

Creating better PPI ads

How we learned to advertise our involvement opportunities
(and why it took so long)

Mike Bell, Zoe Trinder-Widdess and Sarah Mead

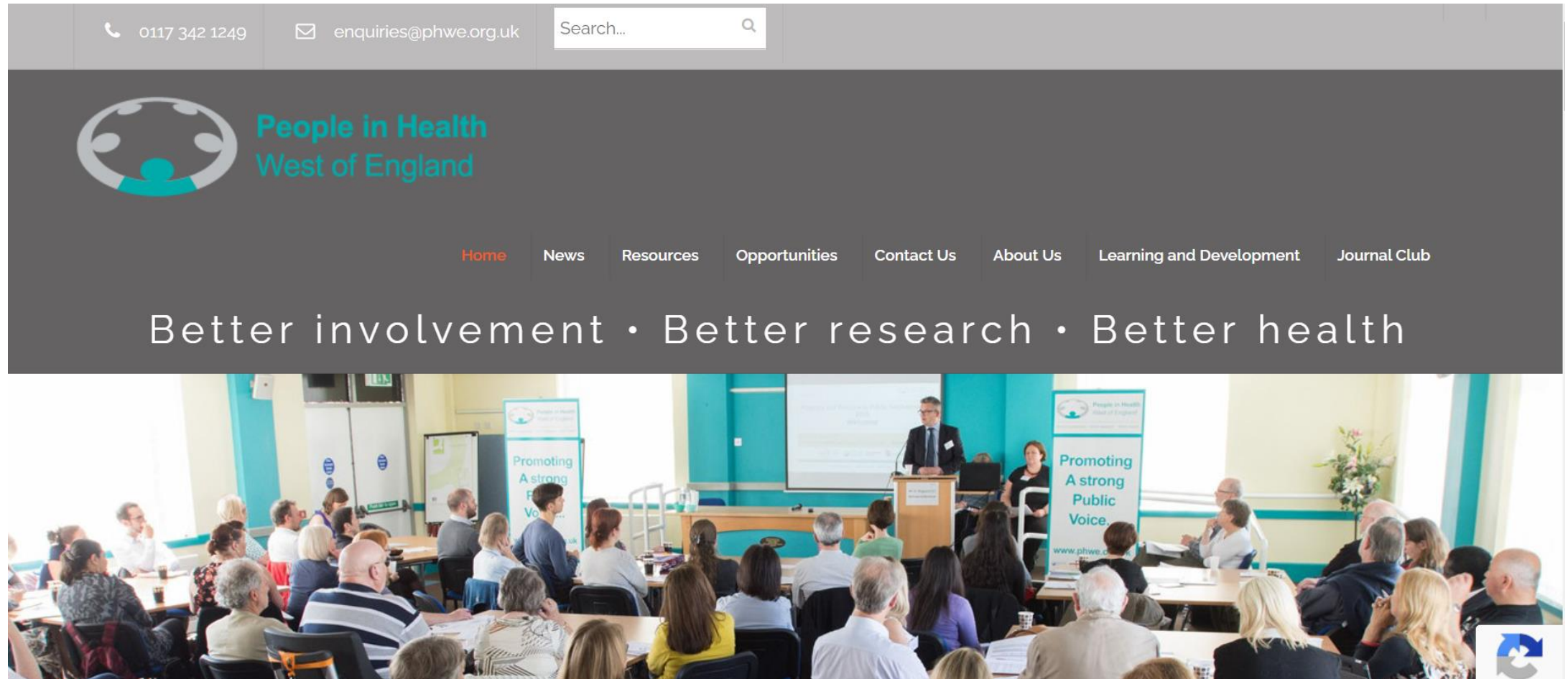


Acronym soup:

- BHP (HITS)
- NIHR CLAHRC
- CRN
- WEAHSN
- UWE
- UHB NHS Trust
- NIHR ARC West
- NIHR BRC
- PPI/PPIE/PCIEP



PHWE: People in Health West of England



Before we start looking at advertising – some context

- Most PPI meetings held during office hours
- Recruitment information supplied by academics/researchers
- Today we are looking at remote advertising – written ads.

How it worked back in the day

| |
|--|
| Involvement opportunity - Title of involvement opportunity |
| For: Who is it for? E.g. all members of the public/only those with a particular health condition or experience/carers as well/etc |
| What: What is it? Clear details of who you are and what you're expecting people to do. |
| When: When is it? One-off discussion group/regular sessions/how long will each session take/over how many months. |
| Where: Where is it? (or is it only by email/post) |
| Expenses: Is it paid? Will there be payment/reimbursement of travel costs/etc |
| Closing date: When should interested people respond by |
| More information: If at all possible, give a web address here, so that people can find out more without committing themselves. Also give a contact name and email/phone number. |

How it worked back in the day (part 2)

**People in Health
West of England**
Better involvement • Better research • Better health

0117 342 1251
@ Hildegard.Dumper@weahsn.net

Newsflash**21st Oct 2015**

**WELCOME to our new website and Newflash**

We're delighted to announce our new website PHWE.org.uk, with lots of public involvement events, news and resources for the West of England. You will continue to receive this Newflash with updates on involvement opportunities, training courses and other news about public involvement. Follow the link after each story to our website for more information.

