Communications toolkit

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# Background

### What is Research for the Future?

Research for the Future is an award-winning NHS-supported campaign that helps people find out about and take part in health and care research.

It is an NIHR (National Institute for Health and Care Research) Clinical Research Network initiative working across north-west England, supporting supports researchers to find the right people to take part in a wide range of research opportunities.

It uses a unique 'consent for approach’ database to:

* connect members of the public to health and care researchers, and
* support researchers and teams to involve, engage and recruit the right people to participate in their research.

The project started life back in 2011 as 'Help BEAT Diabetes' with an ambition to help patients in Greater Manchester get involved in diabetes research. It has since expanded to include several other 'Help BEAT' campaigns and now works across all health conditions as well as supporting recruitment of healthy volunteers. Since its inception, more than 10,000 people have registered to take part.

**Everyone over the age of 18 is encouraged to get involved in health and care research by registering with Research for the Future.**

# What is this pack for?

This pack has been developed to provide you with the information and tools to help encourage people to take part in health and care research and to register with Research for the Future.

# Key messages

Research is vital for the future of health and care services, as it helps to find better ways to prevent, treat and manage illnesses.

Working in partnership with people by involving them in research can:

* improve the quality of research by ensuring it focuses on outcomes that are important to the public
* influence policymakers and funders when prioritising research
* help make sure that research is relevant to the end-user by listening to and including peoples lived experiences
* empower people to manage their health or to use health and care services

For patients and the public, being involved can mean:

* access to the newest medicines and treatments
* health screening (eg tests, diagnostics etc)
* gaining an increased knowledge about their condition(s), helping them take control of their own health
* receiving compensation for taking part (eg payments, expenses etc)
* knowing they are helping others, now and in the future.

You can find out more about how the NIHR involves and engages patients and the public on their [website](https://www.nihr.ac.uk/patients-carers-and-the-public/i-want-to-help-with-research/research-champions.htm).

# Assets (see [Appendix](#_Appendix))

A range of assets and resources are available to help you promote Research for the Future in bulletins, online and on social media channels. They can be used internally or externally and with both staff and public audiences

1. **Newsletter, bulletin, and other copy** (see Appendix A)
2. **10th Birthday press release** (see Appendix B)
3. **Social media posts** (see Appendix C)
4. **SMS/text messages** (see Appendix D)
5. **Video:** our latest recruitment film is available on YouTube. You can embed this into articles or web pages or share the link in social media posts etc <https://youtu.be/DKhAbbH4v4w>
6. **Radio advert:** A radio advert is available on request. This is currently cleared for use on local government and in-house radio outlets (hospital radio stations) until November 2022. Please contact the office for further information.

# Want to learn more?

An e-learning module for staff to learn more about the Research for the Future service, and how it can support them has been developed in conjunction with the NIHR CRN Greater Manchester Research Workforce Team. [Accessible via Google Drive.](https://bit.ly/rftftraining)

<https://bit.ly/rftftraining>

# Contact

Thank you for your support in promoting Research for the Future. If you require any further information or have any questions, please contact:

Philip Hammond, Communications and Public Involvement Specialist
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Research for the Future

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(e) research.future@nca.nhs.uk

(w) [www.researchforthefuture.org](http://www.researchforthefuture.org)

(f) [/researchforthefuture](http://www.facebook.com/researchforthefuture)

(i) [@researchforthefuture](http://www.instagram.com/researchforthefuture)

(t) [@Research\_Future](https://twitter.com/Research_Future)

# Appendix

### Online asset folder

Our online asset folder can be accessed via [Google Drive](https://bit.ly/RFTFtoolkit), and includes:

* Logos (PNG and SVG formats)
	+ Research for the Future – this is our main logo/brand.
	+ ‘Help BEAT…’ – each has its own associated graphic and identity.
* Lifestyle images
* Sample social media graphics
* Digital leaflets and posters

If you need hard copies of any of these, or need them in a different format, please contact the office.

<https://bit.ly/RFTFtoolkit>

## Appendix A: Newsletter, bulletin, and other copy

### Research for the Future (External) Website/newsletter copy v1 [Apr 22]

People who get involved in health research tend to have better outcomes, as they become better at managing their own health. Joining the research community means you're also actively helping to improve care and treatments for you and for other people.

