



James Paget University Hospitals **NHS**
NHS Foundation Trust

#WhyWeDoResearch Campaign

“To raise research awareness and opportunities for patients, the public and staff”

**Claire Whitehouse MSc, RN, MRCN, ICUSpec
Lead Nurse for Research**

Florence Nightingale Foundation Scholar (2010, 2014 & 2016)
Barbers Company Nursing Scholar 2013



@JamesPagetNHS



JPUH NHS FT
@JamesPagetNHS · FOLLOWING YOU

We provide acute hospital care for the population of Great Yarmouth, Lowestoft and Waveney. Responding to tweets Mon-Fri 9am-5pm.

Gorleston-on-sea, Norfolk
jpaget.nhs.uk

Tweet to Message

250 Followers you know

TWEETS	FOLLOWING	FOLLOWERS	FAVOURITES	LISTS
2,244	937	1,014	1,604	3

Following

Home Notifications Messages Discover

Search Twitter

Tweets Tweets & replies Photos & videos

Pin Tweet
JPUH NHS FT @JamesPagetNHS · Mar 30
As an NHS organisation we are governed by purdah in the run up to a general election. Our social media will be limited for the next month.

JPUH NHS FT retweeted **MrYeowell** @MrYeowell · 15 hrs
Ian Eaton is fundraising for James Paget University Hospitals Foundation on @JustGiving. Show your support justgiving.com/Eaton?utm_...



TWEETS	FOLLOWING	FOLLOWERS	FAVOURITES
3,268	1,957	1,068	2,286

@JPUHResearch
@JPUHResearch

We are the Research and Development Department at The James Paget University Hospital NHS Foundation Trust, working in collaboration with academia and all NHS.

Norfolk
jpaget.nhs.uk/education-rese...

188 Photos and videos

Tweets Tweets & replies Photos & videos

@JPUHResearch @JPUHResearch · 4 hrs
Fantastic addition to #whywedoresearch. @JamesPagetNHS have you seen this?

Salford R+D @SalfordRD
Timed to bits with video promoting #whywedoresearch, created by our Amanda (pictured). youtu.be/PQjWPFYESSM

Who to follow · Refresh · View all

- Cochrane Wounds** @Cochr...
Follow
- Tommy Dickinson** @DrTom...
Follow
- Margaret Hall** @NHRCRN...
Follow

Popular accounts · Find friends

Trends · Change
#RoyalBaby

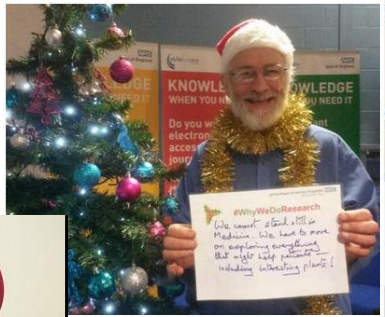
@JPUHResearch

• 12 days of Christmas

@JPUHResearch
 #WhyWeDoResearch revisited Day 2:
 Christian #cnrurse



@JPUHResearch
 Day17: #WhyWeDoResearch. Meet Dr Wil Notcutt, Research Lead & our very own Santa! @JamesPagetNHS @ResNurse #cnrurse



@JPUHResearch
 #WhyWeDoResearch revisited. Day 9b.
 Comms team takeover day, here's Steph. @WeNurses #cnrurse



@JPUHResearch
 #WhyWeDoResearch revisited. Day 12a.
 @dspritely David our fabulous Chairman & big supporter. @WeNurses #cnrurse



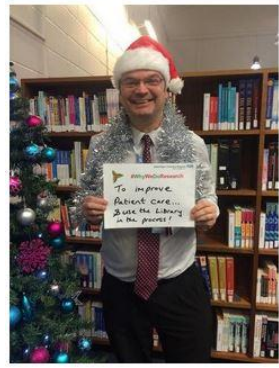
@JPUHResearch
 Day16: #WhyWeDoResearch. Meet one of our big supporters & staff governor, @HogarthSharon. @JamesPagetNHS @WeNurses



