

**Page ID:**

* Communications Managers

**Text content:**

* Text, key message and key message link required - (left hand in above)
* Media, tools, support and links - supporting links re Trust R&D team can be localised and any other local resources added

**Visual (non text) content and general layout:**

* Keep what is in each column above associated in your local layout but do not conflate. Additional local pictures/visuals can be added.

**Navigation:**

* Back navigation is important

**Text for copying:**

**Communications managers**

### **Where you can make a difference:**

### Ensuring visibility of research as a Trust activity to staff and patients and externally to the wider public. Work with your R&D team. You could also link with the Communication lead in your Local Clinical Research Network.

### Most Trusts have Patient Research Champions who can be helpful in patient centred communications. Check with the R&D or Research Nurses teams.

### **Your influence is high in:**

### > communicating positive messages about research in your Trust and its importance in patient care ([see key messages](https://sites.google.com/s/10Knt1KSQwyUlNqCuCyHUwCiELBc7NKhU/p/1Ry6-v40UnJ2F6IGqvL9qbcf8HfNV0cOF/edit))

### > providing helpful support to staff and departments by producing research related posters, leaflets and notices

### > helping to ensure the visibility of research in your trust to patients who visit your website or in person.

## **Key messages:**

## "A growing body of [evidence](https://sites.google.com/s/10Knt1KSQwyUlNqCuCyHUwCiELBc7NKhU/p/1eTsJ_U3jPSBKTP2wcV96L5dw8Rv4dosF/edit) shows that trusts with high levels of clinical research activity have better patient outcomes (e.g. lower mortality rates). "

## "Surveys show that patients and staff have very positive, empowering experiences of research studies."

## "The CQC now has a remit to assess how trusts are supporting and using clinical research to improve patient care."

### (See all key messages [here](https://sites.google.com/s/10Knt1KSQwyUlNqCuCyHUwCiELBc7NKhU/p/1Ry6-v40UnJ2F6IGqvL9qbcf8HfNV0cOF/edit) )

**Media, tools, support and links**

‘Be part of research’ site shows current research in a wide range of clinical areas and where and how patients can take part

Link: <https://bepartofresearch.nihr.ac.uk/>

Supporting health research to improve patient outcomes (Paul Charlton, Patient Research Champion)

Link: <https://www.youtube.com/watch?v=6nsUBT3eeWo&list=PLIa1oelW_zJ-6wCIS1ROKJnx4RY360v7q&index=5&t=0s>

Research Participant Experience Report 2019 shows that 90% of research participants have a good experience in studies.

Link: <https://www.nihr.ac.uk/patients-carers-and-the-public/i-want-to-learn-about-research/participant-in-research-experience-survey.htm>

Working with your R&D Team

Link: <https://sites.google.com/nihr.ac.uk/bestpatientcareclinicalresearc/home/working-with-nhs-rd>

See our key messages

Link: <https://sites.google.com/d/10Knt1KSQwyUlNqCuCyHUwCiELBc7NKhU/p/1Ry6-v40UnJ2F6IGqvL9qbcf8HfNV0cOF/edit>

Existing research communications materials about embedding research available from the NIHR

Link:<https://www.nihr.ac.uk/health-and-care-professionals/engagement-and-participation-in-research/embedding-a-research-culture.htm>

Existing research results dissemination communications

Link: <https://www.nihr.ac.uk/news/nihr-launches-new-centre-for-engagement-and-dissemination/24576>