Group 2 Communication: Consent, Outreach, Messaging, Motivating and Social Marketing
Session Co-Chairs: Peggy Clark, RN, MSN, PNP, Chris Speed, & Barbara Tilley, PhD

Outline:

1. Developing a strategic communications plan for neurological studies
2. Using a communications model for success
3. Communicating effectively before, during and after the recruitment process
4. Utilizing resources and partnerships

Session I: Developing a strategic communications plan for neurological studies (following Panel I)

1) How do you develop a strategic communication plan in advance of recruitment?

2) What makes communicating with neuro populations different and more difficult (e.g. rarity of disease, acute vs. chronic studies, different audiences that may need to be identified)?

3) What considerations/principles do you need to consider to develop a document/checklist/framework or similar tool to that can serve as a starting point?

4) Are there tools available that can facilitate more effective communications planning? Would logic models be useful?

5) Can we develop a flow chart or decision tree that would allow study teams to answer questions about the specific needs of a given study (e.g. study type, patient population, target audiences, etc.) that a good communication plan should include?
Session II: Using a communications model for success
(following Plenary I)

WHO: Primary and secondary audience identification

1) Who is the primary audience that you are talking to? (Potential participants? Those who are in a position to influence potential participants? Champions in the community?)

2) What is the level of engagement of the target population and advocacy groups in your community when it comes to clinical research?

WHAT: Determining messages

1) What message do you need to convey? What do they hear when you say it?

2) What is going to make them pay attention to your message? (Emotion? Personal relevance? Facts?)

3) How do you develop culturally sensitive, relevant and meaningful messages about the benefits of clinical research participation for various communities? (What role do demographics play? Other factors?)

4) What is the outcome you’re looking for?

WHERE/HOW: Outreach Planning

1) What are the best means to reach your audience? (TV/radio/print? Online/social media?)

2) Who do they trust? (Community gatekeepers? Medical practitioners?)

3) What media outlets make the most sense for your budget?

WHY:

1) Why should they be interested (Altruism vs. Realism? What’s in it for them?)
Session III: Communicating effectively before, during and after the recruitment process  
(following Panel II)

1) What are the best ways to reach your target audience(s) before, during and after the recruitment process?

2) What models have worked or not worked? *(case studies, exercises, messaging issues)*

3) Are you creating awareness or do you want recipients to take action? At what stage?

4) Communication and consent: are we asking the right questions?

5) What are the characteristics/clues that a subject may not be a good fit *(e.g. that they may not be committed to staying in the study, that they may not be adherent to the treatment regimen)*?

6) What is the role of performance tracking? *(How will you know when tactics are working? What do you do if an expensive tactic is not working?)*

Session IV: Utilizing resources and partnerships  
(following Panel III)

1) Is the target audience *(patient, provider, lay community)* aware of the study or need for the study and can you leverage that awareness?

2) How can engaging advocacy groups benefit the neurological clinical research enterprise?

3) What do the advocacy groups need from research teams? What do research teams need from the advocacy groups?

4) What is the breadth of minority representation in advocacy groups?

5) How do you access and engage the communications experts at your local institution and at NINDS?

6) How do we change the culture to something similar to Pediatric Oncology Research *(every patient in a trial)*?

7) How can you better engage and inform the public about the social good that is clinical research? What is your role in improving awareness?