

INTERACT EA3

Communications strategy

Background & context

The Department of Health (DH) has asked the Dementias and Neurodegenerative Diseases Research Network (DeNDRoN) to lead improvement plans to enhance the volume, quality and impact of dementia research across the NHS.

INTERACT EA3 is a DeNDRoN East Anglia project which aims to test approaches for embedding research into clinical practice. Initially this will apply to dementia care, however, those approaches found to be successful will be adapted for use across the Trust.

According to the Ipsos Mori poll published by the Association of Medical Research Charities 9th June 2011:

97% of the public believes it's important for the NHS to support research into new treatments

92% of the public wants their local NHS to be encouraged or required to support research

72% of the public would like to be offered opportunities to be involved in trials of new medicines or treatments, if they suffered from a health condition that affected their day-to-day life

The Prime Minister's challenge on dementia '*Delivering major improvements in dementia care and research by 2015*', published 26th March 2012, requires that we ***work towards recruiting 10% of patients into clinical trials by 2015.***

It is a very exciting time for NSFT, as host to DeNDRoN East Anglia, with 'dementia' research gaining a higher profile and priority in England. As a result more of a focus is needed to ensure DeNDRoN communicates to the right people at the right time and place.

This document sets out the communications strategy for the next 12 months to support the Trust to deliver this objective of the Prime Minister's challenge.

Communication Objectives

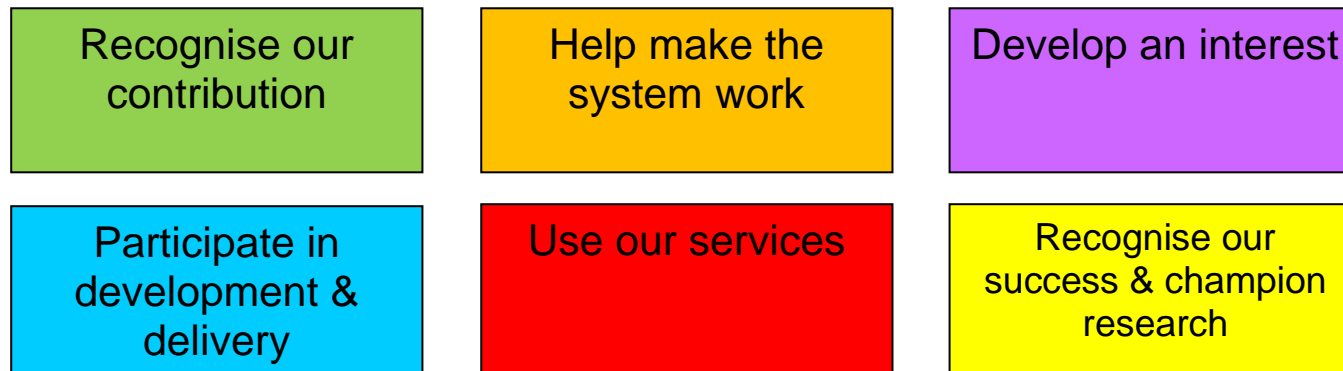
Over the next 12 months DeNDRoN East Anglia and the Research and Development Department staff will be undertaking a series of communication activities that will aim to enable staff to know how to:

1. provide basic information about dementia research studies available to service users
2. contact the R&D department and local research networks (DeNDRoN & MHRN)
3. refer a service user, who may be suitable for a research study, to DeNDRoN East Anglia staff
4. gain permission from service users for DeNDRoN East Anglia staff to approach them in the future, to offer them opportunities to participate in appropriate dementia research (ie know how to enable service users to join the prospective consent register)
5. find information about professional development and career opportunities in research.

Themes

In very broad terms, there are six types of relationships that DeNDRoN East Anglia will seek to build with our audiences.