If you have any news or events you'd like publicised, please email us at enquiries@phwe.org.uk.

**Consultation on Participation Policy**
30th October deadline

For: Anyone interested in public involvement

What: NHS England is seeking feedback on its Draft Patient and Public Participation Policy

[Please click for more information](#)

**Involvement Opportunities: NICE**
4th/11th November deadline

For: Patients or people who use services


**Public Involvement Journal Club**
Tuesday 27th October, Bristol

For: Anyone interested in public

as well as those who care or advocate for them

What: The National Institute for Health and Care Excellence (NICE) is recruiting members of the public to develop guidance on 'Sexually transmitted infections: condom distribution schemes'; 'Air pollution: outdoor air quality and health'; 'Contraceptive services'; and 'Hip fracture'.


[Please click for more information](#)

**Dementia Friendly Roadshow**
Friday 23rd October, Bristol

For: People with dementia and their carers

What: Bristol Dementia Action Alliance is running an event with information stalls and discussion, including a brief talk on 'Join Dementia Research', a register for those interested in participating in dementia research


[Please click for more information](#)

**Involvement Opportunity: Alzheimers**
Sth Gloucestershire

For: People with dementia in South Gloucestershire

What: The Alzheimer's Society is looking for people to join their Service User Review Panel

[Please click for more information](#)


**About PHWE:**

People in Health West of England is a collaborative approach to involving patients and other members of the public to promote a strong public voice for better involvement, better research and better health.

No admin

The screenshot displays the PHWE website's frontend editor. The top navigation bar includes links for PHWE, a refresh icon, 23 updates, a 'New' button, 'View Page', 'Updates', 'Theme options', and 'Events'. A user profile 'Hi, phwe' is in the top right. The left sidebar contains a 'Media' section and a 'Pages' section with a list of site elements: All Pages, Add New, Team, Portfolio, Grid Elements, Contact, Appearance, Plugins (12), Users, Tools, Settings, MaxButtons, and SEO (1). The main editor area is titled 'Yoast SEO' and features a 'CLASSIC MODE' / 'FRONTEND EDITOR' toggle. Below this are sections for 'Page title and breadcrumbs', 'Revisions', and 'Menu in separate page'. The 'Visual Composer' section shows a grid of elements, including a 'Heading' element with the text 'Involvement Opportunities'. The right sidebar contains a 'Status: Published' section with links for 'Edit', 'Visibility: Public', 'Revisions: 6', and 'Published on: 6 March 2019 at 15:33'. It also shows 'Readability: OK' and 'SEO: Unavailable'. At the bottom right, a 'DellCommandUpdate' notification states '1 update is ready to install' with 'Install' and 'Remind Later' buttons.

View this email in your browser



0117 342 1249
www.phw.org.uk
@PeopleHealthWE

Obesity UK NIHR National Biomedical Research Centre University of Bristol NIHR National Institute for Health Research

Volunteers needed to develop a new product to help people living with obesity in partnership with Obesity UK

We would like volunteers from all over the UK to contribute to the development of a new product designed to aid weight loss through increasing satiety and reducing hunger, and to give us feedback on the proposed usage and distribution of the product. We need your help to make it as good as it can be.

We are looking for adults with a lived experience of obesity. For the initial sessions, we would like to include people with a BMI of 30-40 who are not currently on any long-term treatments for weight-loss. Unfortunately, we are unable to include people who have had bariatric surgery. Here's a link to calculate your BMI: <https://www.nhs.uk/live-well/healthy-weight/bmi-calculator/>

We have planned two online sessions to outline the product and to gain opinions on our ideas so far from a range of people with different viewpoints and backgrounds. We will then offer the opportunity to get more involved in the design of the first research trial.


In addition to helping to develop the new product for people living with obesity, we can offer an £25 voucher for the initial 1-hour session and feedback email.

If you would like to find out more and/or take part in an online session (Thursday 8th July 1800-1900 or Tuesday 13th July 1800-1900), please contact us by emailing elanor.hinton@bristol.ac.uk

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You are receiving this email because you have expressed an interest in receiving newsletters.


