

Support for making induction videos

Script outlines for different roles

1. Medical Director of Trust

Topics: Partnership working; Trust committed to improving outcomes for patients and giving patients choice to take part in research; responsibilities of trust staff.

Example of script

“My name is XXXXXX My position is XXXXXX

I would like to welcome you to the Trust and I hope you enjoy working here as much as I do and my colleagues who are here already.

Patients tell us that it is important to take part in research. We also believe that it is important that they have the choice to either take part or not and we offer them that opportunity. We also know from evidence that patients and carers taking part in research tend to do better in terms of their outcomes. This may be because this trust spends a lot of time monitoring our patients taking part in research

During 2011 we had over XXX active research studies going on in various departments. We recruited over XXX new patients to take part in research.

As a result of our staff’s commitment to engage patients in research we were able to produce our results in over XXX publications which are being put into practice both in the UK and internationally. More information on how research is being put into practice can be found on our website.

“Research is at the heart of improving care and outcomes for our patients and their carers.

Whatever your new role is at this trust, you have an important part to play in research.”

2. Consultant in Old Age Psychiatry

Topics: Training, MSc, clinical academics

Example of script

“My name is XXXXXX My position is XXXXXX

We cannot deliver excellent services unless we know what the best care is. And to know what to do, we need the evidence - that is really what research is about. All of our day to day jobs require the use of evidence.

Individually patients and carers enjoy being in research because they feel it empowers them to be able to give something back and be part of the knowledge process. Patients tell us that being involved in research is ‘doing something positive in a negative situation’

If you want to be actively involved in research, our Trust provides Good Clinical Practice training, as well as mentoring opportunities and post graduate courses in research for doctors.”



3. DeNDRoN clinical director

Topics: Role of DeNDRoN and local drug trial units. Breadth of research underway in local hospital and how everyone can be involved

Example of script

"My name is XXXXXX I'm a Consultant in Old Age Psychiatry and Clinical Director of North Thames DeNDRoN.

North Thames DeNDRoN is a clinical research network that looks at the dementias and the neurodegenerative diseases - which include Parkinson's disease, Motor Neurone disease, and Huntington's disease.

We believe all our staff are the answer to more research. At the moment there is research going on in a number of departments involving doctors, administrators, pharmacists, health care assistants, receptionists and many others roles. It is all of our responsibility to deliver research as part of normal clinical care.

So whether you are a doctor or nurse, or reception or administrator, you have an important role to play.

- You can be at the cutting edge of new developments for patients.
- You can give patients the opportunity to access promising new treatments often not available outside the clinical trial setting, treatments that may be more effective than the standard approach.
- You can give hope to patients by adding to what is known about mental health and possibly leading to improved options in the future

Being involved in research means:

- Discussing research as a treatment option with patients
- Signposting patients to research that you know is going on in the trust or in your department
- Making a note on the electronic patient records that a patient is happy to be contacted about research opportunities
- Or you might want to consider actively take part in research yourself"

If you'd like more information please :

- Read the accompanying leaflet on which gives more information about research at this hospital and in our area.
- Contact your line manager, or
- Look on the Trust website under research, or
- Look on the DeNDRoN website, or
- Contact the Mental Health Research Network who offer advice regarding other mental health disorders."

We look forward to working with you.

4. DeNDRoN research nurse

Topics: Benefits to staff and patients, training received and personal development opportunities

Example of script



“My name is XXXXX My position is XXXXXX I have worked in this Trust for XXXX and my speciality is working with older people with mental illness. Over the past 3 years I have been seconded to work in the MACTU unit, which I really enjoy.

During trials I see many benefits to patients. They come to see us regularly, they receive a lot of care and information, and we form good relationships. Patients tell me that being involved in research gives them hope

I have benefited too from the extra training, the personal development opportunities, and from personal satisfaction of seeing patients benefit from new treatments often not available outside the clinical trial setting.

All staff involved in clinical research will be provided with the Good Clinical Practice training, which is a standard to which all research is conducted.

I also enjoy seeing the results of the research I am directly involved in being publicized”

5. DeNDRoN manager

Topics: How DeNDRoN works with hospital staff

Example of script

“My name is XXXXX My position is XXXXX
DeNDRoN staff work at lots of different sites across the region to support research, so you may well be working with one of our staff at your site. We look forward to working with you to support staff and to benefit patients”

6. Patient or family, or Trust Non Executive Director

Topics: Motivators to be involved in research

- Meeting other patients and families involved in research
- Access to NHS and social care teams involved in research
- Opportunity to test new ways of managing a disease
- ‘Revenge on disease’
- ‘Doing something positive in a negative situation’
- Something good coming from ill”
- “Involvement in research gives you hope”

6. Patient

My name is XXXXX

I’ve been a patient at this trust for XXXX years

I presented with symptoms XXXX years ago

There was nothing to help at the time of diagnosis. Thanks to research and the new development there is hope. Without research this would never have happened, we would still be back where we were with nothing

It is really important to support research – vital



Through research we meet other patients and access specialist care and nurses. We share our fears and concerns. When newly diagnosed the impact on family is horrible because MS is scary. We have become a support network to each other.

It gives hope for the future, a way of doing something positive

Research is our way of fighting the disease and taking revenge on it

If you're offered the opportunity I'd recommend you go for it, you've nothing to lose and only benefits to gain.

Top Tips from the process of developing the video

- Develop a script
- Engage a variety of clinical, non-clinical staff and, if possible a patient or NED. The CEO or Medical Director is important to give the message that research is everyone's responsibility
- Use a variety of talking to the camera and doing an activity
- Add bullet points to highlight the core message (max 3-4 words)
- Link the message to wording on the website and leaflets that are handed out during the video, to provide consistency of message
- A video lasting about 5 minutes is long enough to keep their attention providing speakers are 'inspiring' and there is a variety of visuals.
- Wearing dark clothes is easier for lighting as light clothes make the face appear bland.

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