@JPUHResearch
 #WhyWeDoResearch. Day 8. Some of our ophthalmology research team @WeNurses #cnrurse



@JPUHResearch
 Day15b: #WhyWeDoResearch. Meet our wonderful Head Librarian, Peter Ransome. Great team! @JamesPagetNHS @WeNurses



• National Involvement within 4 days

Michael Keeling @keeling_michael · Feb 6
My photo for #whywedoresearch @ResNurse @JPUHRResearch @NIHRCRN_yorks @yorkteachingnhs @WeNurses #cmurse



Patient involvement

Communications retweeted
Stroke Research York @StrokeYTHFT · Jan 25
The most important person, the pt in #whywedoresearch @yorkteachingnhs @ResNurse @JPUHRResearch #cmurse



RETWEETS 8 FAVOURITES 12

UHCW

RDI&I at UHCW @UHCW_RDandI · Dec 23
A merry Christmas montage of our team's #whywedoresearch @nhsuhcw Thanks to @JPUHRResearch for the inspiration!



RETWEETS 7 FAVOURITES 5

12:17 pm · 23 Dec 2014 · Details



Promotional routes: January 2015 Video 1 “Background”



Viewable via: www.whywedoresearch.weebly.com

Media engagement: Press releases and articles

Coastal News
James Paget research campaign goes global

The Bolton News
Hospital staff join Twitter campaign to highlight 'vital research'

York Clinical Research Facility
"Delivering Research Today, for Healthcare Tomorrow"

Salford R+D
Research improves health

Twitter
#WhyWeDoResearch

100 reasons #whywedoresearch

Hospital's Twitter hashtag starts a worldwide trend promoting research

The research and development team at the James Paget University Hospital has started a Hospital trend with a Twitter #WhyWeDoResearch. The team has been tweeting photos of JPUH staff explaining why research matters. And the campaign, which has been picked up by other NHS Trusts and has gained support from followers in Canada and Australia.

Claire Gibbs, senior clinical research nurse, who devised the campaign said each day a different photo is tweeted by @JPUHResearch with the #WhyWeDoResearch hashtag. "The photos have almost turned in to a competition as to who can write the best reason," she said. "Initially we planned a campaign of one photo a day for one week in the lead up to Christmas. "When we shared the idea of a #WhyWeDoResearch campaign with our followers, the response was so huge and people wanted us to start immediately - so we commenced the campaign on 8 December."

The National Research Nurse account @nururse, a nationally recognised twitter research nurse group, has used the @JPUHResearch campaign as an example of 'leading the way forward in promoting the skills and importance of research in the NHS and globally'.

■ To find out more follow @JPUHResearch.

FT @JamesPagetNHS - Dec 19
#WhyWeDoResearch
@JPUHResearch

Research improves health

Support for Research | Our Research | About Us | Patients, Carers and Public | News | Events and Training | Partners

Featured Article
Introduction to Research and Patient and Public Involvement
30 February 2015

100 reasons #whywedoresearch
16 May 2015
Our #whywedoresearch Twitter campaign has now hit its centenary with more than 100 people having their photos tweeted with their personal message of support for research. Director Bill Oliver got the ball rolling back in March, with Associate Director Rachel Scroggie becoming our 100th participant on 1 May. In between, those taking part have included patients, members of the public, staff from Salford Royal and Salford CCG and colleagues in partner organisations such as Tames and CLERIC.

Here's #WhyWeDoResearch at CRN, Eastern

At the latest Clinical Research Network, many have personal or team motivations that inspire us. Two pioneering members of the James Paget University Hospitals (JPUH) Foundation Trust (JPUH) Research team have decided to set the world exactly why they do it with their #WhyWeDoResearch hashtag. The campaign is using Twitter to spread the message, link, now the world is responding.

