

Research in the NHS - how can we all help?

NHS Research and Development North West's Edgewalking Conference – September 2016

Presenters: Laura Ainsworth (Business Manager), Lucy Cooper (Development Manager) and Dr Clare Mander (Clinical Academic Career and Research Lead for Health Education England, working across Wessex).

We discussed HEE's role in promoting research and asked our workshop attendees to contribute their ideas on the following:

- What are your top tips for communicating your research or promoting research more generally?
- What are your top tips for sharing best practice?

We had some great ideas and suggestions from attendees, which we want to share more widely so that they can support and inspire other potential clinical academics to get involved, and know that there are others out there struggling with some of the same issues.

To open the hyperlinks in the following information, please right click and choose the "open hyperlink" option.

If you have any queries about the content of this feedback, HEE or the ICA scheme more generally, please contact us on hee.ri@nhs.net

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TOP TIPS for communicating your research and promoting research more generally!

Contacting Trust communication departments and asking for their help and support.

The NHS is all about care, and lets involve our patients more to take part in and to promote research. Click here to see our [Ok to ask campaign](#).

Grabbing people's attention through the usage of interactive media, films and animations to showcase your message and even the results of your research. An example being the sessions of the [NHS R&D North West conference](#).

Getting practice managers involved in primary care research, to engage across the

Extensively using local research networks for GPs, to branch out, communicate and promote research.

Broadcasting information on staff notice boards both physical and interactive. Stress how your research is embedded in patient care and how it can help improve it to appeal to other clinicians and patients.

Use other professional groups you work with to spread research amongst patients and inform new practice.

Don't be hesitant about emailing "random" people, although they may not have the answer. They could be able to put you in touch with contacts that can help.

Developing your existing forums either within your trust or local area. Don't be afraid to approach them to ask for advice, support or to promote what you are doing.

There is a great project at Salford Royal Hospital, called the [Citizen Scientist Project](#), and they offer monthly sessions on a guide to research. See if there is something in your area.

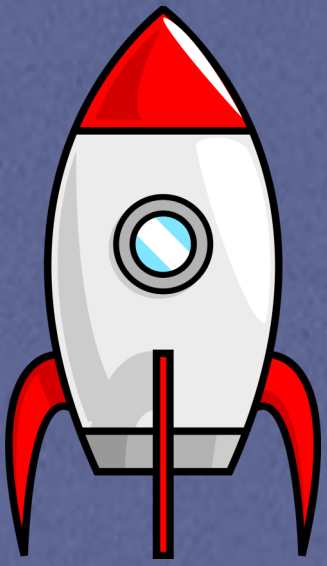
Publishing articles or posters in journals, allows better communication and promotion of research.

Creation of your own newsletters to then distribute out within clinical areas, informing and promoting your research.

Engaging local communities through the distribution of local magazines and press.

Through creating user groups with interested persons, we would then share ideas and research amongst one another.

Utilising the exposure social media can provide. An introduction is given in the [NIHR webinar](#). Click here for more details.



TOP TIPS for networking and sharing best practice!

Utilising local interest groups to get up to date data and information.



The best method of networking was utilising the exposure that social media, blogs and forums can provide. A top tip would be to forge relationships, and collect various methods of keeping in contact with these new relationships via Social media.

Proactively seeking out people and opportunities they could provide for you. Engaging not just with one another but all stakeholders. See this [NIHR](#) information on their research for advocates.

Maintaining support from clinical research networks has been found to be crucial.



Having a targeting strategy to help with communication such as offering research trail to patients and encouraging communication with others.

Attend relevant events and festivals designed to meet new contacts to network with.

There is a great festival dedicated to delivering interesting and relevant talks on the latest science research called [Pint of Science Festival](#), click [here](#) for more info.

NEWS
Sharing with colleagues in educational and clinical meetings and through newsletters and utilising email networks to share between one another.

Promoting lunchtime lectures aimed at inclusion for all staff. Consider setting up a journal club at your trust to spread research and data.

Involve your own team/staff in your research to encourage and train them and to gain fresh perspective.

Having a best practice day and then inviting local trusts to attend, to converse and promote the spread of ideas.

Attendance at research clinics, allow you to directly meet and build relationships to then network with.

