

## **Our Stories - Patient Briefing**

### **What is the campaign about?**

As part of the national Our Stories campaign, the Clinical Research Network North West London interviews patients about their experience of taking part in research. We write these up into articles that we then share to raise awareness of research and hopefully encourage other patients to take part themselves. More involvement in research will ultimately improve the health of the nation by providing better treatments and care.

We are looking for volunteers who are willing to tell their research stories to our internal audience as well as the wider public through the media including our website and regional papers.

All you need to do is tell us who you are and about your experience in research. We want to know your research experience – it can be anything from feeling better in day-to-day life, learning more about your condition to an improvement in health.

Examples of previously published Our Stories can be found on our website at [www.nihr.ac.uk/nihr-in-your-area/north-west-london/our-stories.htm](http://www.nihr.ac.uk/nihr-in-your-area/north-west-london/our-stories.htm)

### **What will you do with my story?**

Depending on your story and what you give us permission to do, we may do a number of things:

- Include your story on the CRN North West London website as a case study
- Include your story on our CRN North West London social media accounts like Twitter
- If we filmed the interview, we may put your story on the NIHR's YouTube Channel
- Present your story to regional press for inclusion in a news piece.

We will always make sure you are well informed and fully prepared when you share your story with us. Your research team member and our Communications Manager will make sure you are fully briefed and comfortable with sharing your story. It is especially important to ask us any questions you may have; if you are apprehensive about any part of the campaign process or uncomfortable with any questions you may be asked, please let us know. Please note you are free to opt out of this at any time.

### **I would like to volunteer, what happens next?**

If you have been approached by a member of the research team, let them know that you are interested and they will help organise an interview.

You may have heard about Our Stories elsewhere, for example on our website. To share your story please get in touch with Danielle Neal, our Communications and Patient and Public Involvement Manager, using the contact details below.

Please be assured that any personal details and information will be kept in the strictest confidence. We will only share your information if you give us your permission to do and you can choose to have your story withdrawn at any time without affecting your treatment.

We appreciate you taking the time to support us with this campaign if you have any questions, please do not hesitate to contact Danielle.

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# Patient Communication Release Form

The NIHR is promoting positive clinical research stories from the perspective of patients, carers and members of the public. We are gathering stories from people across England, that range from feeling better in day to day life, to knowing more about their condition, to an improvement in health.

I (add full name here) \_\_\_\_\_ hereby give permission to be photographed/filmed/interviewed/provide my story to the NIHR about my involvement in NIHR clinical research, to be used by the NIHR for the following purpose/s:

- Internal and external communications, publications and online
- To promote clinical research through communications campaigns, including the media
- For other NIHR platforms and projects promoting research

I consent to use of material captured involving me/my research story in all media outlets and NIHR promotional material and publications and for general use where appropriate.

I understand that resources may be in circulation for a number of years.

**Signature:**

**Date:**

**Email:**

**Tel:**

(Must be signed by parent/guardian if individual is under 18 years of age)

Consent collected  
by: \_\_\_\_\_

of the Clinical Research Network North West London