Our mailing address is:
PHWE
People in Health West of England, CLAHSC West
Floor 5, Vibration, Levens Mead
Bristol, BS21 2HT
United Kingdom

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0117 342 1249
www.phw.org.uk
@PeopleHealthWE

Enter involvement - Enter research - Enter health



Involvement Opportunity: Using routinely collected anonymised data about children in research, without parental consent

For: Parents/Carers of children without additional medical or educational needs

What:
A Request from the [Cerebral Visual Impairment \(CVI\) Project](#). Dear parent,

We are currently running a research trial testing a new intervention for primary schools to help children who may have problems with processing visual information (Cerebral Visual Impairment, or CVI). We are working with 7 primary schools in England and have collected data on about 990 children. To find out about our intervention in the long term we are currently planning an add-on study where we can link our study data to routine data that are collected by the Department for Education and the Department of Health. To do this linking, we are telling families whose children have taken part that we will ask for these data unless they tell us not to. This is known as "opt out".

The data we get for our research will be anonymised and we won't ask for the data for any children who are on the "national data opt out" list.

We'd like to know what you think of this way of collecting data about children. We've included the information sheet that we will send to families and one for the children.

Specifically we would like to know:


- Initial reactions from reading the information sheets
 - What do you think the study is about?
 - Do you think this research sound valuable?
- Is it ok to tell parents and children about this study using this information?
 - If you were invited how would you respond?
 - Would you opt out? If so, why?
 - How long do you think you might need to make a decision?
 - Would you need any more information before deciding?
- Do you think the child info sheet is suitable for 7-11 year olds?
- If you were choosing between opt-out, opt-in or no consent what do you think are the good and bad things about each?

Your opinions and views on this will help us explain things properly for families in future so that they can make an informed choice about whether or not to opt out.

Where: by email or on Teams
When: One-off online discussion on Wednesday 28th June at 6pm (or as email by 11.59 pm on 2nd June)
Expenses: £10 Amazon voucher for email response and £20 Amazon voucher for attending online discussion on Weds 2nd June at 6pm
Closing date: 2nd June 2021
More information:
If you would like more information about the study please contact the CVI Project Team by email cvi-project@bristol.ac.uk or go to <https://thecviproject.co.uk/> for further information.


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0117 342 1249
www.phw.org.uk
@PeopleHealthWE

Enter involvement - Enter research - Enter health



The Sprint National Anaesthesia Projects (SNAPs) are short, intense, national studies that investigate themes relevant to the current practice of anaesthesia. The 3rd SNAP will investigate the impact of frailty and delirium, and their management, on outcomes in older surgical patients throughout the UK.

SNAP 3 Frailty and delirium: Improving the care of older surgical patients

We are looking for Patient and Public Involvement (PPI) members for our Trial Steering Committee. Ideally these PPI members would be 60 years or older with some experience of having surgery. We would also like to recruit a person who has experience of caring for an older person who has had an operation.

SNAP 3 involves three studies running alongside one another which will take place in all NHS hospitals within the UK:

- Study 1: Data collection around the time of surgery of approximately 12,000 surgical patients over 60 years old.
- Study 2: A survey of how hospitals provide and organise care for older people having surgery.
- Study 3: A survey of requests for advice and assistance for older surgical patients that are made to the on-call medical teams in hospital

Study 1 and Study 3 will recruit for one week's intense data collection. The majority of data collection will be carried out by anaesthetists in training. The study is being jointly managed by the Health Services Research Council and the University of Nottingham.

We would like to work with two PPI members on our Trial Steering Committee (TSC). The purpose of the TSC is to help supervise the conduct of the research and its progress achieving the study's objectives whilst working to the protocol. PPI members are independent, offering unique insights and advice to the team. PPI members are especially important to ensure that our results are relevant to patients and their carers.

The TSC will have regular meetings, the frequency of the meetings is to be finalised but will be roughly every quarter initially. The TSC meetings will commence from late summer 2021 and the project will run for approximately three years. It is likely that the frequency of the meetings will reduce as the project continues. We are unable to offer payment but will reimburse expenses that occur from attendance meetings. At present we anticipate that these will be held using videoconferencing software.

We hope that two interested people would be willing to offer their time. We welcome any questions regarding the study either via email claire.swarbrick@nottingham.ac.uk or by telephone 07502225186.

The independent chair of the Trial Steering Committee is Dr Celia Gregson, a consultant geriatrician and academic based in Bristol. More information can be found at <https://www.niaa-hsrc.org.uk/SNAP3-Commissioning-Brief>. We would like to hear from interested people by 20th July 2021.

Thank you for considering contributing to our study.

New administrator

- April 2020 (at the beginning of the very first lockdown)
- Only 40% respondents max ***opening*** emails.
- Newsflash restarted and the opening figures dropped to less than 35% with even fewer clicking through to the adverts.
- Feedback from researchers/advertisers
- At the same time we became concerned about some of the content.

