

## Increasing recruitment in Host Trust

### Record of events undertaken as part of the Interact project

2012	AWP Engagement Events	Staff Attended
January		
February	08.02.2012 – Academic Trainee Meeting	
March	01.03.2012 – Foundation Trust Event 05.03.2012 – Trust Induction 21.03.2012 – Swindon Neurological Conditions Event	KF
April	Splash page on Ourspace 05.04.2012 – Medics Induction	
May	03.05.2012 – Memory Service Team Training Day 18.05.2012 – Foundation Trust Event 20.05.2012 – 26.05.2012 – National Dementia Awareness Week Ourspace advert	KF
June	07.06.2012 – South Glos Family Fun Day 15.06.2012 – PSIGE annual conference 20.06.2012 – SpREE Event 23.06.2012 – South Glos Armed Forces Day 30.06.2012 – Trowbridge Armed Forces Day	EG EG/KA
July	02.07.2012 – Trust Induction 05.07.2012 – memory café Chippenham 09.07.2012 – ARUK Event 10.07.2012 – iSSC Prize Event, Bristol Uni	AH/EG EG EG/DH/KA EG/KA
August	01.08.2012 – Meeting with Salisbury memory service 03.08.2012 – Wiltshire neuro conditions stakeholder event 06.08.2012 – Trust Induction 06.08.2012 – Winterborne memory cafe 31.08.2012 – Foundation Trust Event, Weston	EG/DA EG  AH DA EG
September	03.09.2012 – Trust Induction 08.09.2012 – Country Fayre, Trowbridge??	DA/EG
October	01.10.2012 – Trust Induction 10.10.2012 – Age UK Bristol Research Forum (place not booked, DH following up).	CH
November	05.11.2012 – Trust Induction 08.11.2012 – Nursing Conference 23.11.2012 – Foundation Trust Event, Swindon	DA
December	03.12.2012 – Trust Induction	KA

Remember to:

- State your name and the date of the activity.
- What learning came from it?
- What you would do differently?
- Outcomes from the event?
- Anything else you think is notable.

.....

### **Date and Title**

**What learning came from it?**

**What you would do differently?**

**Outcomes from the event?**

**Anything else you think is notable.**

### **03 September 2012 – EG: Trust induction, Chippenham**

**What learning came from it?**

Spoke to new starters of all disciplines within Host Trust and left information about DeNDRoN on each table.

**What you would do differently?**

Perhaps provide an information sheet for every attendee? DeNDRoN is not relevant for all new starters, but the generic R&D leaflet with details of DeNDRoN, MHRN and BEST would be useful. Giving one per person might mean that they take more ownership of it and read it later, rather than a couple being left on the table.

**Outcomes from the event?**

Details of DeNDRoN left for those interested.

**Anything else you think is notable.**

Covering the lunchtime slot meant that people were eating, chatting to one another and having a break and talking to them about research during this time felt a little intrusive.

### **31 August 2012 – EG: Foundation Trust Event, Weston-Super-Mare**

**What learning came from it?**

An event for stakeholders to learn about Host Trust. Discussed R&D with service users, carers and staff.

**What you would do differently?**

**Outcomes from the event?**

Made some useful contacts that I will pass to relevant people in R&D.

**Anything else you think is notable.**

No

### **28 August 2012 – EG/DA: Hanham Memory Cafe**

**What learning came from it?**

A chance to discuss research and the consultation exercise with patients and carers.

**What you would do differently?**

Some people were very enthusiastic and interested, others were almost hostile. It was a quiet event as just after summer bank holiday – perhaps would have been more successful to have attended a busier event.

**Outcomes from the event?**

Some consultation surveys completed and information leaflets provided to interested attendees.

Invited to other memory cafes in Bristol.

**Anything else you think is notable.**

No

### **3 August 2012 – EG: Neurological Conditions Stakeholder Event, Devizes**

#### **What learning came from it?**

Attended event with around 40 professionals, carers and patients involved in neurological conditions. The DeNDRoN information stand was set up and the consultation surveys were provided to interested parties.

#### **What you would do differently?**

Have a presentation slot rather than a stand and if possible have the stand in a more prominent position. At the event, the stand was given a corner of the room away from seating, doors and food so people did not pass it. It was also on a low coffee table so was not noticeable. I took information to the tables at the lunchtime slot but few people seemed to be interested.

