

PPI update (Oksana Hoile, E&H CLRN)

Tracey Johns (Essex & Herts CLRN) and Emma Rayfield (N&S CLRN/PCRN-EoE) combined their efforts to create a regional set of TV screen shots to raise profile of all NIHR portfolio research amongst the general public. Here is an update from them:

- CLRN pilot Video Advert (with DRN input) and PCRN/Norfolk communications have been combined into an initial generic NIHR branded draft presentation (copy uploaded to PCRN and CLRN SharePoint - not currently in a 'user friendly' version). The following additions and changes have been made to original:
 - What is research?
 - What has research found?
 - Why take part in research?
 - What is in it for me?
 - What do I have to do?
 - A personal view - quote
- The study specific information slides were replaced by signposting to 'look at research notice board' with the idea being that foam boards could be introduced to all sites to reinforce the message and ensure access to information.
- The branding was changed from LRN specific to generic NIHR.

Contd.

- Emma has tested updated E&H CLRN pilot DVD to Norfolk PPI Research Group and the feedback was collated with the main recommendations being:
 - *“concept welcomed - 'about time'!*
 - *need to keep short and introduce more 'fun' eye catching examples (Norfolk communications team working on this)*
 - *include local photos with people and places that are recognised is good*
 - *red colour scheme needs changing?*
 - *LRN contacts not accessible, need to include local contacts with organisations people know e.g. surgery, trust - could direct to notice board*
 - *Our plan now (depending upon the discussions and agreement from NIHR Networks Meeting) is that we would like to take this forward by having a joint meeting with Norfolk, PCRN and E&H team in July to finalise a set of TV screen shots that can be ready to pilot and evaluate in August. Also to create a simple evaluation form to invite feedback from viewers based upon three questions with boxes for replies in surgery waiting rooms close to the screens.”*
- Essex & Herts CLRN External Reference Group has had two meetings and includes members of the public and LINKs. Local consultations with patients about their recent research participant experience are being arranged to take place this summer.