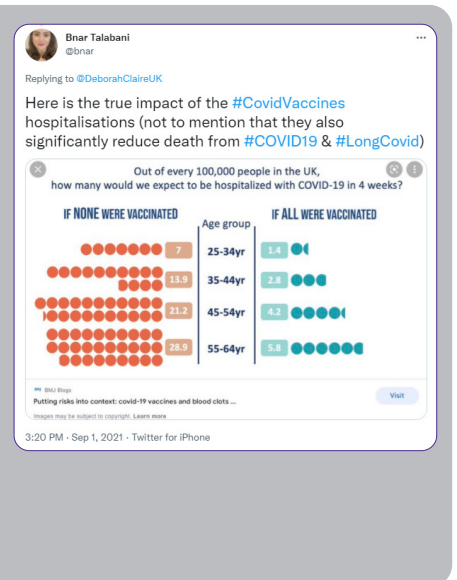
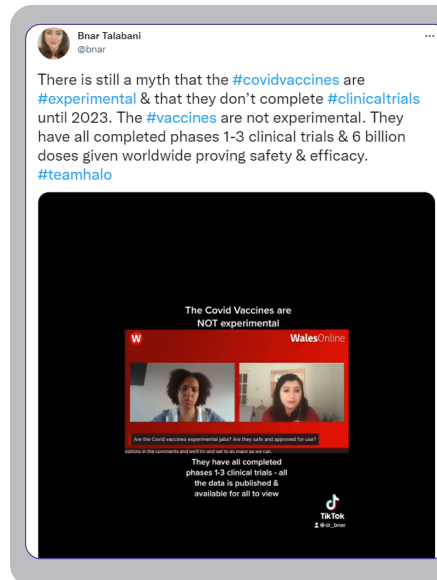
Arriving in the UK as a child refugee from Iraq in 1998, her harrowing start in life could never have foretold her brilliant future. When

Bnar was not required to work on the COVID-19 wards she decided to do something else to support and has been filling the void she saw in the availability of information in different languages for ethnic minorities around the COVID-19 vaccine. When she's not on the ground fighting vaccine hesitancy, you can find her on social media, including TikTok and Twitter, dispelling myths (see below).

Bnar was instrumental in the formation of Muslim Doctors Cymru (MDC) after she reached out to a few colleagues. They have delivered 15 webinars in 8 languages, with their work

influencing announcements by Welsh Government. They have also worked with mosques to open as vaccination centres. Bnar has run women only groups dispelling myths about the vaccine and has linked up with Project Halo to target young people via TikTok videos, with some viewed over 35,000 times.

Bnar's place as Womenspire Champion reflects the immense barriers she's had to overcome and the fact that, through hard work and determination, she has made immeasurable differences to her own life as well as the lives of others. She is a brave and incredible role model.



Cerys Furlong - Chief Executive, Chwarae Teg

Commenting on the Awards, Cerys Furlong, Chief Executive, Chwarae Teg said:

*"This is our sixth Womenspire awards and once again it has been incredible to hear the stories of all our finalists and their magnificent achievements. At Chwarae Teg we know how important it is that these accomplishments are highlighted. So, I must congratulate all the finalists, winners and everyone involved and say a big thank you for making Womenspire 2021 such a success."*

## Use lessons from COVID-19 to revitalise post-pandemic clinical research environment, says ABPI

**The negative impact of the pandemic on the nation's clinical research environment can be transformed across every part of the UK if we adopt the innovative approaches taken to tackling COVID-19.**

The key to unlocking the benefits of clinical research for all patients is properly resourcing and embedding a culture of research into an NHS which has been overwhelmed by the pandemic, says a new report by the ABPI. The pandemic has demonstrated the UK's massive potential as a global leader in clinical research with 68 commercial COVID-19 trials initiated in 2020 – the most in Europe and third only to the United States and Brazil.