Research for the Future is an NHS supported campaign that helps people find out about and take part in health and care research. Everyone aged over 18 can register and help discover new ways to prevent, diagnose and manage illnesses.

Registering means you will receive information about research opportunities along with details of how to take part. There are lots of different types of research you can take part in, including answering questionnaires, joining discussion groups, testing equipment, or taking part in trials to find new treatments.

Register now online at [www.researchforthefuture.org/register](http://www.researchforthefuture.org/register) or text **RESEARCH** and **YOUR NAME** to **81400**.

### Research for the Future (Internal - health, care and other NHS staff) [Apr 22]

**Are you looking for people to take part in your research? Research for the Future is here to help.**

Research for the Future is an NHS supported campaign supporting researchers to effectively involve, engage and recruit people to take part in their research.

Using a unique 'consent for approach' database it can help you find the right people for a wide range of opportunities including helping to plan, design or manage a research project, testing a product or piece of equipment, taking part in a focus/discussion group or as a participant in your clinical trial.

For more information about how Research for the Future can support you and your research, please visit [www.researchforthefuture.org/researchers](http://www.researchforthefuture.org/researchers) or contact the office on research.future@nca.nhs.uk

### Understanding Long-COVID (Internal and external) [Apr 22]

**Take part in research looking to understand Long-COVID**

Infection with COVID-19 is leaving people with multiple symptoms and new research is looking to understand what causes these, why some people are more susceptible to experience ongoing health issues, as well as what care or treatments are currently available.

Help BEAT Coronavirus is a campaign encouraging people to take part in research to help the NHS understand the ongoing issues presented by the coronavirus pandemic and to look at ways to support those living with symptoms of long-COVID.

People who get involved in health research tend to have better health outcomes, as they become better at managing their own health. Joining the research community also means that people are actively helping the NHS to improve care and treatments.

Registering means you will receive information about research opportunities along with details of how to take part. There are lots of different types of research you can take part in, including answering questionnaires, joining discussion groups, testing equipment, or taking part in trials to find new treatments.

Register now online at [www.researchforthefuture.com/register](http://www.researchforthefuture.com/register) or text **RESEARCH** and **YOUR NAME** to **81400**.

### Help BEAT Coronavirus (Internal and external) [Sep 21]

**People are invited to sign up to Help BEAT Coronavirus**

A new NHS campaign, ‘Help BEAT Coronavirus’ has launched across north-west England encouraging people to take part in research to help the NHS in the fight against COVID-19.

The campaign has been developed following the incredible public response to vaccine research trials in the region, with people having taken part in a range of nationally- prioritised COVID-19 studies supported by the National Institute for Health and Care Research (NIHR) Clinical research Network.

‘Help BEAT Coronavirus’ is part of Research for the Future, an NIHR CRN Greater Manchester initiative that helps people find out about and take part in health and care research. It joins their range of other successfully ‘Help BEAT’ campaigns supporting research in several priority areas.

Professor Andy Ustianowski, National Clinical Lead for the UK NIHR COVID Vaccine Research Programme and joint National Specialty Lead for Infection at NIHR Clinical Research Network says

*“The success of the COVID 19 Vaccine in the UK is down to research and every person who volunteers. We now have treatments, as a result of trials, for COVID that are saving lives. Clinical Research is vital to fight this pandemic.  Everything that we do in medicine should be based on evidence and we get this evidence from clinical trials. By signing up you are helping to discover new ways to prevent, diagnose and manage COVID-19”*

Research helps to increase our understanding of how coronavirus is transmitted, how to treat people who become infected and discover how best to help and support people living with Long Covid.

Registration online at [www.researchforthefuture.org/register](http://www.researchforthefuture.org/register)

## Appendix B: Press release: NHS Campaign celebrates 10th Birthday



**PRESS RELEASE: 24/09/21**

**Volunteering for health research is perfect way to help Greater Manchester NHS campaign celebrate 10th birthday**

An award-winning NHS campaign which has enabled over 10,000 people across Greater Manchester to take part in valuable health and care research is calling on others to help make a difference, as the scheme prepares to celebrate its 10th birthday.

Research for the Future was founded in September 2011 with the ambition of helping patients in Greater Manchester get involved in studies to advance NHS care and treatments for diabetes.

Since then, the initiative has grown considerably and supported NHS research across multiple disease areas - including COVID-19 and heart, lung and kidney disease.

