

## WILL Training page—May 2021

Information on this page will help you with any discussions you have with women and doctors/midwives caring for them about WILL.

We will feature a different topic each month. This month is:

### Women who decline taking part in research

There are a number of women who decline participation in WILL because they do not want to take part in research.

Why, and how can we overcome this barrier?



A study carried out by Southampton researchers looked at why women chose not to take part in clinical trials.

A **lack of trust** in medical research was the key finding.

Strategies to help remove the barriers identified were suggested:

#### Building Trust

- 'Get to know the team' - photos of the research team members and short written profiles could be displayed in waiting rooms.
- Displaying testimonials from previous participants in the research areas would help reassure women about the safety of the study as well as highlighting the benefits of taking part.
- Develop an online Trial guide available on the research website that has reviews, recommendations, and testimonials from previous trial participants.

#### Increasing self-efficacy

- Support women to find their own ways around the barriers to participation. Training for health care professionals which focuses on an empowering approach to communication may be useful. (The WILL team suggest health coaching at: <https://www.betterconversation.co.uk>, for example)

#### Practical considerations

- Many women may be concerned about demands on their busy lives, so highlighting that the trial would not make unreasonable demands on them or their time may be beneficial.

#### Advertising earlier

- Information could be provided earlier in the pregnancy and be more widely advertised, for example in local GP surgeries or by midwives.

#### Offering incentives and benefits

- The study should offer sufficient benefits to make the inconvenience of taking part worthwhile. As well as any more immediate personal benefits, this may be something as simple as emphasising the value of the study to society.

Strömmer S, Lawrence W, Rose T, Vogel C, Watson D, Bottell J N, Parmenter J, Harvey N C, Cooper C, Inskip H, Baird J, Barker M, Improving recruitment to clinical trials during pregnancy: A mixed methods investigation, *Social Science & Medicine*, Vol. 200, 2018, Pages 73-82. <https://doi.org/10.1016/j.socscimed.2018.01.014>. (<https://www.sciencedirect.com/science/article/pii/S0277953618300145>)

You might also want to direct women to the NIHR website and the section on **'Why should I take part?'**

<https://www.nihr.ac.uk/patients-carers-and-the-public/i-want-to-take-part-in-a-study.htm>

- To improve health and social care for others, as well as giving hope for future generations.
- To learn more about their condition.
- To be more closely and regularly monitored.
- To try a new treatment or device.
- To help researchers learn important new information.