Clinical research in the UK is delivered across the healthcare system, with the National Institute for Health Research's Clinical Research Network (NIHR CRN) playing an important role. In 2020/2021, the UK recruited over 1.3 million participants into research studies through the NIHR CRN. This included over 900,000 in 101 Urgent Public Health Research COVID-19 studies in England<sup>1</sup>. Recruitment to COVID-19 studies across the Devolved Nations was also significant, with over 66,000 participants recruited to studies in Scotland<sup>2</sup>, 26,000 in Northern Ireland<sup>3</sup>, and 5,800 in Wales<sup>4</sup>. However, the focus on COVID-19 has negatively impacted on research across many other diseases – including cancer, heart disease and diabetes - with clinical trials paused during the early stages of the pandemic and continued disruption since. The UK's research efforts

are also recovering at a slower pace than some other similar countries in Europe, including Spain and Italy, who were also hit hard in the pandemic.

The figures are from the ABPI's third annual report: Clinical research in the UK: An opportunity for growth, which makes recommendations to rebuild and transform the UK's clinical research offering. Adopting innovative research design and delivery approaches, as seen during the COVID-19 pandemic, fixing bottlenecks in the system, and embedding a culture of research across the health service, will not only benefit the NHS and its patients, but significantly contribute to addressing health inequalities and building back fairer, say the authors. The report makes five recommendations which are needed if the UK is to revitalise its research base for UK patients and compete globally for life-science investment.

1. Embed clinical research in healthcare
2. Reform and streamline approvals and set up of clinical trials
3. Increase and diversify patient recruitment to clinical trials
4. Adopt innovative clinical trial design and delivery approaches
5. Improve how the UK reports on clinical research performance

Commenting, ABPI Chief Executive Richard Torbett said:

*"The report paints a mixed picture on clinical research here in the UK. We are proud of the achievements in COVID-19 research, but we must now learn from them if we are to rebuild and transform the UK's whole clinical research offering.*

*"The value of clinical research has never been more evident – it is the key to global recovery, improving public health and protecting us from future pandemics, but it can only be achieved if we support the NHS to embed a culture of research across the UK."*

*"The Government's UK-wide vision for clinical research delivery aims to rebuild post-pandemic and create an ecosystem which is globally competitive, brings value to the NHS and benefits all patients. What matters now is that these commitments are translated into real action."*



*Dr Richard Torbett - Chief Executive, ABPI*

<sup>1</sup> <https://www.nihr.ac.uk/about-us/what-we-do/our-research-performance/annual-statistics.htm>

<sup>2</sup> <https://www.nhsresearchscotland.org.uk/news/huge-thank-you-to-scottish-community-as-uk-covid-19-research-passes-one-million-participants>

<sup>3</sup> <https://research.hscni.net/international-clinical-trials-day-2021>

<sup>4</sup> [https://issuu.com/healthandcarerresearchwales/docs/health\\_20and\\_20care\\_20research\\_20wales\\_20annual\\_20](https://issuu.com/healthandcarerresearchwales/docs/health_20and_20care_20research_20wales_20annual_20)

# Pfizer STEM Ambassadors in Wales

**Rachel Jenkins is a Senior Account Manager who has worked for Pfizer for over 32 years. Based in Efail Isaf she is married with one daughter who is currently studying Music Composition in New York.**

Alongside a busy day job, involving Market Access and Innovative Collaborative Working with the NHS in Wales, Rachel is also the Wales Hub Lead for Pfizer's STEM (Science, Technology, Engineering and Maths) Ambassadors. She and 7 colleagues in Wales hope to help engage and enthuse young people about science and improve understanding of the pharmaceutical industry and what is involved in developing new medicines. Pfizer have developed a number of resources that can be delivered in schools, science fairs and career events (currently virtually but hopefully in person in the not-too-distant future).