The campaign was started by CRN's Eastern Senior Clinical Research Nurse, Claire Gibbs, and Research Administrator, Ashley Drewes, who are both based at the JPUH in East Angles. Just before Christmas, the team began posting pictures of themselves on Twitter, holding signs displaying the hashtag and a short message research, describing why research is important to them and their colleagues.

The original motivation had been to raise awareness of research across JPUH, but the now campaign has gone global via the Twitter social network. Not only have NHS Trusts up and down the UK got on board, the initiative has even had an international impact, with researchers so far as Australia, Africa, China and America joining in.

Claire says, "Initially we planned a campaign of one photo a day for one week in the lead up to Christmas. When we shared the idea of a #WhyWeDoResearch campaign on 8 December, the response was huge and people wanted us to start immediately, so we commenced the campaign on 8 December. The photos almost became one of our departments in the Trust, including some of the executive team and governors, research."

A number of patient groups have now been participating, sharing their own reasons of #Why... and a secondary campaign, #WhyWeDoCancer, has been commenced by the JPUH Education Team. Ladyling team across the UK, Claire is now collaborating with Michael Keeling, a Senior Research Nurse from York Hospital, to bring the campaign to a number of national

By the end of March, we had successfully closed off suitable candidates from the many volunteers who'd come forward. That's a quarter of our target recruitment.

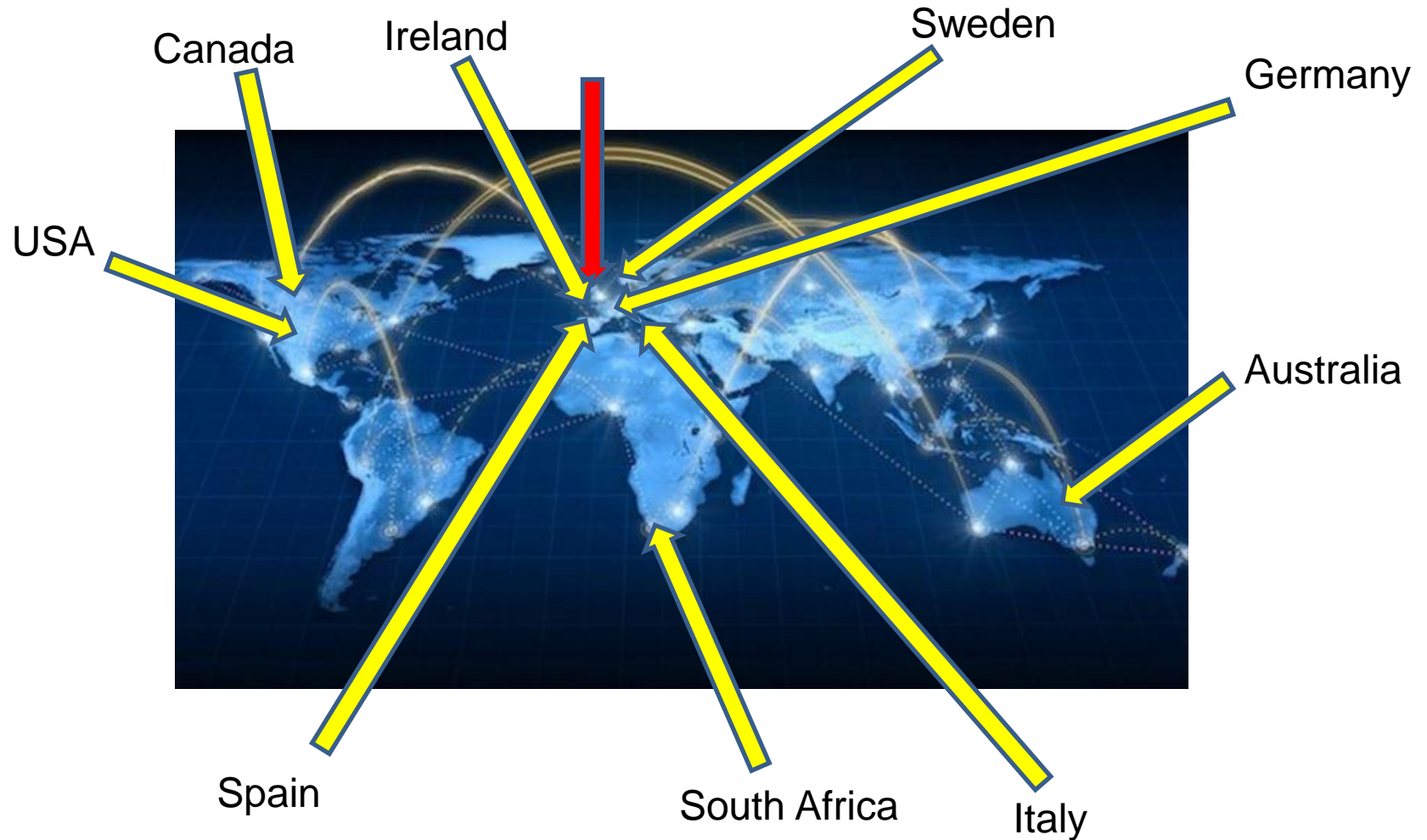
The start of the DapiDar trial also marked a new chapter in our communications, as we began tweeting. Twitter allows our long form reports to be published.