Ahead of its 10th birthday this weekend on 26 September 2021, Research for the Future expanded to cover all disease areas. All adults living in Greater Manchester and surrounding areas, whether they have a health condition or not, can now register to hear about research opportunities they may wish to take part in.

Over the past decade more than 10,300 people have registered with the campaign to take part in research happening locally, showing tremendous altruism which has helped researchers behind 215 studies seeking to discover new ways to prevent, diagnose and manage illnesses.

Involvement can take many different forms, ranging from taking part in clinical trials for new treatments, to completing questionnaires, to being part of focus groups, and much more.

John Wilkinson, OBE, has been registered with Research for the Future since 2017. Mr Wilkinson, who was chairman of rugby Super League club Salford Red Devils for 31 years, was diagnosed with chronic kidney disease in June 2012. He has taken part in research and encouraged others to register with Research for the Future.

“Signing up to be part of this database was something that I really wanted to do, because clinical research really is the only way to improve health and care for any disease,” said Mr Wilkinson, chairman and managing director of Salford-based firm Wilkinson Star. “By taking part in research, you can help yourself, and you will certainly help many, many people in the future. That is so important. I have no hesitation in saying ‘get signed-up’.”

Sarah Fallon, Chief Operating Officer of National Institute for Health Research (NIHR) Clinical Research Network (CRN) Greater Manchester, which funds Research for the Future, said: “Research for the Future has been a resounding success over the past decade and is a campaign unique to Greater Manchester that’s admired around the country. By matching people with studies suited to their health profile, the service has helped thousands gain access to research opportunities they may never have known about. On the flip side, it’s also helped our local research teams recruit suitable participants for important studies to improve health care for everyone. It’s a real win-win service for local citizens, and the NHS and other local care organisations. We’re extremely grateful to everyone who’s registered over the 10 years and if you love your NHS, signing up to Research for the Future is one perfect way you can help.”

Dr Adrian Heald, a Manchester-based Consultant in Diabetes and Endocrinology and Clinical Research Network Greater Manchester Specialty Lead for Diabetes, has worked very closely with the campaign team, which has won 11 awards nationally and regionally. He said: “Research for the Future is an excellent initiative which has, and continues to be, extremely useful for helping people to become involved in research into diabetes and other long-term conditions. As we have seen so clearly during the COVID-19 pandemic, new treatments can only be tested with the help of patients, and signing-up to Research for the Future is a very straightforward way that citizens can play a part in transforming care. Without them we could not progress any clinical research and their support really does matter.”

Register now online at [www.researchforthefuture.org](http://www.researchforthefuture.org) or text **RESEARCH** and **YOUR NAME** to **81400**.

**ENDS**

**About the National Institute for Health and Care Research:**

The National Institute for Health and Care Research (NIHR) is the nation's largest funder of health and care research. The NIHR:

* Funds, supports and delivers high quality research that benefits the NHS, public health and social care.
* Engages and involves patients, carers and the public in order to improve the reach, quality and impact of research.
* Attracts, trains and supports the best researchers to tackle the complex health and care challenges of the future.
* Invests in world-class infrastructure and a skilled delivery workforce to translate discoveries into improved treatments and services.
* Partners with other public funders, charities and industry to maximise the value of research to patients and the economy.

The NIHR was established in 2006 to improve the health and wealth of the nation through research and is funded by the Department of Health and Social Care. In addition to its national role, the NIHR supports applied health research for the direct and primary benefit of people in low- and middle-income countries, using UK aid from the UK government.

This work uses data provided by patients and collected by the NHS as part of their care and support and would not have been possible without access to this data. The NIHR recognises and values the role of patient data, securely accessed, and stored, both in underpinning and leading to improvements in research and care. [www.nihr.ac.uk/patientdata](http://www.nihr.ac.uk/patientdata)