Our audiences can be broken down into the following types of relationship groups, according to what we want them to do, and our key messages to support these relationships:



Audiences	What do we want them to do?	Key messages
Trust Managers <ul style="list-style-type: none"> • CEO • Medical / Research Director • Directorate Managers/Clinical Directors 	Develop an interest	<ul style="list-style-type: none"> • Research is the only way to improve patient's quality of care, prevention, treatment and life and change the future of dementia and neurodegenerative diseases. • As our population ages and dementia places a bigger challenge on society, we need to do more research to establish a better understanding. • Government have prioritised dementia research and have injected a large amount of funding into the area. • Research can help the Trust deliver the Quality Innovation Productivity and Prevention agenda (QIPP), provide you with the latest in science & technology advances, access to leading-edge medicines, as well as producing income. • Research can produce income for the Trust, as well as potentially producing cost savings (i.e. savings could be made through not having to pay for medication) • Research delivery performance is in the public domain; boosting performance can enhance your reputation locally and nationally. • Research activity should be reported at Board level.
Clinicians <ul style="list-style-type: none"> • Consultants • Trainee Drs • Nurses • AHPs 	Use our services & Recognise our contribution	<ul style="list-style-type: none"> • As our population ages and dementia places a bigger challenge on society, research is the only way to improve patient's quality of care, treatment and life and change the future of dementia and neurodegenerative diseases. • Government have prioritised dementia research and have invested an additional £5.9million since last year, as well as funding four new NIHR biomedical research units in dementia (receiving £18 million over five years from April 2012). • Many studies are available and can and should be offered to your patients. • DeNDRoN has Ministers to lead 3 improvement programmes to improve dementia research across the NHS (INTERACT, RAFT, ENRICH). • Engaging with DeNDRoN will provide you with access to research and preventative strategies that will reduce the burden on clinical services. • By patients participating in research it benefits clinicians by reducing the burden of follow up care and impact on clinical services.
Patients, Family & Carers <ul style="list-style-type: none"> • Support groups • National charities 	Participate in development & delivery, and champion research	<ul style="list-style-type: none"> • Research studies contribute towards better care and treatment for patients • Research studies can offer additional care and treatment options. • Research studies go through rigorous testing and regularly procedures before patients can get involved. • Every person has the right to be offered the chance to be involved in research. • Ask your clinician if there is a research study or ways that you could participate locally. • There will not always be suitable research for individuals to participate in at any one time.

		<ul style="list-style-type: none"> DeNDRoN offers patients and carers the opportunity to be involved in the development of research (through the writing groups and CSGs), as well as helping to influence the research agenda.
<p>Researchers</p> <ul style="list-style-type: none"> Senior Investigators Investigators Potential Investigators 	Use our services	<ul style="list-style-type: none"> Engaging DeNDRoN early on in the research process can help the study succeed and check it is feasible and deliverable. DeNDRoN offers researchers the following: <ul style="list-style-type: none"> Skilled, experienced, trained and versatile team Knowledge about the local population, needs and deliverability of the study Information on local research opportunities Support with ethics, consent, R&D applications Training opportunities, sharing good practice and linking you to other researchers across the UK A study stands a better chance (%) of recruiting participants and completing to time and target if DeNDRoN's involved. If you are publishing articles where DeNDRoN has supported or helped to deliver a study please ensure we feature in the article and are named correctly.
<p>Training teams</p> <ul style="list-style-type: none"> Norfolk Dementia Academy Trust training team 	Help make the system work	<ul style="list-style-type: none"> Engaging with DeNDRoN will improve the development, set up and delivery of studies. Through skilled, experienced staff the network can enhance the feasibility and deliverability of a study by providing local input into delivery plans to Chief Investigators. The network identifies suitable NHS sites and recruits participants to studies on time and to target.
<p>Industry</p> <ul style="list-style-type: none"> Pharmaceuticals (& biotech etc) CROs 	Recognise our contribution & Use our services	<ul style="list-style-type: none"> DeNDRoN has significantly impacted upon the delivery of studies. We provide industry with: access to the Trust and one point of contact for a study, experienced Investigators and research staff to lead and deliver the study in sites, knowledge and valuable insight for the study to run smoothly and early resolution of any issues.
<p>Our staff (DeNDRoN)</p> <ul style="list-style-type: none"> Directly (DeNDRoN) funded staff, Indirectly (e.g. CLRN) funded staff, Clinicians (unfunded) with a DeNDRoN role, Clinician (funded) with a DeNDRoN role 	Recognise our success & Champion research	<ul style="list-style-type: none"> Empower and give all staff the knowledge, confidence and ability to champion what DeNDRoN does and can support and champion research across the Trust. As a staff member of DeNDRoN it is part of your role to promote and market DeNDRoN, discuss our achievements and successes across the NHS and build/maintain our reputation with other organisations.