#### **Outcomes from the event?**

Some leaflets and consultation surveys were distributed.

#### **Anything else you think is notable.**

Very little interest from those attending – there were not really any other stands there so perhaps people weren't expecting/didn't notice the stands. The day also ran over significantly in the morning so people were probably more interested in lunch!

### **1 August 2012 – EG/DA: Meeting with Salisbury memory service**

#### **What learning came from it?**

A chance to meet the team and increase awareness of DeNDRoN in a key Host Trust service.

#### **What you would do differently?**

#### **Outcomes from the event?**

DA left information about specific studies and EG provided generic DeNDRoN and NIHR leaflets.

#### **Anything else you think is notable.**

No

### **5 July 2012 – EG: Chippenham Memory Café**

#### **What learning came from it?**

Attended memory café to raise awareness of research opportunities for patients and carers and also distributed the consultation survey.

#### **What you would do differently?**

The organiser had spoken to one attendee prior to the event who was keen to chat with me. It would be really useful if future organisers could mention that someone is coming to discuss research and to get an idea of who might be interested. Otherwise it was difficult to approach people and interrupt their conversations. They seem to attend for mutual support and although interested in what I was saying, some said that it was too late for them and the disease had progressed too far (in their loved ones).

#### **Outcomes from the event?**

Some completed surveys with contact details for register.

#### **Anything else you think is notable.**

I spoke mostly to carers at the meeting.

### **2 July 2012 – EG: Trust induction**

#### **What learning came from it?**

Spoke to new starters of all disciplines within Host Trust and left information about DeNDRoN on each table.

#### **What you would do differently?**

Perhaps provide an information sheet for every attendee? DeNDRoN is not relevant for all new starters, but the generic R&D leaflet with details of DeNDRoN, MHRN and BEST would be useful. Giving one per person might mean that they take more ownership of it and read it later, rather than a couple being left on the table.

**Outcomes from the event?**

Details of DeNDRoN left for those interested.

**Anything else you think is notable.**

Covering the lunchtime slot meant that people were eating, chatting to one another and having a break and talking to them about research during this time felt a little intrusive.

**20 June 2012 – EG: SpR Educational Event (SpREE) for trainee and consultant psychiatrists**

**What learning came from it?**

Stall at conference for trainees/consultants to promote DeNDRoN. Those attending were from the wider South West area and not just Host Trust.

**What you would do differently?**

Next time to leave information on tables in main hall as the delegates didn't stop to look at the stall. Networking with each other rather than looking at the research information.

**Outcomes from the event?**

Contact of a Psychiatry SpR from 2gether Trust very interested in getting involved in DeNDRoN research.

**Anything else you think is notable.**

No

**15 June 2012 – EG: BPS Psychology Specialists Working with Older People (PSIGE) Conference**

**What learning came from it?**

Stall at BPS conference for clinicians in the field of Older People – opportunity to raise awareness of SW-DeNDRoN and DeNDRoN nationally.

**What would you do differently?**

Event was the Annual Conference of the PSIGE so most people were out of area – perhaps take more national DeNDRoN information.

**Outcomes from the event?**

Contact details of some local clinicians interested in DeNDRoN and potential for presentation to Age UK Bristol's research forum in October. Signposted others to relevant DeNDRoN regional networks.

**Anything else you think is notable.**

Part of a two-day conference – day one involved workshops and day two involved lectures. Attended day two and it seemed many people were there for both days so if SW-DeNDRoN were to attend in future, little benefit from attending both days rather than one.

**20-26 May 2012 – DA: Dementia Awareness Week Ourspace advert**

**What learning came from it?**

Piece on Ourspace to advertise Dementia Awareness Week and Host Trust's involvement with DeNDRoN. Gained permission from the Alzheimer's Society to use their logo for greater impact – will need to contact again if we wish to use the logo in future.

**What you would do differently?**

Piece was linked to the calendar rather than being on the newsfeed so was less visible and potentially resulted in a smaller increase in people accessing the DeNDRoN pages than the previous splash page

advert. So important to get the advert as a splash page or at least at the top of the newsfeed on Ourspace 'home'.

