

INVENTIVE INVOLVEMENT | WITH PATIENTS & THE PUBLIC

Reaching out to recruit (see also Community Groups)

What this involves

This means any method of recruiting PPI Contributors in a way that is more than you have traditionally done. So for example researchers have commonly advertised on organisational websites and posters in surgeries or clinics.

What are the benefits of reaching out to recruit?

- This will enable you to involve patients and members of the public who are new to research, relevant to your research topic and possibly from seldom heard communities.
- It could involve you in offering a service to the community and improving relations between your organisation and the local area.

When this might be a useful/appropriate approach:

This will be particularly appropriate if you want to involve people who you are not familiar with already. It may be that your research particularly needs input from a disadvantaged group or that you want to get input from a more widely representative cross-section of society.

How can you reach out to recruit?

The options are infinite so this is just a sample of some known strategies that have worked for others:

- **Holding a user consultation or showcase day** — Inviting a wide range of local, regional and national organisations that might have an interest in the generic topic and then encouraging them to volunteer.
- **Holding an information fair** — Arrange for a variety of statutory and voluntary sector groups to set up stalls in a community venue and publicise it as a drop in, to get information. As part of this you can publicise your recruitment opportunity, but the public are receiving a service. You may also find that you have got the 'buy in' of the groups who have attended.
- **Holding a celebratory event** — This could be tied in with a religious festival or the results of some research. The focus here would be around providing fun activities and making a party like atmosphere, so recruitment opportunities would have to be peripheral. This might be more use as a slow build up approach in making contact with some communities.
- **Establish support groups for the condition you are studying** — These peer support groups will be ongoing beyond the life of the project and provide a real service to those involved. You may be able to consult with these groups about your research, as in the

What are the drawbacks of this approach?

- Most of these types of events or activities will have financial costs in terms of hiring rooms and providing refreshments. They will also have implications for staff time in implementing them.
- Some of these activities may have a low yield of recruits, depending on how well you are able to embed your recruitment requests into the activities.
- Some of these activities may just be a first step in a much longer process of improving links with a community and the benefits to your research may be a long time in growing.

Resources:

- 'Transitions to palliative care for older people in acute hospitals' Health Services and Delivery Research Nov 2013 Christine Ingleton
- The CLAHRC in the East Midlands has set up an East Midlands Centre for Black and Minority Ethnic Health and a Patient and Public Partners' Council – they provide a link to this advice; [East Midlands Academic Health Science network 'How to engage seldom heard groups'](http://www.clahrc-em.nihr.ac.uk/east-midlands-centre-for-black-and-minority-ethnic-health.aspx) (www.clahrc-em.nihr.ac.uk/east-midlands-centre-for-black-and-minority-ethnic-health.aspx)
- CLAHRC South London ran an Active Involvement in Research Day: www.clahrc-southlondon.nihr.ac.uk/events/2017/lahrc-south-london-invites-you-our-active-involvement-research-day-2017-saturday-18-marc
- [RESPONDS](#) Study — The researchers set up domestic abuse survivor groups to provide advice and help to identify priority research topics.
- Self Help UK's BAME Health Outreach Team — <http://www.selfhelp.org.uk/videos/>
- Health roadshow in community settings — offer health checks, information stands, yoga and Zumba tasters etc.
- Involving seldom-heard groups in a PPI process to inform the design of a proposed trial on the use of probiotics to prevent preterm birth: a case study: researchinvolvement.biomedcentral.com/articles/10.1186/s40900-017-0061-3