Delivery

DeNDRoN East Anglia

The DeNDRoN East Anglia team will take overall responsibility for DeNDRoN communications and is accountable to DeNDRoN Operational Management Board (OMB), NIHR CRN Communications Team and the Trust Communications team for communications activity.

We will be responsible for ensuring all materials and activities;

- Contribute towards the INTERACT EA3 project's objectives;
- Sit within NIHR/NSFT branding guidelines;
- Are consistent with the Government's policy and guidance.

The team will work with the R&D and Communications teams to develop materials and activities that present the right message, at the right time and place. We will be required to report our progress annually to the Trust Board and monthly to the national INTERACT project board.

The team will communicate through the following channels:

- Explain and promote the INTERACT EA3 project by attending/presenting at meetings of:
 - Trust Board of Directors
 - Strategic Management Forum
 - OPMH team
 - CMHTs
 - Locality managers
 - Service managers
 - Older Peoples in-patient, outpatient teams & day-care teams
 - Carers' Forum
- Publish articles and good news case studies in:
 - Trust bulletin
 - Insight
 - The Buzz
 - The hub
 - DeNDRoN East Anglia newsletter
 - R&D web-pages
 - DeNDRoN website
- Exhibit at Trust events including new staff induction
- Promote:
 - International Clinical Trials Day
 - Dementia awareness week

Approach – Top 5 actions

DeNDRoN East Anglia has committed to focusing on the following activities to develop basic communications across the Trust. A detailed delivery plan (below) presents the timescales for completing these activities and the overall owner of each task.

1. **Issue:** DeNDRoN East Anglia does not have a centralized contacts list that will allow us to segment each audience (e.g. researchers, funders, patients, managers etc) and send out appropriate information.
Solution: Develop a central contacts database that will allow the team to communicate Trust-wide to specific audiences (newsletters and bulletins).
2. **Issue:** The way we work with patient and carer support groups, including those of charities & voluntary organizations is inconsistent and is not clearly communicated and shared with others.
Solution:
 - a. **Identify potential channels and mechanisms that could help us reach patients, family and carers;**
 - b. **Develop content to be distributed via their newsletters, bulletins, websites, events, and via direct communications to the public.**
3. **Issue:** We currently do not communicate to all researchers across the Trust to keep them interested or updated. We hold a good relationship with a selection of researchers from the Trust, but the mechanisms for maintaining contact are inconsistent.
Solution:
 - a. **Establish a database which will identify all potential researchers across the Trust.**
 - b. **The team will need to continually update the database as details change.**
 - c. **Contact will need to be maintained with researchers at regular intervals to ensure they are 'kept satisfied'; direct mail (3-4 times a year), e-news, events, bulletins, leaflets to inform them of DeNDRoN activities, news across the research/health community, good news stories, performance statistics etc.**
4. **Issue:** We do not have a comprehensive list of all pharmaceutical companies that are producing drugs for dementias and neurodegenerative diseases and therefore could be missing out on opportunities with industry.
Solution:
 - a. **Identify relevant pharmaceutical companies**
 - b. **Produce a marketing leaflet marketing Trust research capability.**
 - c. **Approach the companies with our information leaflet (research facilities, performance examples, statistics, etc)**
5. **Issue:** Trust staff do not know enough about what DeNDRoN does. Therefore they do not have the knowledge, skills and confidence to act as champions for research.
Solution:
 - a. **Contribute to Trust induction programme**
 - b. **Research objective included in annual staff appraisal**
 - c. **Maintain regular contact with staff to communicate changes and important information.**

Additional Staff

On top of the five actions above DeNDRoN East Anglia, with support from the Trust R&D Department, will need to maintain contact and communication with each audience throughout the year. The table below identifies communication that will need to occur to maintain contact with each audience.