**Outcomes from the event?**

Website hits did increase during the period that the advert was online, but average statistics for the 30 day period that the advert fell into show only one more distinct user than for the previous 30 day period. However, for both of these periods the number of distinct users accessing the DeNDRoN pages was over 20 – double that of February – so awareness may be increasing.

**Anything else you think is notable.**

No

### **3 May 2012 – Memory Service Team Training Day**

**What learning came from it?**

Meeting between all Wiltshire Memory Services and some CMHT members. Clinicians had concerns about 'when is the right time to bring up research with patients' – opportunity to discuss informed consent process but acknowledge clinical judgement.

**What you would do differently?**

E-mailed CG re feedback on any changes to presentation etc. It would be excellent to have KRC along for a joint presentation. Possibly use this as an opportunity to do some learning/education on research methods/recent literature.

**Outcomes from the event?**

Dr B is interested in possibly being a PI but definitely being more involved in research in the future.

**Anything else you think is notable.**

No

### **18 April 2012 - Academic Trainee's Meeting**

**What learning came from it?**

Clinicians and Doctors from across the trust were given an overview of what SW-DeNDRoN does in Host Trust, current research and how they can be supported to be involved with the focus on how they can get involved.

**What you would do differently?**

**Outcomes from the event?**

Time for questions to develop peoples understanding of the detail of the study.

Positive feedback, information well received.

We have also been asked to come back to talk about specific studies we are trying to recruit to (this could be beneficial for studies not recruiting to target).

**Anything else you think is notable.**

EO'M suggested that all trainee doctors have a day/week set aside for research but that this wasn't used to its potential. Opportunity to develop further a clear pathway for trainee doctors to access research opportunities and be supported to be PI/Local Collaborators.

### **5 April 2012 – Trainee Doctors Induction - Chippenham**

**What learning came from it?**

Pinched 10mins of the BEST project presentation to talk about the R&D department and the hosted networks. This increased the profile of SW-DeNDRoN with medics new to the Trust who would be working with service users and teams throughout Host Trust on rotation.

### **What you would do differently?**

Focus the talk on what we are doing to raise awareness. At this point in time the medics are newly qualified and new to psychiatry. They are not in a position to be taking on PI/Local collaborator roles but are in a great position to spread the word about research opportunities if service users/staff show interest.

### **Outcomes from the event?**

Increased awareness of the network but could be more focussed on the message we are getting across. They are not in a position to be taking on PI/Local collaborator roles but are in a great position to spread the word about research opportunities if service users/staff show interest.

### **Anything else you think is notable.**

Collaborative working with BEST team.

## **March 2012 – Splash Pages on Ourspace**

### **What learning came from it?**

Key things to consider when writing for Ourspace - What is it that you want to achieve?

Do you want people to do something? Act on something?

Is it mainly for awareness to staff members?

What is the key message you're looking to get across?

Is there a photo or image that we can use to support the story?

Once you've decided what it is you're looking for this to achieve drop us a line with the background about research studies in Host Trust and we can take it from there.

### **What you would do differently?**

Next time we could write a more informative (mini-education/CPD opportunity) on current national drivers for dementia research with links to the papers/research-funding opportunities, how to get involved!

Then maybe the next one could be on a specific study if recruitment is low.

### **Outcomes from the event?**

KF e-mailed SG in Communications team who agreed for 4x yearly SW-DeNDRoN adverts on Ourspace. Next planned for Dementia Week May 20<sup>th</sup>-26<sup>th</sup>.

Website Hits increased from 10 in Feb to 73 in March after the advert was put up.

### **Anything else you think is notable.**

E-mail sent to SS to try and get website hits for measuring effectiveness. Also one e-mail of interest as a result. Record of website hits/e-mail outcomes saved W:\SW-DeNDRoN\Projects\Interact Restored\SW3 Increasing recruitment in Host Trust\SW3.5 Implement Engagement\Communications

## **21 March 2012 Neurological Conditions Event – Swindon**

### **What learning came from it?**

Opportunity to raise profile of SW-DeNDRoN with relevant staff within local area. Learning opportunity for staff in attendance.

### **What you would do differently?**

### **Outcomes from the event?**

Opportunity to advertise SW-DeNDRoN on their website pages.

