

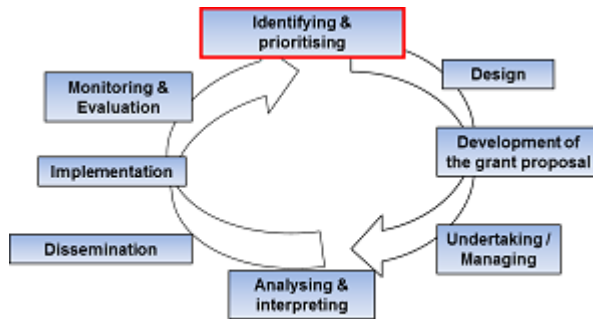
Patient & Public Involvement Workshop, May 30th 2017

**Identifying and planning to reach
target audiences**

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Who, when, why/what?

Who = “target audience(s)”



Patient and public involvement
in health and social care research: A handbook for researchers, NIHR Research Design Service

When = e.g. stage of research cycle

Why/what = the ask, call to action, message e.g.



Example

Rare Inherited Anaemias Priority Setting Partnership (PSP)

- **Who**



- **When**



- **Why/what**

- What questions do you have about the **diagnosis, treatment, management, care** of rare inherited anaemias?
- What questions do **you** think should be researched?



How?

- Map relevant *communities of interest*
- Design appropriate *communications plans*

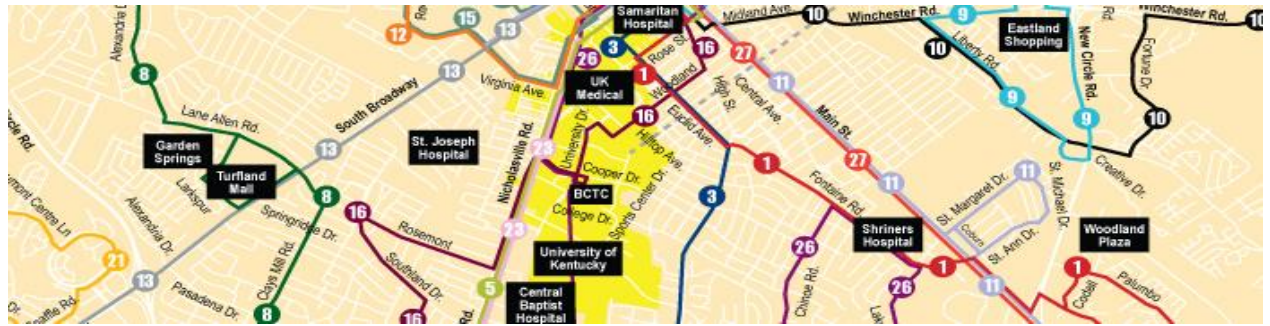


Example

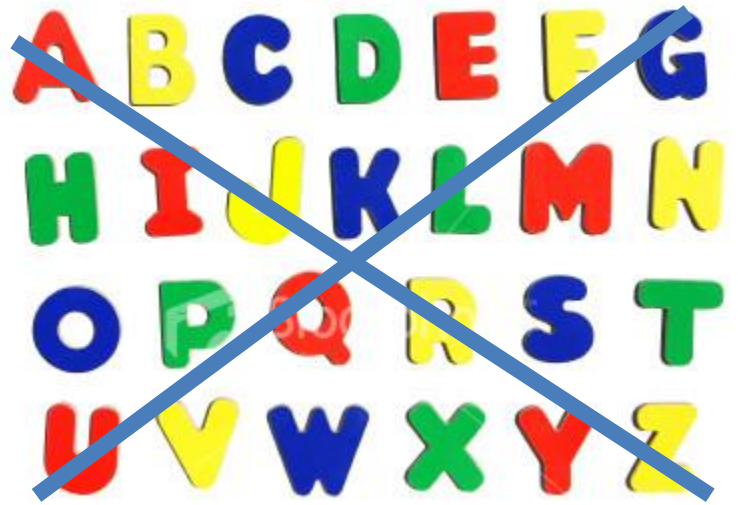
Setting up a PPI Advisory Group for a research study in prostate cancer

- **Who = men**, wives/partners, local, 45-50+, diagnosis? family history? black men (source: <https://prostatecanceruk.org/prostate-information/about-prostate-cancer>)
- **When = early stage of study design** to address a particular research question
- **Why/what = work with researchers** to design and deliver the study

How?



- *Routes* – e.g. local branches of Prostate Cancer UK, Cancer Research UK; GP surgeries; local BME community organisations; Mens' clubs/associations e.g. Mens' Sheds
- *Comms plan* – e.g. talks and flyers at community centres/ GP surgeries; identify and approach relevant local community leaders (trusted intermediaries); translation of materials? Video clips? Twitter via e.g. Prostate Cancer UK?



- Be creative
- Start early
- Relevant communications plan
- Develop your messages before you communicate