

INTERNATIONAL CLINICAL TRIALS DAY 2017 I AM RESEARCH

Every year, the NIHR promotes International Clinical Trials Day (ICTD) which takes place on 20 May. This is a special day to celebrate clinical research all over the world, and highlight the important impact research has had on medicine.

I AM RESEARCH

The NIHR's OK to Ask campaign for ICTD began in 2013.

This year was particularly exciting, because we launched a new national campaign: I Am Research.

I Am Research follows in the footsteps of OK to Ask, which has helped to raise the profile of clinical research in the NHS over the last four years. During that time, health professionals, patients and the public told us they would like a more direct, active and inspiring campaign to rally behind.

To make sure we took the campaign in the right direction, we ran a series of focus group consultations and an online survey.

We were keen for as many people as possible to provide input, including NIHR staff, researchers, clinicians and of course patients and the public. We heard from 268 people.

I Am Research was the result.



186 EVENTS

This year, over 180 events took place at NHS trusts, GP surgeries and community services across England.

The majority of these were locally owned, which is hugely positive, and highlights how much of an appetite there is for the campaign.

As well as these events, the NIHR has been screening a film, 'People are Messy', about the importance of public involvement in research, at 11 events across the country.

The film engages its audiences in an informed debate around patient and public involvement in health research.

These 11 events, based on the INVOLVE regions and led by the Local Clinical Research Networks (LCRNs) communications and patient and public involvement and engagement teams, are tailored to local objectives and their key audiences.

12,997 #IAMRESEARCH TWEETS

A large social media presence was planned for this year's ICTD campaign.

The I Am Research hashtag, #IAmResearch, was used to help the campaign develop its identity and enable us to track activity.

Here are some of the highlights:

- Over 1.5 million social reach for our first ever Thunderclap
- 5,032 engagements and 26,921 reach on Facebook
- 649 new @OfficialNIHR Twitter followers - normally the monthly increase is around 300
- On average an I Am Research tweet had 4,071 impressions and 73 engagements
- 1,015 views for our first ever Facebook Live broadcast
- Three #whywedoresearch tweetchats

I AM

RESEARCH



7,321 CAMPAIGN PAGE VIEWS

The I Am Research campaign pages are full of information about how our audiences could get involved in the campaign.

We aimed to make the pages engaging, and used multimedia content where possible.

It is difficult to compare the traffic the pages received as this is a new campaign on the NIHR website. Analytics from previous campaigns are unavailable.

However, we can see that the campaign pages were popular in comparison to other pages on the website.

From 8 May to 28 May:

- The I Am Research home page had the third highest entrance rate on the website, after the main home page and Good Clinical Practice page
- The I Am Research home page received 5,220 page views
- The most page views in one day was 1,140 on Wednesday 17 May
- Bernadette's story video was viewed 600 times



UK CLINICAL TRIALS GATEWAY

The UKCTG website received a high level of traffic during the I Am Research campaign:

- Wednesday 17 May was the highest traffic day during the campaign and compared to the previous three months, with 1,226 unique sessions
- On Saturday 20 May we saw about a 70 per cent increase in sessions and 72 per cent more users compared to any Saturday in the past three months. There were 659 unique sessions, compared to 337 on 8 April and 432 on 18 March

Monday 8 May to Sunday 28 May compared to 17 April to 7 May:

- Nine per cent increase in sessions
- Nine per cent increase in number of users
- Eight per cent increase in page views



THUNDERCLAP

This was the first time the NIHR has initiated a Thunderclap campaign.

Surprisingly this turned out to be one of the most successful aspects of the whole campaign:

- 1,161 people and organisations signed up (232% of our 500 sign ups target), from 200 cities, across 22 countries
- When the message launched it had a social reach of over 1.5 million, which resulted in 4,461 iamresearch.co.uk page views
- We received support from healthcare organisations with high social media influence, including NHS Choices

MATERIALS

- 46,220 leaflets ordered
- 220 orders for bunting
- 2,441 A3 posters ordered

BLOGS

Eight blogs were published from 24 April to 20 May:

- 643 page views
- 592 unique users

34 MILLION RADIO AUDIENCE REACH

As the campaign fell within purdah we were limited to pitch to radio stations only.

Our main spokespeople for radio interviews were Simon Denegri and Max Williamson, teenage cancer survivor and research participant. We managed to gain coverage across 20 radio stations and networks, including regional BBC radio stations and Sky News Radio.

The audience reach of this coverage is believed to be over 34 million, with an estimated advertising value equivalent of £260,668.

We received strong feedback from producers who commented that Simon and Max brought an often misunderstood topic to life.

ONE NIHR

To achieve the aims of the campaign we used the expertise of NIHR Communications teams. Each Coordinating Centre took ownership of a specific audience/stakeholder group that was most relevant to them.

We established a NIHR ICTD project group with representatives from each Coordinating Centre, which met regularly.

The LCRNs led on this campaign at a local level. This provided them with the flexibility to tailor the campaign to the needs of their audiences and achieve local research objectives.

CONCLUSION

Through the local events, radio coverage and social media activity I Am Research has given health and social care professionals, patients and the public the opportunity to learn about the importance of research in everyday care.

And as we have seen from the statistics, we have increased traffic to a range of opportunities to get involved in research.