

Be Part of Research communications pack

A guide for NIHR infrastructure communications and PPIE leads

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1. Introduction

This guidance document has been developed to assist local NIHR communications and PPIE staff with engagement and communications activity around International Clinical Trials Day (ICTD) on 20 May 2019.

This document contains the key information and resources required to deliver promotional activities for ICTD, and sets out the expectation for local activity in Local Clinical Research Networks (LCRNs).

Background

To mark International Clinical Trials Day (ICTD), which takes place on 20 May every year, the NIHR is launching its new Be Part of Research campaign.

The campaign aims to encourage patients, carers and the public to get involved in research and will coincide with the launch of our new Be Part of Research website (formerly UK Clinical Trials Gateway), which will allow users to search for opportunities to participate in research.

Be Part of Research succeeds predecessor NIHR/CRN campaigns I Am Research and Ok to Ask as the only national campaign across the world to promote clinical research directly to patients.

2. Campaign briefing

An [initial ICTD briefing note](#) from Simon Denegri was developed for the campaign, and issued to LCRNs to share with NHS trusts and partner organisations in early March 2019, to ensure early notice of the national campaign.

Objectives

- Encourage patients, carers and the public to be part of research
- Build awareness of the benefits of helping with NIHR research in different ways
- Encourage NHS and social care staff to promote research opportunities
- Inspire patients, carers, the public and healthcare professionals to pledge their support for research

Audience

The primary audiences for the Be Part of Research campaign are patients, carers and the public.

Key messages

- Research changes lives. It's only through research that we can develop better treatments and care, as well as improve diagnosis and prevention.
- Research can only happen thanks to almost three quarters of a million people, of all

- ages, willing to volunteer for studies every year.
- Evidence suggests that being given the opportunity to take part in research can benefit both patients and carers.
 - In line with NHS goals, wherever people live in the UK, patients and the public should have equal opportunity to find out about research that's relevant to them.
 - Patients, carers and the public have a right to be involved in research that affects them. All of NIHR's research involves patients and carers in its development to make it more relevant to their needs and priorities.

Calls to action

The campaign page on the NIHR website will be: www.nihr.ac.uk/bepartofresearch. This will be the main URL and call to action on the materials, and all campaign activity will encourage audiences to visit this URL to learn more about research.

Additional URLs that we will signpost to in the campaign activity include:

- Find a research study: www.bepartofresearch.uk
- Explore ways to get involved: www.peopleinresearch.org
- Register your interest in dementia research: www.joindementiaresearch.nihr.ac.uk

Timeframe

The campaign will go live on 1 May 2019 with some webpage and social media content. Activity will build from this date, with the bulk happening around the week of ICTD on 20 May. The campaign will come to a close at the end of May.

3. LCRN requirements

As part of the NIHR CRN Performance Operating Framework, LCRN communications leads are required to deliver and support national campaigns locally.

Given the primary audience for the campaign is patients, carers and the public, it is important that LCRN communications and PPIE leads collaborate on activities for Be Part of Research, and work together to deliver activities for the campaign.

A list of local activities for the campaign is outlined below to provide LCRNs with an understanding of the expected minimum requirements they are expected to undertake:

Be Part of Research 'Minimum Ask' activities

1. Share the [trust briefing guidance note document](#) (you can adapt and personalise this locally) with local NHS trusts and partner organisations.
2. Meet with LCRN PPIE Leads to discuss campaign ideas and plans.
3. Record your events and activities, to help us understand the reach of the NIHR's Be Part of Research ICTD campaign. Events should be logged by Comms and PPIE leads using the linked [google form](#).

4. Engage with the national social media plan. Retweet/like/share a minimum of 5 Facebook/Twitter posts and tweet/post at least 5 of your own using #BePartOfResearch ensuring they include a key message and/or a call to action from the campaign. All retweets should include a comment. All official LCRN social media accounts should add the Twibbon to their profiles. We would encourage staff to showcase what they do by printing and holding our social media board (*see Section 9, Social Media*).
5. Sell in at least one press release promoting Be Part of Research, featuring a patient story (*see Section 8, Media plans*).
6. Participate in the pledge on the campaign webpage (*see Section 10, Campaign Pledge*).

We want to provide you with the autonomy you need to deliver this national campaign locally, so be creative and feel free to go beyond the minimum ask.