Colleagues in other research teams at York Teaching Hospital (YTH) Foundation Trust had been encouraging us to use this less formal means of communication, and they continued to urge us to get involved in a hashtag campaign which began to gain momentum. On 11th March we were invited to join York Hospital On The Move, which was the first time we were invited to attend for the first time since.

For those of you who don't tweet, a hashtag is a kind of shorthand which signals the topic of a tweet. In order to reach to others on the same theme, with hashtags, Twitter users can see messages in groups and keep track of a conversation. So, for example, #WhyWeDoResearch is used to tag our tweets. Other hashtags we've been using include #YorkTeachingHospital, #YorkHospitals, #YorkTeachingHospital, and #YorkHospitals. We've also been using #YorkTeachingHospital, #YorkHospitals, #YorkTeachingHospital, and #YorkHospitals. We've also been using #YorkTeachingHospital, #YorkHospitals, #YorkTeachingHospital, and #YorkHospitals.

Of course, the rationale for clinical trials is easy to understand, and in the

From Local to Global in 4 weeks



100 million impressions hit on New Years Day 2015



<http://whywedoresearch.weebly.com/official-videos.html>

“Local to Global”



Benefits / Impacts: Putting Research into Practice

- Increased awareness of research opportunities for patients
- Anecdotal evidence from Trusts – patients are asking their healthcare professionals more often about being involved in research and are enjoying having a voice to express how they feel about their involvement
- Reports of higher awareness of research by departmental staff not previously involved in research
- Increased visibility and recognition of research nurses and midwives
- Reports of increased visibility of R&D departments within Trusts
- Fun way to engage with patients, the public and staff.
- Helped to break through organisational hierarchy and involve everybody in the research conversation
- Professional connections with others
- Collaboration and networking through SoMe
 - eg. Collaboration between hospitals with ‘home-grown’ research ideas
 - Increased awareness between sites about patient populations in different areas
 - Sharing knowledge and learning opportunities
 - Areas other than healthcare have got involved eg NASA, education



Collaborations: An example

“The review of nursing & midwifery research structures and roles across the UK and Ireland to increase involvement and impact of nurses and midwives in research and improve patient care.”

