**Setting up *‘Best Patient Care, Clinical Research and You’* at your NHS Trust**

Following learnings from the piloting of the guide *‘Best Patient Care, Clinical Research and You’* in participating Trusts, here are a number of key principles and practical top tips for setting up the guide online at your Trust which should be helpful

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| **Key Principles:*** The guide has core messages for each staff group to help them understand how their role can impact on research in their Trust
* It needs to be accessible, quick to use, easy to navigate, and relevant to staff in your Trust
* For staff to engage with it it needs to be incorporated into your mainstream staff information/development/communications material, typically the Trust staff intranet. Using local pictures and visual material is encouraged.
* It aims to create a pathway to further information which is Trust based, local, as well as offering national options.
* Local information can be built onto the required core content and navigation adjusted to suit Trust platforms whilst being made as easy as possible to use.
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**Top tips**

**Before starting:**

1. **Assess the work involved before committing to a timescale**. Whereas core content for *‘Best Patient Care, Clinical Research and You’* is provided and can save you much time in setting it up on your Trust staff intranet or staff site, it is important to be realistic about timescales depending on other commitments.
2. **Assess the technicalities of transferring content and its navigation** to your local platform which may have more or less flexibility than the guide’s mock up site.
3. **Consider which other teams need to be involved** in set up, what they could contribute and their priorities and timescales. Take time to talk to them about the project.
4. **Consider what level of localisation your Trust will have**. Do you have access to local images and what additional or alternative content might be needed? How long might it take to adjust for your own content?
5. **Consider the positioning of the guide in the Trust.** How will it link to other research and care initiatives in your Trust? How will it be launched so it has staff's attention? How can it become an active component in the wider staff awareness/learning journey at your Trust? What other staff functions could it be linked with e.g. HR, Induction, Communications, Workforce development etc..

**Setting up:**

1. **Map out how the guide content and navigation as a whole** will sit on your local online platform. Consider the navigation back as well as forward. Use the navigation sheet in the set up suite provided for the guide.
2. **Use the provided content and layout guidance document** for each page and either copy and paste from the content summary on each document or use the mockup site to do the same.
3. **Localise the look, images and adjust/add written content for local relevance**  without detracting from the key principles and purpose of the guide. Consider adding additional background pages or links to content/tools/initiatives already available or being planned in your Trust. Consider terminology used by your Trust and how this may be different from the standard guide content provided - what further adjustments do you need to make?

**Launch:**

1. **Consider who needs to be involved to help you with the launch**. What channels are available in your Trust with which to reach all staff?
2. **Time your launch for the best effect**. Is there a wider event, campaign or anniversary it could be linked with?
3. **Set up a dissemination plan and checklist**.

**Business as usual…:**

1. **Assess the longer term governance for the guide once it is on your Trusts staff platform.** How will you ensure the guide can be kept up to date and relevant? Should you set up an ongoing commitment in your team to assess usage and to review the guide annually in the long term for example? Should other teams be involved in this and what would be the time commitment?
2. **Strive to continuously improve the guide and its positioning in your Trust.** Consider adding interesting features from time to time to keep staff attention, including interactive features such as monthly blogs, a discussion board or a newsfeed on research at the Trust and the findings of Trust supported studies.