



BRC Cancer: Early Detection Survey - Comms Plan

Project Area	Manchester BRC - Cancer PED
Project Leads	Ellena Badrick (EB)
Budget	TBC
Timeline	Oct 2018 - June 2019
Deadline	N/A
Comms requirement	<ul style="list-style-type: none">● Development of key messages● Website copy● Social media copy and updates● Internal/external newsletter copy● Working with partner and external comms teams● Management and production of digital and hard copy collateral
Team members involved	<ul style="list-style-type: none">● Key BRC communications leads
Does this sit outside of BAU	No

Context:

- To help shape the PSP in the Early Detection of Cancer and promote to all stakeholders through a variety of channels ensuring widespread coverage and engaging content

Aims and Objectives:

- To promote the survey to all stakeholders and encourage participation
- To ensure each stakeholder group receives info in a timely and accurate manner through appropriate channels
- To explore any issues around any groups not responding as expected
- To promote the outcomes of the survey process; Top 10 Research Questions – and accompanying rationale

Strategy:

- Utilise existing channels and audiences to achieve easy buy-in
- Develop any possible new channels

Stakeholders

- Clinicians; they may be frustrated that there is uncertainty around some decisions they have to make and no clear guidance. They may also have a really good idea that's not currently being researched.
- Patients; research questions with high patient benefit are often overlooked for those with high research benefit, this is a way to redress the balance. Public and charity money is used for research and we should be funding things those, who contribute financially, think are important –

not necessarily what the research community thinks is important.

- Carers; as above. They may also be able to be more objective and remember the process of diagnosis of a cancer.
- Public; they might have had symptoms of a cancer, or experienced the screening process and have a valuable insight. People don't need to have had a cancer diagnosis to participate.
- Exclusions: People under 18 and those who have had a recurrence of cancer

Key Messages

We want your help to shape the next 10 years of cancer research in Manchester

We want to understand what is important about cancer research to patients, their relatives and carers, and the healthcare professionals that look after them

Do you have any ideas about how we can detect cancer earlier through research?

What research do you think we should be doing to detect cancer earlier?

Sample email

Detecting cancer early is vital because this is when treatment is most likely to be curative. The Detecting Cancer Early Research Priorities Survey is asking cancer patients, their carer's, healthcare professionals and the public to suggest new areas that scientists can research to detect cancer early. Our aim is to gather unanswered research questions on detecting cancer early and generate a top 10 set of research priorities.

The survey is available until 28th February 2019. The project is being managed as a Priority Setting Partnership (PSP), by the Cancer Prevention and Early Detection Team at the Manchester Biomedical Research Centre (BRC), in partnership with the James Lind Alliance (JLA).

Find more information about the survey and where to complete it here

<https://www.manchesterbrc.nihr.ac.uk/our-research/cancer-ped/detecting-cancer-early-research-priorities-survey/>

or via twitter @EarlyPSP

After the survey closes the submitted research ideas will be carefully reviewed through a predefined process. At a prioritisation workshop (to be held on 26th June 2019) patients, carers and healthcare professionals will work together to decide on the top 10 most important questions identified by this survey.

If you would be interested in attending the prioritisation workshop or have any questions about the project please contact Dr Ellena Badrick – Survey Project Manager & Cancer Data Scientist

Telephone: 0161 918 2349 Email: ellena.badrick@manchester.ac.uk

NIHR Manchester Biomedical Research Centre, MCRC Building, 555 Wilmslow Road, Manchester M20 4GJ

Channels

Type	Channel	Frequency	Audience	Owner
Web	BRC	Set Up / mid - point promo / final results	All	BRC Comms
	UoM			
	The Christie			
	Health Innovation Manchester			
Project twitter	@earlyPSP	Weekly	All (#earlierthebetter)	EB
Social Media	@Manchester BRC	Set up / promo throughout / final results	All	BRC Comms
	@theChristieNHS			
	@healthinnovmcr			
	@FBMH_UoM			
Newsletters	BRC/CRF	Bi-Monthly	Clinicians	

	The Christie	??	??	??
Networks	See appendix 1	As needed	Various	Network Lead / Contact
TBC	??	??	Patients	
	??	??	Carers	
	??	??	Public	

Evaluation

- Survey responses – aim is 1000 Engagement with social media activity
- Post survey analysis on promotion
- Feedback from Project Lead

