

Developing a new 'Help BEAT' campaign

What is Research for the Future?

We are an NIHR CRN GM (National Institute for Health Research Clinical Research Network Greater Manchester) initiative to facilitate recruitment to NIHR portfolio studies and other NHS health and care research across the region using a 'consent for approach' model.

Since the programme was established in October 2011:

- More than 8000 people have registered their details and consented to be approached about future research opportunities
- We have supported over 150 studies to recruit to a range of research opportunities, including clinical trials, observational studies and engagement opportunities such as focus groups and advisory panels
- We have been recognised with a number of awards and commendations and have been invited to present to organisations including the NIHR, Quality in Care and Google
- Feedback from research teams has been overwhelmingly positive with a variety of journals and other publications acknowledging the contribution we have made to recruitment.

Research for the Future is provided in partnership with NIHR GM, NorthWest EHealth, Health Innovation Manchester and the Northern Care Alliance NHS Group.

What does Research for the Future do?

We can advise and help research teams to find the right people to take part in their studies. We help recruit to a wide range of research and engagement opportunities including grant applications, questionnaires, focus groups, clinical trials and other PPIE (patient and public involvement and engagement) opportunities.

Our 'Help BEAT' campaigns invite people aged over 18 and living with certain health conditions to register their details to find out about future research opportunities. Our current campaigns are:



Help BEAT Diabetes

for people with diabetes or at risk of developing it (non-diabetic hyperglycaemia)



Help BEAT Heart Disease

for people with conditions such as heart failure, angina and atrial fibrillation



Help BEAT Kidney Disease

for people with chronic kidney disease (CKD), are on dialysis or have had a kidney transplant



Help BEAT Respiratory Disease

for people with conditions such as COPD, asthma and bronchiectasis

We are hosted by and based in the Research and Innovation department at the Northern Care Alliance NHS Group who act as our data controller and are registered with the Information Commissioners Office. Data is stored in accordance with the General Data Protection Regulation (GDPR) and Data Protection Act (2018).

Developing a 'Help BEAT' campaign

Research for the Future and CRN GM welcome interest in developing additional 'Help BEAT' campaigns where there is recognised potential to benefit recruitment to NIHR portfolio research across Greater Manchester.



A successful ‘Help BEAT’ campaign requires ‘buy in’ from clinicians and research team across the region so a shared interest and enthusiasm to develop the proposed disease area is essential. As well as discussing the proposal with staff in your own department, you should harness support from clinicians, academics and colleagues working in the disease area from other organisations, trusts, research structures, and universities.

How much does it cost to develop a new ‘Help BEAT’ campaign?

Costs may vary considerably based on specific requirements and scale of the disease area, the initial outlay is likely to be in the region of £15-£25k. The majority of this cost is used to plan, develop and implement enhancements to the existing software, database and website. New ‘Help BEAT’ resources will be designed to fit in with existing campaigns and might include posters, leaflets, pull up banners, video and digital graphics.

You will need to identify and agree a source of funding to establish the campaign. Should this not be available in-house or via your NHS networks you might consider approaching relevant charities or industry partners.

Your responsibilities once the new ‘Help BEAT’ campaign is set up

Increasing the profile of the new ‘Help BEAT’ campaign will be essential to its success. It is recommended that you start by promoting the campaign across your own professional and patient networks both locally and nationally. We will work with you to build relationships to facilitate this and identify a relevant charity partner.

The campaign should also be actively promoted to people with lived experience of the disease area in order to drive recruitment to the database. We recommend that research teams and clinic staff take responsibility for this and you should consider the best ways to achieve this.

What ongoing support can I expect from Research for the Future?

We provide an infrastructure to manage a database of volunteers who have consented to be approached about research opportunities. Our team:

- **register** new volunteers and maintain their details to ensure these remain current and accurate
- **contact** volunteers who meet broad inclusion criteria when opportunities become available. The opportunity is outlined and if interested, the volunteers contact the research team directly.

Marketing of ‘Help BEAT’ campaigns and associated studies is part of our everyday activity to attract new volunteers.

The team:

- **attend** health events, patient support groups and trust open days across Greater Manchester with an information and recruitment stand
- **promote** the ‘Help BEAT’ campaign and associated studies via a number of digital channels including website, newsletter and social media channels
- **engage** with existing and future volunteer audiences via targeted social media campaigns

To give you some idea of the work we do to promote current campaigns, please visit our website or profiles on Facebook and Twitter (see below).

Who do I contact to discuss further?

For an initial discussion, please contact the Research for the Future Programme Development Manager (details below).

Please also discuss with the relevant CRN GM Research Delivery Manager or Clinical Lead for your disease area.



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