### **Anything else you think is notable.**

## **20 March 2012 Bath & North East Somerset CMHT**

### **What learning came from it?**

Opportunity to raise profile with staff within trust



**What you would do differently?**

The CMHT structure is changing and all caseloads have risk/complex needs plus are often in the severe AD category which means they are unlikely to be eligible for studies.

**Outcomes from the event?**

Increased awareness of research opportunities for staff.

**Anything else you think is notable.**

No

**14 March 2012 – Meeting with KRC Team**

**What learning came from it?**

Opportunity to get good understanding of the work they are doing/current pressures/recruitment. Information sharing and developing idea's of how we can all work together to increase recruitment and continue to work with clinicians throughout Host Trust.

**What would you do differently?**

Book more regular meetings to keep up to date and develop working relationships.

**Outcomes from the event?**

Opportunity for research active clinicians throughout Host Trust to spend time at KRC for their CPD. This can be a motivating factor to increase engagement.

**Anything else you think is notable?**

No

**11 March 2012 – Front Page of Ourspace**

**What learning came from it?**

Picture from Foundation Trust Event on front page of Ourspace for a week.

**What you would do differently?**

Continue to take opportunities as they arise

**Outcomes from the event?**

Raised profile

**Anything else you think is notable.**

No

## **7 March 2012 – Meeting with Dr C**

To use Host Trust R&D funding for Specialist Doctors time to diagnose 200 people on Bristol Memory Service Waiting List. During this process each person will be pre-screened for SW-DeNDRoN research studies. Without this process occurring we do not have access to these potential recruits and without a diagnosis they cannot be put forward as potential participants. This will also enable these staff to complete GCP Training.

## **5 March 2012 Trust Induction**

### **What learning came from it?**

Opportunity to raise profile with all staff within trust (admin/cleaners/health professionals/managers) as anyone could be asked about research opportunities and need to signpost.

### **What you would do differently?**

Provide each table with a pack of information but carry with me extra packs for people that are interested. Not very sensitive method needs to be supported with targeted information specific to individual teams.

### **Outcomes from the event?**

Made contact with a wide range of clinicians that work throughout the trust.

### **Anything else you think is notable.**

It would be good to get a presentation slot rather than ad hoc chat.

## **1 March 2012 - Foundation Trust Event**

### **What learning came from it?**

People are genuinely interested in the research going on and want to find out more about outcomes of trials going on in the area. Access to both staff, service users and members of the public.

### **What you would do differently?**

Include service user representative that has had experience of a trial/research involvement.

### **Outcomes from the event?**

Specific mention in feedback - "A well organised event, very informative with a range of stalls. Have met people from parts of the Trust I didn't know much about. (R&D) Thank you."

### **Anything else you think is notable.**

Provided information on outcomes of trials within the region and publicity (newspaper articles) related. See items 12.03.01 FT Event in SW3.5 folder.



## **8 February 2012 - Academic Trainee's Meeting**

### **What learning came from it?**

Clinicians and Doctors from across the trust were given an overview of what SW-DeNDRoN does in Host Trust, current research and how they can be supported to be involved.

### **What you would do differently?**

Make the focus of the presentation how they can get involved with practical examples.

Ensure that all speakers kept to time to allow full conversation about DeNDRoN opportunities

### **Outcomes from the event?**

Contact from one Consultant who is interested in being a PI, future meeting agreed with her clinical team. Positive feedback, information well received. We have now established a place on the rota so we will continue to see new clinicians as they begin work within the trust.

We have also been asked to come back to talk about specific studies we are trying to recruit to (this could be beneficial for studies not recruiting to target).

### **Anything else you think is notable.**

This was presented alongside the R&D department and the Mental Health Research Network West Hub. Providing the context within which the host trust supports these networks was important for clinicians to understand where everything sits. Two way conversation is important with clinicians to ensure SW-DeNDRoN staff understand the context within which they are working (current challenges in service re-design, lack of physical clinic space so many assessments/interventions completed in patients own homes). Providing evidence of outcomes of studies recruited via Host Trust. Contact EO'M.

### **Attendance at meetings throughout the trust**

Regularly review Host Trust events Calendar on Ourspace.