Ask the people

Five people – a mixed bag

- **Keymn:** First time involved. Young women with a small baby
- **Fred:** Had been involved in the past but never since. Older working man (bus driver)
- **Susan:** Regular member of our Plain Language Panel
- **Antonia:** New to PPI. Has dyslexia
- **Eva:** Long time PPI. Has helped with workshops. Strategy group member.
- **Sarah:** Sarah's son is a member of our YPAG

Sarah – my part in all this





Do you have, or do you care for someone with, Type-2 Diabetes, Chronic Kidney Disease or Hypertension?

We need your help

Health researchers in Bristol want to develop recommendations on what tests people with high blood pressure, chronic kidney disease and type-2 diabetes should have to monitor their condition and on how often they should be tested. They need people with experience of these conditions to help them.

There will be an initial online meeting to find out more with occasional meetings to follow. Training will be provided for those new to patient involvement work. A laptop/tablet with internet access will be required to take part in online meetings.

All roles are paid @ £25/hr.

NO EXPERIENCE OF HEALTH RESEARCH NECESSARY.

If you are interested or want to find out more please complete the form [here](#).

If you have any questions please contact Rachel O'Donnell –

bb19384@bristol.ac.uk



Involvement Opportunity: Using routinely collected anonymised data about children in research, without parental consent

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We'd like to know what you think of this way of collecting data about children. We've included the information sheet that we will send to families and one for the children.

Specifically we would like to know:

1. Initial reactions from reading the information sheets
 - a. What do you think the study is about?
 - b. Do you think this research sound valuable?
2. Is it ok to tell parents and children about this study using this information?
 - a. If you were invited how would you respond?
 - b. Would you opt out? If so, why?
 - c. How long do you think you might need to make a decision?
 - d. Would you need any more information before deciding?
 - e. Do you think the child info sheet is suitable for 7-11 year olds?
3. If you were choosing between opt-out, opt-in or no consent what do you think are the good and bad things about each?

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Expenses: £10 Amazon voucher for email response and £20 Amazon voucher for attending online discussion on Weds 2nd June at 6pm

Closing date: 2nd June 2021

More information:

If you would like more information about the study please contact the CVI Project Team by email cvi-project@bristol.ac.uk or go to <https://the cvi-project.co.uk/> for further information.



Do you identify as someone who is 'hard of hearing'?

Researchers want advice on the content of a public engagement workshop, and issues relating to our recruitment strategy and data collection approach

PPI involvement would involve meeting with the **Create to Collaborate** team regularly from June to September, approximately 8-16 hours of work over 4 months.



Please email Alice Malpass a.malpass@bristol.ac.uk with expressions of interest and a brief description of yourself.

To read more about the project and the Create to Collaborate team:

<https://arc-w.nihr.ac.uk/research/projects/create-to-collaborate-building-more-creative-working-relationships-between-researchers-and-community-members/>



Centre for Academic
Primary Care

@capcbristol

www.bristol.ac.uk/capc

If you have children, we need your help!



We are looking for parents of young children to help us research childhood infections and we can pay you for your time

The Centre for Academic Primary Care (CAPC) works to improve experiences for patients and GPs

Contact Victoria or Julie to find out more:

Email: capc-ppi@bristol.ac.uk

Phone: 0117 331 4555

With your help, we can make a real difference

Type 2 Diabetes

We are developing a WEIGHT-LOSS
MAINTENANCE INTERVENTION, and
we want to hear your opinions



You will be paid £20/hour for your time.

Date: 21st of June 2021

We will help you join an online call.

**If you are free or want more information,
contact: sarah.sauchellXXran@bristol.ac.uk
or 07532XXX090.**

Image reference: <https://www.shutterstock.com/stock-illustration/Background-image/illustration-by-nerd.com>

Type one Diabetes



"Are you aged 10-19
with type 1 diabetes
or a parent of
someone aged 10-19
with type 1
diabetes?"

We need your **help**
and we will pay you



We are developing an app to help you manage your diabetes
and we need you to help us make sure it's as good as it can be.
We will give you a £20 Amazon voucher for an hour of your time.

If you are free to join an online call on the evening (6-7pm) of 24th (young
people) or 25th May (parents) or if you would like more information

Please contact Gareth by email gareth@dee-em.com

Or Mike mike.bell@bristol.ac.uk or 07751152009

What did we learn?

- **When in doubt, ask your public contributors**
- Especially the people you are trying to attract
- Keep it simple and clear
- Use plain English
- It's not rocket science (and it's best if it doesn't sound as if it is)

Questions





Download our templates:
arc-w.nihr.ac.uk/ppi-ads

Get in touch

Mike.Bell@Bristol.ac.uk

Zoe.Trinder-Widdess@Bristol.ac.uk