*"I have had an amazing science-based career with Pfizer that has allowed me to stay in Wales for which I am very grateful. I am also fortunate to work for a company that encourages us to volunteer and support the communities in which we live so when offered the STEM Lead role, I jumped at it. I have met the most incredible teachers and pupils and their enthusiasm, energy and curiosity to learn more about the*

*pharmaceutical industry and the wide variety of careers it offers has been inspirational."*

PP-PFE-GBR-3833, August 2021

For more information on Pfizer's School Initiatives, here are some links:

<https://www.pfizer.co.uk/science-education>

<https://www.pfizer.co.uk/superbugs-join-fight-school-programme>



## Patient leaders join new pharmaceutical industry advisory council

Eight leaders from across the patient and health charity sector have been named to the ABPI's new Patient Advisory Council. In a search that commenced in June, the new Council brings together industry and patient advocates to help steer and broaden the Association's strategic thinking, ensuring a more patient-centric future strategy, policy, and priorities.

The new members are:

**Charlotte Augst** from National Voices, **Emily Crossley** from Duchenne UK, **Jane Lyons** from Cancer52, **Dr Tom Nutt** from Meningitis Now, **Hilary Reynolds** from the Association of Medical Research Charities, **Jayne Spink**

from Prostate Cancer Research, **Bob Stevens** from the MPS Society, and **Neil Tester** from the Richmond Group.

Announcing the first members of the Council, Colette Goldrick, Executive Director of Strategy, Research & Partnerships at the ABPI, said:

*"We have had an overwhelming response to our search for a new Patient Advisory Council, and we are really proud to name these eight passionate experts as our inaugural members. Each is a leader in their community, and we are really looking forward to hearing what they have to say and how we can work together towards meaningful change."*

Ben Osborn, President of the ABPI, said:

*"The Council was formed with the sole purpose of ensuring the Association, our Board and the industry at large has a greater understanding of the patient experience, and how our work can help improve the lives of patients and their families. We're excited to get started."*

Council members will provide patient perspectives across policy topics relevant to both industry and patients, such as outcomes-focused healthcare, medicines pricing, patient engagement in health technology assessment (HTA), healthcare data, and collaboration.

# Disclosure UK

**The relationship between the pharmaceutical industry and healthcare professionals (HCPs) and healthcare organisations (HCOs) plays a vital role in the development and delivery of life-enhancing and life-saving medicines.**

It is a relationship that the pharmaceutical industry is proud of. At the core of the relationship is sharing knowledge to improve outcomes for patients. We want to ensure that patients and others have confidence that this relationship is open and transparent, and this is why the pharmaceutical industry is taking the lead on disclosing details of payments and other benefits in kind made by industry to HCPs and HCOs.

This information is published on the database - [Disclosure UK](#), part of a Europe-wide initiative

to increase transparency between pharmaceutical companies and the doctors, nurses, pharmacists and other health professionals and organisations it works with.

In 2020, the ABPI published a leaflet for healthcare professionals and other relevant decision makers, encouraging agreement to be named on the Disclosure UK database. The leaflet is co-branded with:

- The Academy of Medical Royal Colleges,
- The Faculty of Pharmaceutical Medicine,
- The Royal Pharmaceutical Society,
- Welsh Government

And is available in both [English](#) and [Welsh](#).



This month saw the publication of an updated set of slides, introducing and further explaining the work of Disclosure UK. These are available here. If you have any further questions about Disclosure UK, please contact: [info@disclosure.org.uk](mailto:info@disclosure.org.uk)

## Who we are

**The Association of the British Pharmaceutical Industry (ABPI) exists to make the UK the best place in the world to research, develop and use new medicines and vaccines. We represent companies of all sizes who invest in discovering the medicines of the future.**

Our members supply cutting edge treatments that improve and save the lives of millions of people. We work in partnership with Governments and the NHS so patients can get new treatments faster and the NHS can plan how much it spends on medicines.

Every day, we partner with organisations in the life sciences community and beyond to transform lives across the UK.

For further information about any of the issues in this Bulletin or about ABPI Cymru Wales, please contact:

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