Other relevant activities to promote

May 2019 is a busy month for other health and care research-related activities across the NIHR. The following activities have been initiated centrally, will link to Be Part of Research messaging, and can also be promoted widely through your local channels:

- International Nurses' Day - 12 May
- Dementia Action Week - 20-26 May

4. Local events

Your local NHS trusts and partner organisations may want to organise events and activities for International Clinical Trials Day, this could be as simple as a small stand and materials in the hospital atrium. However big or small, these activities and events are all linked to the Be Part of Research campaign and will help form part of our impact and evaluation.

Details about ordering materials can be found in Section 5 below (*Materials*).

Points to remember about local events:

- Please ensure you have tailored and shared the [trust guidance briefing note](#) with trusts and partner organisations
- Refer to point 3 of the minimum ask list in Section 3 (*LCRN requirements*) for guidance on where to log your local events and activities.

5. Materials

A suite of new materials has been developed for the Be Part of Research campaign, featuring the new NIHR branding and artwork. [This document summarises all available campaign](#)

[materials](#) (please note, this document will be updated over the coming weeks. LCRNs can access the latest version in the [SEC Toolkit](#)).

Materials can be ordered from the NIHR online print shop at: nihrresources.myprintdesk.net/dsf (please note, the online shop is best accessed in the Chrome browser).

Most materials are completely free to order. There is however a delivery charge - further details are noted below. Some items are also subject to a maximum order volume.

Ordering materials - what you need to know

The bulk of materials are completely free to order apart from the pop-up-banner. There is however a delivery charge - further details are noted below.

Ordering materials - what you need to know

1. You will need to register a username, password and contact details before ordering. Please ensure your delivery details are correct especially if different from your contact details. Delivery address must include a postcode and any full delivery instructions. Parcel Force is the preferred courier and it is very difficult when entering large organisations to ensure they reach their final destination.
2. A tracking number will be entered onto the online shop facility once orders have been despatched - please check your tracking option before calling/emailing to query delivery details. The University of Leeds (provider of the NIHR online print shop) cannot be held responsible if incorrect/incomplete information is not provided.
3. Materials are subject to an order limit, which is clearly outlined on the online shop facility.
4. When finalising your order you will be presented with 3 options:
 - a) A valid purchase order number (this must be obtained through official purchasing channels). The cost is £30.00 including VAT.

If paying by Purchase Order (PO) please ensure your PO is made payable to:

*Accounts Receivable
University of Leeds
E C Stoner Building
University of Leeds
Woodhouse Lane
Leeds LS2 9JT*

- b) Payment via PayPal which will be a total of £10.00 including VAT.

c) *Other (this option to be used if payment to be made on a credit card which cannot be via PayPal. Once order has been completed can you please call 0113 343 2668 or 0113 343 6432 making a payment of £10.00 inc VAT. No order will be fulfilled without prior payment).*

It is suggested that you allow at least a two week lead time between placing your order and receiving the materials. It is also advised that you place your order as soon as possible whilst stocks are plentiful and to avoid disappointment.

Please share the online print shop link with your trusts and partner organisations.

6. Artwork

Standard campaign print materials are available to order from the online shop at nihrresources.myprintdesk.net/dsf from 1 April as per Section 5. Digital materials will be available from mid-April.

Artwork will be made available to download from the same online shop or on the [SEC toolkit](#) (LCRN access only) for staff to arrange their own local printing as necessary (e.g. for large volumes or short timelines). The artwork files for the campaign should only be used by local NIHR communications and PPIE staff and should not be shared more widely.

The Be Part of Research logo file will be available for LCRNs to use locally for social media and newsletters from 1st May. You cannot edit or change this. Please read the brand guidance which will be supplied at the same time.

7. Be Part of Research website

In the run up to International Clinical Trials Day the NIHR will be launching the Be Part of Research website www.bepartofresearch.uk. This online facility aims to connect members of the public, patients, clinicians and health and social care professionals with all the information they need about taking part in healthcare research.

The Be Part of Research site will help members of the public to make informed choices about taking part in healthcare research in the UK and make it easier for anyone to take part in research, if they want to.

It curates ethically approved research studies across the UK so that members of the public and professionals can search for studies by condition or location. The site will also signpost to other patient engagement and involvement opportunities across NIHR services, as well as charity and other registers.