Audiences	Activities	What do we need them to be aware of?	What are they interested in?
Researchers	Leaflets Training Meetings Conferences Local forums Newsletters	What we do What we can do for them How it will benefit them Early engagement = higher success	Link communications to funding calls GCP/training
Patients, Family & Carers	Leaflets Support group channels Local charity channels LRN section on DeNDRoN website newsletter	What is research That it is their right to be offered access to research What to do about exercising that right	How research will benefit them or others future
Trust Managers	Meetings Local Forums Letters	Research helps to deliver QIPP, generate money, and improve care & the working environment. We are the vehicle through which they can deliver these benefits Dementia is a Government priority	Link to QIPP Item in Quality Framework Commissioning requirement Government priority Income figures to the organisation Own reputation against others in area - league tables Interested in patients not giving them a bad report
Clinicians	Leaflets Training Meetings Conferences Newsletters	What studies they can/should offer to their patients What's in it for them Feedback to clinicians on the outcomes of their research Mechanism for getting their research fast-tracked and publicized	Incentivisation?
Industry	Marketing	Our value / impact What we can do for you	Demonstrate impact
Our Staff	Bulletin Newsletter Meetings Annual team day Induction Training	What is happening strategically What we are & do Recruitment performance	Good news, success stories, shared good practice.

Events:

Use events calendar to identify and attend events.

The calendar grid shows events for the following stakeholder groups: 01. Local Family (CC), 02. Dementia Family (P), 03. Dementia Services (Research, Practice, Clinical, Academic), 04. Research (NIHR, Academic, Commercial), 05. Patients, Carers and Public, 06. Charities and Funders, and 07. Industry. Events are plotted across months from Oct-11 to Jun-12.

Risks/ Solutions

Risk	Solution
Competing communications: e.g. from others working in this area, such as Norfolk Dementia Academy, HIEC: we need to ensure our language and terminology is consistent with others working in the area	Network Manager to keep major stakeholders onboard with DeNDRoN work and maintain a communications contact with each (receive newsletters, attend meetings/events).
Competing priorities: since the network began in 2007, we have been tasked and performance managed by the delivery of studies on the portfolio, and marketing & communications activities have been a secondary concern. However with more emphasis placed on NHS engagement and communications by the NIHR CRN, we need to ensure we have a more structured way of delivering communications. To ensure the communications strategy is implemented across the Trust at all levels, a message and steer needs to come from the top so that the communications plan and activities are perceived as important as other activities.	Letter to be sent from the DeNDRoN East Anglia Director outlining that a communications strategy has been developed, what DeNDRoN East Anglia staff are expected to deliver, how the Trust And DeNDRoN Coordinating Centre teams will support, and how this will be performance managed. Communications Teams to support DeNDRoN East Anglia team.
Budget constraints: no dedicated budget has been allocated to communications for future events, website re-development, training, materials.	Draft a budget for comms activities in next financial year .

Budget

£.....

Evaluation

Output (is what we did)

- No. of copies printed materials are distributed to
- No. of articles in external organization bulletins
- No. of press releases

Out-take (is who picked up)

- No. of attendees at LRNs events/ workshops
- No. of Trust face-to-face meetings
- No. of people DeNDRoN East Anglia newsletter is circulated to
- No. of attendees at events with DeNDRoN presence
- No. of articles in Trust external organisations bulletins
- No. of hits on the R&D website
- No. of speakers promoting DeNDRoN at patient/researcher events

Outcome (is perception change)

- A perception survey is to be developed.

Success Measures

- Complete implementation of INTERACT EA3 plan
- Trust Board approval of plan
- Pre and post implementation survey amongst staff / service users to understand improvements in knowledge and awareness of research opportunities pre and post project
- 100 people with dementia on Trust dementia register