Activity Timeline

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Steering Group	Comms Attendance							
Websites	Draft copy approved and distributed to partners	Story on sites and link to survey					Workshop recruitment	
Social Media	Draft tweets composed,	Twitter promotion					Workshop recruitment	Workshop recruitment

	agreed and distributed to partners					
Networks		Mail out				

Appendix 1 – social media see twitter document

Appendix 2 - Networks

Organisation Name	Action / suggested contact	Key contact	Stakeholders	Method of communication			Follow up	Next steps	Date contacted
				twitter	email	website			
PPIE clinic	Present PSP to group for suggestions on how to approach survey promotion		Patients		To known networks		Ellena Badrick	Meeting on 25 th July (PM)	July 2018
Salford Citizen Science Project	Place PSP info on website to encourage		Patients Public			http://www.citizenscientist.or	Ellena Badrick	Complete template	03/12/12

	participation					g.uk/			
People in Research	Place PSP info on website to encourage participation		Patients Public	@People_Research		https://www.peopleinresearch.org/	Ellena Badrick	Register an account in order to be able to add an opportunity (the survey)	
NW People in Research Forum			Patients Public			https://www.northwestpeopleinresearchforum.org/	Ellena Badrick	Contact them to ask for the survey to be added as an opportunity	20 th Jan 2019
MCRC	Internal and external comms		Clinical Public	Yes	To known networks		Ellena Badrick		Ongoing – planning to speak at the MCRC research café in Feb
HeRC	Internal and external comms		Patients Public	Yes	To known networks		Ellena Badrick	Keep comms lead informed	Dec 5 th 2019
RCN	RCN	Via JLA	Clinicians		To known networks		Ellena Badrick	send to jla@soton.ac.uk and ask them to forward to RCN	Follow up with JLA

INVOLVE	INVOLVE - the details will need to be uploaded onto People in Research		Patients Public	Yes		https://www.peopleinresearch.org/	Ellena Badrick	The team at INVOLVE will then tweet with this information.	Cant log onto system Tweet directly?
RCGP	RCGP		Clinicians		To known networks		Ellena Badrick	?	EB to follow up
CHAIN	Upload to website		Clinicians		??	https://www.chain-network.org.uk/	Ellena Badrick		Emailed Jan 2019 EB to follow up
Macmillan	GM cancer networks		Patients		To known networks		Ellena Badrick		Covered??
CRUK MI			Clinicians/Public		To known networks		Ellena Badrick	Caution – this might be research focused avenue	Not specifically targeted yet
Individual cancer specific charities									
NCRI SPED	Promotion of survey		Clinicians		To known networks			Keep informed of survey. For professional and	Contacted?

								patient networks	
BRC networks, including BRC PPIE team	Promotion of survey		Clinicians	Yes	To known networks		Ellena Badrick	forward survey and put in newsletters	04/12/18
NIHR	Promotion of survey		Clinicians		To known networks	Email	Ellena Badrick		Dec 2019
University of Manchester FBMH? – faculty has a Social Responsibility team	Promotion of survey		Public Patients			Fortnightly Digest + newsletter (x 3 times PA)			Ellena Badrick to Follow up
CRUK senior nurses	Promotion of survey		Nurses and PPIE group		To Known networks				
ECMC nurse network	Promotion of survey		Nurses and PPIE group		To Known networks				
Scottish Clinical networks									

UK health economic networks									
Scottish government									
Uni of Man PPIE networks	Promotion of Survey								Jan 2019
Christie Foundation	Promotion of survey		Patients					Ellena Badrick	Jan 2019
Maggies centers	Promotion of survey		Patients and carers	Yes	To known networks			Ellena Badrick	Dec 2019
CRUK	Promotion of survey		All groups	Yes	To known Early detection networks			Ellena Badrick	Dec 2019
CATS	Promotion of Survey		Patients and carers/public members					Ellena Badrick	Jan 2019

Appendix 3: Potential FAQs

FAQs Detecting Cancer Early PSP Dec 2018

Why is early detection important?

It's simple. Detecting cancers early means treatment is more likely to be curative.

What is a PSP (Priority Setting Partnership)?

A PSP aims to gather unanswered research questions and generate a top 10 set of priorities. This is done via this survey, the responses are collated and any suggestions not currently answered by research are put forward to a workshop, where the top 10 are selected.

Who can complete the survey?

Anybody, we want to hear from patients, carers, healthcare professionals and the general public.

How long will it take?

The survey takes about 10 minutes. We have found people might need time to think about the subject first then later on complete the survey

What information will you collect?

We are collecting some very general information about people, for example age group. It's up to individuals how much detail they include. It is all anonymous and will be held securely at The University of Manchester.

What research areas are you interested in?

Any part of the cancer detection pathway, this could include screening, symptoms' recognition, risk stratification, new tests and scans etc.

What do you mean by 'research question'?

From people's experiences they might have ideas and suggestions where they felt there was a lack of evidence about a decision or course of action. We don't expect people to write research questions, after responses are collected the study team will translate the suggestions into a 'research question'.

How do you decide what are the most important?

It is done at workshop when patients, carers and clinicians come together to decide from the shortlisted questions what should be in the top 10. Then rank them in terms of importance.

Can I be part of the workshop?

We will be looking for people to attend the workshop on 26th June next year, please contact Dr Ellena Badrick if you are interested.

ellena.badrick@manchester.ac.uk

When will the results be published?

We hope to publish the results on our website and Twitter in August 2019, we will also produce a complete report and scientific paper of the results that will be published later in the year.

When will the research be funded?

We don't know: we hope the top 10 will be used by funders to inform funding decisions and for researchers to think about new ideas in areas they previously hadn't focused on.