The Be Part of Research site will replace our existing [UK Clinical Trials Gateway website](#) which has been running for a number of years. The site has been re-designed with extensive input from patients and the public.

Please note that a number of the printed materials signpost to www.bepartofresearch.uk. For any events that may occur earlier in the campaign period, before the new site is launched, the URL will take people to the existing UK Clinical Trials Gateway site so that people can still search for studies.

8. Media plans

The CRN's 2018/19 Annual Statistics will be announced on 20 May 2019. The media relations activity for this will be managed by the CRNCC communications team, and will involve the development of a national press release. The Be Part of Research campaign will be referenced in this announcement.

To support the ICTD 2019 campaign, LCRNs will be required to develop and sell in at least one press release promoting Be Part of Research. These must include the following elements:

- NIHR quote - this can be national or local (see bullet points further below).
- Supporting patient case study with quote and photo. This should be a new case study (see information and bullet points further below).
- At least one call to action from the campaign e.g. visit the campaign webpage, visit the Be Part of Research website, take part in the pledge etc
- The latest NIHR boilerplate - this can be found in the SEC toolkit [here](#) (LCRN-access only) and on the [NIHR website](#).

All LCRN communications leads must send their ICTD 2019 draft press releases for review to the CRNCC Central Communications team, by emailing crncc.comms@nihr.ac.uk. LCRNs should allow at least **3 working days** for central review.

LCRNs should also notify their CRN central comms link of the date they plan to issue their press release, so this can be added to the NIHR planning calendar. Notification should be given at least two weeks in advance of issue.

Patient case studies should include an outline of the story with clear impact promoting research, and should include quotes and an image of the patient.

A few points to consider:

- If LCRNs have existing case studies (e.g. from other campaigns, such as the 2017/18 League Table), these can be considered for use as additional materials over and above a new case study.
- There is no requirement for LCRNs to issue a separate press release in support of CRN's Annual Statistics campaign. However, if LCRNs issue their ICTD 2019 press releases on or after (or embargoed for) 20 May they will have the opportunity to

reference figures and national quotes from the CRN Annual Statistics national press release, once this has been signed off (expected to be mid-May).

- For ICTD 2019 press releases scheduled to be issued before 20 May, national quotes will not be made available and LCRNs will need to quote 2017/18 statistics if they wish to reference any figures.

9. Social media

The campaign will be promoted on the new NIHR national social media channels launching on Wednesday, 1 May. These channels will be the @NIHRresearch and @NIHRtakepart Twitter handles and the NIHR (National Institute for Health Research) Facebook and LinkedIn accounts. More information about the new national social media channels will be circulated to staff by the NIHR Digital Engagement Group in a separate briefing ahead of their launch.

Campaign activity will build throughout early May, peaking during the week of ICTD on Monday, 20 May. Social media will be used to promote the key messages, calls to action and highlight media activity, and to encourage people to order materials and support the campaign pledge (see Section 10 below). A Twibbon will also be made available for people to add to their social media profiles. The social media board will be available to download directly from the online shop from mid-April.

More information about the national social media plan will be circulated ahead of the campaign launch.

10. Campaign Pledge

A key part of the campaign will include asking people to show their support for health and care research by promising to do one of the below options:

- Send a message on social media networks (including sending a Twibbon)
- Order materials
- Tell others (run a local event, enquire with GP/health professional about opportunities to participate in research, suggest a friend take part in research)
- Find out about local research studies

This will pledge be promoted via social media and media relations activity. The numbers of people pledging their support will be shown in a counter on the campaign page on the NIHR website as an indicator of success. When the counter reaches various milestones (e.g. 500 supporters) messages will be shared on social media (a Twibbon specific counter will be visible on the Twibbon website).

Comms and PPIE leads are urged to promote the pledges among their audiences and with colleagues and share the milestones.

More information about the pledge will be circulated ahead of the campaign launch.

11. Contacts

For further information or assistance with anything relating to the Be Part of Research 2019 campaign, please contact:

General campaign enquiries:

Sharon Nall (ICTD 2019 co-lead): sharon.nall@nhr.ac.uk, 0203 328 6720

Nell Barrie (ICTD 2019 co-lead): eleanor.barrie@nhr.ac.uk 0208 843 8002 (Friday is non-working day)

Be Part of Research materials and website enquiries:

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CRN Coordinating Centre Communications Mailbox: crncc.comms@nhr.ac.uk

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