## Appendix C: Suggested social-media posts

|  |  |
| --- | --- |
| Sample graphics to accompany posts are included in the asset folder or can be requested from the office |  |
| Sign up now with Research for the Future to hear about research opportunities relevant to you… [www.researchforthefuture.org/register](http://www.researchforthefuture.org/register) #ResearchForTheFuture is an NHS-supported campaign that helps people find out about and take part in health and care research. Getting involved helps to save lives and ensure future generations live well for longer. |  |
| New research aims to discover if alternative treatments work as well as the current standard of care.Getting involved in health research means you are helping the NHS discover treatments for the future.Register now [www.researchforthefuture.org/register](http://www.researchforthefuture.org/register) |  |
| Taking part in research helps the NHS to continue to save lives.You can get involved in all sorts of areas, for example testing a new app, answering questionnaires, joining in with discussions or taking part in a clinical trial.Find out more and register for free at [www.researchforthefuture.org](http://www.researchforthefuture.org) |  |
| “New treatments can only be tested with the help of patients and signing up to #ResearchfortheFuture is a very straightforward way that you can play a part in transforming care." Dr Adrian Heald (Consultant in Diabetes and Endocrinology and Clinical Research Network Greater Manchester Speciality Lead for Diabetes)Register now to help the NHS discover new ways to prevent, diagnose and manage illness [www.researchforthefuture.org/register](http://www.researchforthefuture.org/register) |  |
| People in #INSERTPLACENAME are being encouraged to get involved in health research.#ResearchForTheFuture is an NHS campaign helping people find out about research. Getting involved means you will help find new treatments for the future.Find out more [www.researchforthefuture.org](http://www.researchforthefuture.org) |  |
| As more and more people are vaccinated against #Covid19, the focus of research will turn to supporting those living with #LongCovid and other long term physical and mental effects of the pandemic.Register with Help BEAT Coronavirus to help the NHS find new care and treatments [www.researchforthefuture.org/register](http://www.researchforthefuture.org/register)  |  |
| 🟣 **Help BEAT Coronavirus** is part of the Research for the Future family focused on bringing people together in the fight against COVID19. It is only through research that we can increase our knowledge of the virus and find solutions and answers that can help to limit further transmissions as well as helping people manage the after-effects of the virus, sometimes referred to as ‘long COVID’ Register now to help the NHS… 👉 [www.researchforthefuture.org/coronavirus](http://www.researchforthefuture.org/coronavirus)  |  |
| 🧡 Register now with **Help BEAT Diabetes** to hear about research… 👉 [www.researchforthefuture.org/register](http://www.researchforthefuture.org/register)#HelpBEATDiabetes is part of #ResearchForTheFuture, an NHS campaign encouraging people to take part in health research. It is suitable for those with type 1 or type 2 diabetes as well as those who have been told they are pre-diabetic or at risk of developing diabetes.  |  |
| ❤️ Register now with **Help BEAT Heart Disease** to hear about research… 👉 [www.researchforthefuture.org/register](http://www.researchforthefuture.org/register)#HelpBEATHeartDisease is part of #ResearchForTheFuture, an NHS campaign encouraging people to take part in health research. It is suitable for those that have had a heart attack or are living with heart failure, atrial fibrillation and other heart conditions. |  |
| 💛 Register now with **Help BEAT Kidney Disease** to hear about research… 👉 [www.researchforthefuture.org/register](http://www.researchforthefuture.org/register)#HelpBEATKidneyDisease is part of #ResearchForTheFuture, an NHS campaign encouraging people to take part in health research. It is suitable for those who have chronic kidney disease (CKD), are on dialysis or have had a kidney transplant.  |  |
| 💚 Register now with **Help BEAT Respiratory Disease** to hear about research… 👉 [www.researchforthefuture.org/register](http://www.researchforthefuture.org/register) #HelpBEATRespiratoryDisease is part of #ResearchForTheFuture, an NHS campaign encouraging people to take part in health research. It is suitable for those living with respiratory disease including asthma, bronchiectasis and COPD (chronic obstructive pulmonary disease). |  |

## Appendix D: SMS/text messages

SMS or text messaging is a very quick way of contacting people to inform them about Research for the Future, inviting them to register to take part.

### General Research for the Future

Dear [Enter patient’s name],

You can help the NHS by getting involved in research looking to discover new ways to prevent and treat a range of illnesses including Covid-19

Register now with Research for the Future:

[www.researchforthefuture.org/register](http://www.researchforthefuture.org/register)

Thanks,

[Enter name of practice/doctor]

### Help BEAT Coronavirus

Dear [Enter patient’s name],

You can Help BEAT Coronavirus by getting involved in NHS research looking to discover new ways to prevent and treat Covid-19 and long-Covid.

Register now with Research for the Future:

[www.researchforthefuture.org/register](http://www.researchforthefuture.org/register)

Thanks,

[Enter name of practice/doctor]