

Round 6 of the NIHR New Media Competition has now launched

If you are involved in NIHR Research (as a researcher, a patient or a member of the public) and are interested in communicating this research, then you may like to enter the NIHR New Media Competition.

The NIHR New Media Competition enables you to:

Communicate the clinical/applied health/social care research that you are involved in

Enthuse audiences about the research that you are involved in (the target audience may be for example patients, researchers, colleagues, your friends and family, children, the elderly, the general public)

Get creative and use your media skills to get the NIHR message about research out.

Win prizes

Eligibility:

You should be either:

- a member of the [NIHR Faculty](#)
- have recently completed your NIHR funded research
- a patient/member of the public involved in NIHR research,

and the research should meet the remit below.

The research should be clinical or applied health research, including social care research. It could also be research into medical education.

The research should have clear potential for benefitting patients and the public within 5 years of its completion.

Please note:

The research can involve: patients; samples or data from patients; people who are not patients; populations; health technology assessment; or health services research.

NIHR does not fund basic research or work involving animals or their tissue.

We are looking for a clear communication of why your research is important, what is actually being done and the impact that it may have or is having.

In this round, there is only one category of the competition plus an additional special prize:

Raising awareness of your research

We are looking for films that have been made specifically for the competition and explain clearly why the research is important, how it is being done and any impacts that have already arisen or may happen.

We are not looking for corporate films promoting research centres or films made for patient recruitment into studies. These are not eligible unless they meet the criteria above and also the film time limit of 2 min.

Special Prize- How patient or public involvement has added value to a research project

There will be a special prize for the film that shows how public involvement (not only participation) has been embedded into a research project and how it made a difference.

We have produced a [short video](#) with information that we hope you can refer to for creative ideas.

Guidance and how to enter:

make a video, a short one, **up to a maximum of 2 minutes**. Your video will not be eligible if it is over the time-limit.

use whatever helps you to get your message over: pictures, animations or people telling their stories, to communicate your ideas.

obtain and record consent of anyone you film or photograph

If you are a researcher- the NIHR logo shouldn't be used within your video, however you must acknowledge the NIHR as a source of funding and can use the logo with the funding statement at the end.

If you are a member of the public or a patient- the end of the film should include information about the research project or initiative you (the individuals making the video) have

been involved in, for example: 'This video was made about the NIHR [name of programme, name of project]' or 'We / I would like to thank the NIHR [name of section] for funding this research.'

The video should have impact **to engage, inform and enthuse.**

Then upload your video to YouTube (You may find you need to register first)

CLICK on the Upload tab at the top of the **webpage** and follow the on screen instructions. TAG your video with the words "NIHR Interface"

Once you have uploaded your video you will receive an email from YouTube informing you that your video has been loaded.

Forward that email to enquiries@nihr.ac.uk and we will send out a link to the competition entry form that you should return. You will then be entered into the NIHR New Media Competition.

Competition Launch and Closing Dates:

Launch date Wednesday 25th Nov 2015

The competition closes at midnight on Thursday 31st March 2016

Assessment Criteria

Research content - (clarity of the message to convey the importance, approach, impact)

Engagement - (watchability, entertainment value)

The technical production quality of the film is not assessed

Prizes and what happens next:

The first prize winner will receive a £250 book token and there will be runner up prizes.

The best film that shows how patient and public involvement in research has made a difference will receive a special prize.

These winning films will then be posted on the Official NIHR TV YouTube channel.

If you have any questions about this competition

Please send an email to tcc@nihr.ac.uk

[Previous Winners](#)