Irish Research Nurse Network

<http://irnn.ie/>

National Institute for Health Research

<http://www.nihr.ac.uk/>

Florence Nightingale Foundation

<http://www.florence-nightingale-foundation.org.uk/>

International Association of Clinical Research Nurses (IACRN)

<http://iacrn.memberlodge.org/>

Health Research Board Ireland

<http://www.hrb.ie/home/>

Department of Health Ireland

<http://health.gov.ie/>

University Hospital Southampton

<http://www.uhs.nhs.uk/home.aspx>

Royal College of Nursing Wales

<https://www.rcn.org.uk/wales>

Greater Glasgow and Clyde Health Board

<http://www.nhsggc.org.uk/>

Cardiff University <http://www.cardiff.ac.uk/>



First project to provide guidance on developing a research nursing strategy for sites

First publication
April 2015

Nursing Practice
Innovation
Social media
Clinical research nurses were part of a team that started a Twitter campaign to communicate about the hidden world of research, and it has now gone global
Clinical research benefits go viral via Twitter
5 key points
In this article...
The world of clinical research is rarely understood



James Paget University Hospitals



NHS Foundation Trust

Milestones

Ambassador role
launched May 2015

May 2015
>2million impressions
on ICTD



NEWS ALERT:
We are delighted to announce @Irish_RNN as our first Irish collaborators



June 2015
Charity Ambassador

Centralised website
June 2015

June 2015
1st ambassadors joining
from Spain and Austria



Endorsed by
Kate Granger
#hellomynameis

June 2015
Feedback survey
launched



July 2015
Mustard TV

Nursing
Times
Awards
2015
November 2015

Survey Results 2015
August 2015



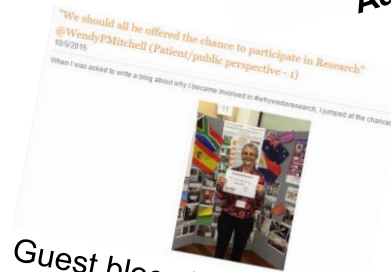
First Primary School
ambassadors
September 2015



November 2015
UK Parliament



First Pharmaceutical
Company @LillyTrials
November 2015



Guest blogs launched
August 2015

January 2016



Tweetfest:

22 tweetchats in 5 days

44 'leads'

38 = first time 'tweetchatters' hosted chats

Trending' x 4

UK/Canada/Australia/Spain hosted chats

>40 million impressions 1 week,



Blogs: 11 patients & public; 15 professionals in healthcare

Local Ambassadors: 37

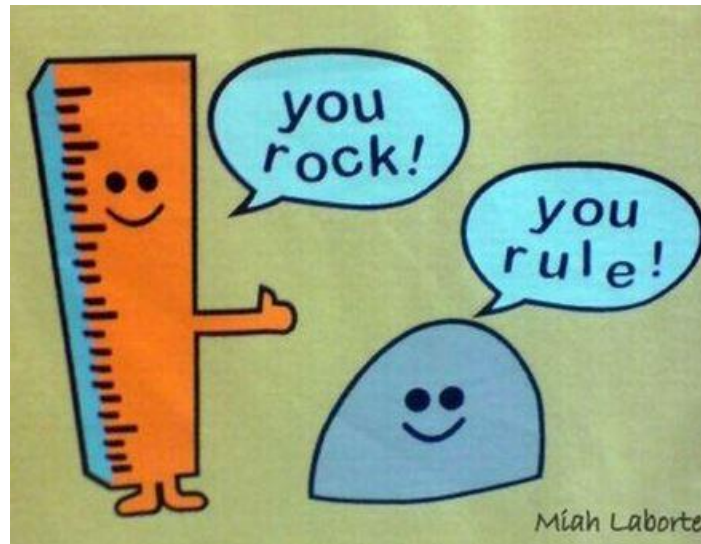
10,719 participants

185,839,606 impressions

22 countries

Thank you for making the campaign what it is

We believe the conversation about research is starting to get through to patients, the public and to our colleagues.



www.whywedoresearch.weebly.com

Special thanks to

Michael Keeling, @Irish_RNN, Hazel Smith, Rus Whitehouse, Margaret Tyldesley, the Research and Development Team at JPUH, The Florence Nightingale Foundation, Cheryl Prescott (Australia)