

MRC START

Launch Meeting

3rd April 2014, Lucas House, Birmingham



UNIVERSITY OF
BIRMINGHAM

Hull and East Yorkshire Hospitals

NHS Trust





MRC START project

- **S**ystematic **T**echniques for **A**ssisting **R**ecruitment to **T**rials



- Recruitment interventions
- Nested into existing RCTs



Recruitment – what's the problem?

- 'more patients and health professionals participating in health research'

Best Research for Best Health - a new national health research strategy, 2006

- Most RCTs do not recruit successfully – timelines, numbers
 - Reduced power
 - Reduced validity
 - Increased time to impact
 - Increased cost



Recruitment – how to research?

- recruitment for science is not underpinned by a science of recruitment
- Qualitative/quantitative - Hypothetical/real world
- Nested trials



Recruitment – what to research?

- Intervention 1 – Enhanced Information Sheets
 - Long complex information sheets may have a negative impact
 - Especially relevant when recruiting by post
 - PPI when developing increases relevance and readability
- Intervention 2 – Multimedia concerning participation in research
 - Most patient information is written
 - Patient viewpoints often not included
 - Healthtalkonline




Multimedia intervention

Information to help your decision

Home Information about this study More about medical studies Contact us

Guildford Hypertension 2000 Trial



It's people like you who improve medical science.
Is taking part in a study right for you?

We've made this website to help you decide.

Could you help us with the Guildford Hypertension 2000 trial?

You're on this website because we think you may be the right sort of person to take part in this research study, the Guildford Hypertension 2000 trial. We are looking at different

Or, listen to people describe what it is like to take part in medical studies

Medical studies can seem complicated. This section will give you background information to help you understand why we do research and what studies involve. You can hear what it's like to



Multimedia intervention

Why are we doing the study and why do we need your help?

What will happen during the study?

Questions and Answers

Study care and safety

What happens after the study?



Lead researcher, Chris Fife-Schaw, talks about the study.
Hear David's story, a previous participant, at the bottom of the page

Why is this study important?

People need to do exercise to stay healthy and all the research shows that being active, even if it is just a little bit active, is better than doing nothing at all. Exercise not only helps you stay fit but it helps you keep your weight down, improves the health of your heart and lungs and is even thought to help alleviate depression and delay the onset of dementia in older people. Currently GPs can refer people for exercise as a kind of treatment and this trial is trying to work out what kinds of exercise programme are most effective in helping people adopt and maintain an active lifestyle.

Why we need your help.

We need to study people whose GPs think that they would benefit from a programme of exercise. **We are interested in people who:**

- Are aged 18 to 74 years at the start of the trial.
- Have been diagnosed as having hypertension, suspected hypertension and pre-hypertension.
- Are screened as being 'inactive' or 'moderately inactive' on the GPPAQ – this is a short self-completion questionnaire that we send you.
- Have access to the internet and an e-mail account.
- Are able to understand the Informed Consent Form, and understand study procedures.
- Have signed the consent form.



Multimedia intervention

Previous participant's story

"I was opted for the programme by my doctor, due to my high blood pressure... I could fit in with the programme offered by the Sports Park activities... I could choose the one that suited me, personally. I was opted on to a Sports Programme..."



David's story

Previous participant's story

"What happened was that I got this letter that had come through the post which had come via the doctor, who had referred me to do this programme to do with hypertension... which I think has something to do with seeing how fitness can help your health and I've just started three weeks ago"



Penelope's story



Multimedia intervention

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Jodie, an exercise referral specialist, explains what taking part involves. Hear Penelope's story, a participant, at the bottom of the page.

What does the study involve?

If you agree to take part you will be randomly allocated to one of four groups:

1. You will receive "*exercise on prescription*" which is the standard gym-based personal exercise programme that your GP usually refers people to, OR
2. You will receive "*exercise on prescription*" which is the standard gym-based personal exercise programme that your GP usually refers people to, with access to a new website to support your fitness programme, OR
3. You will be referred for a new *sports-oriented exercise programme*, where people of similar fitness levels to you will be offered group sports sessions based around netball, badminton and other group sports OR
4. You will be referred for a new *sports-oriented exercise programme*, where people of similar fitness levels to you will be offered sports sessions based around netball, badminton and other group sports with access to a new website to support your fitness programme.

Whichever group you are in, you will be asked to complete an online questionnaire at 5 time points:

- just before you begin your exercise programme;
- at the middle of your exercise programme (i.e. after 6 weeks);
- at the end of your exercise programme (i.e. after 12 weeks);
- at 6 months after you started the programme;
- a year after you started the programme.

The questionnaires will be delivered online and we will send you a reminder to fill them in.

At the beginning, middle and end of the exercise programme we will measure your blood pressure, height, weight and waist and hip circumference. We will ask your GP for your most recent blood sugar, cholesterol tests, whether you are receiving treatment for high blood pressure and if you have chronic kidney disease, diabetes, rheumatoid arthritis or atrial fibrillation, to tailor the interventions.

What time will I have to give up?

The exercise programmes are for approximately 1 hour a week for 12 weeks and you would need to attend these at the Surrey Sports Park. We will also ask you to fill in some questionnaires



Multimedia intervention

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A medical study may affect your life in different ways but we'll always try to make the experience as easy as possible, because we couldn't do it without help from people like you.

Will my travel costs be covered?



Unfortunately we are unable to cover travel costs but Surrey Sports Park is close by and easily accessible by public and private transport.

On which day/days will the programme take place?



The programme is designed to be flexible and help accommodate all those who are participating. There are a variety of times available for the sports activities and gym programme including weekdays, weekends and evenings to ensure that you can arrange it around your other commitments.

Where are the sessions held?



At the Surrey Sports Park which is on Richard Meyjes Road, Guildford, GU2 7AD.

Will I need extra help from family or friends?



We don't think you will need extra help from family or friends though having them support your efforts to become more active will undoubtedly help you.

Is it possible to change exercise programmes



MRC START in STOP-ACEi

- In development
- Will require substantial amendment
- Will require close monitoring of who is approached about the trial
 - Serialised PIS
- No impact on trial procedures



MRC START – further information

MRC START: <http://www.population-health.manchester.ac.uk/mrcstart/about/>

Example multimedia intervention: <http://mu.reasondigital.com/mrcstart/>