

*The NIHR Health Protection Research Unit in Emergency Preparedness and Response at King’s College London*

**Theme 2 Public and Patient Involvement Plan**

This document outlines the Public & Patient Involvement (PPI) plan for Theme 2: Improving the behavioural impact of communications. This theme focuses on the need to pre-empt and guide behavioural responses of the public during major incidents and emergencies. Current research strands include:

* Strand 1 focuses on the likely reactions, information needs and appropriate communication strategies for groups who may be particularly vulnerable during an emergency. This currently involves one main project which focuses on age-related risk factors in the context of pandemic influenza (vulnerable populations project).
* Strand 2 considers the issue of how best to reduce the problem of widespread non-adherence to prophylactic medication during a crisis. This currently involves one main project that explores factors influencing intentions to adhere to prophylactic medicine/advice (medical adherence project).
* Strand 3 focuses on developing an evidence-based risk and crisis communication strategy to promote protective health behaviours in nuclear emergencies. This currently involves one main project that is identifying facilitators and barriers to people engaging with pre-incident information (nuclear emergencies project).
* Strand 4 focuses on risk perception and behaviour change to deliver the sustained resilience of crowded places. This involves one main project (starting in September 2017) that will test academic and practitioner assumptions about the positive influences of simulation training on preparedness and response (crowded places project).
* Strand 5 assesses the impact of communication on the uptake of emergency first-aid training (first-aid project). This involves one main project (starting in September 2017) that will test the impact of risk communication on public knowledge, confidence and intention to engage in emergency first-aid training (first-aid project).

This plan will guide PPI activity for Theme 2 research projects. We will review this plan regularly, as new projects start and based on feedback from the HPRU central management, our researchers and the members of the public who take part in the activities.

In line with EPR HPRU PPI policy, this plan only focuses on activities where the public are actively involved in our research projects and does not include public engagement or research dissemination activities.

The activities we will engage in in order to pursue this plan are outlined in the table below:

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| **PPI activity** | **Aim** | **Schedule** | **Indicators of success**  | **Completion/Outcome** |
| ***Vulnerable populations project*** |  |
| A kick-off brain-storming session with older adults | 1. To identify key assets/potential vulnerabilities, information needs and possible barriers to engaging in protective behaviour that we should study further.
2. To identify ways to recruit research participants
 | 25 Nov 2014 | * Additional information about assets/potential vulnerabilities, information needs and barriers/enablers to following public health advice identified
* New ways to recruit research participants identified
 | Completed. This workshop was conducted very early in the research cycle to identify/prioritise topics for our first vulnerable population project. This activity confirmed that pandemic influenza was a topic of concern for older adults. This in turn supported recruitment for the project, as following this successful PPI activity the U3A (who hosted the workshop) offered to advertise our call for participants via their mailing list. |
| PPI workshops 1 & 2 with older adults | 1. To obtain feedback on literature review findings
2. To discuss and obtain feedback on research plans
 | 24 May 2016 (U3A)4 July 2016 (Age UK)  | * Public feedback indicates that (1) aims were clearly explained and they were given sufficient opportunity to express their views, (2) they found the involvement interesting, and (3) they would be willing to be involved in future research activities
* Researcher feedback indicates that this workshop supported or changed research plans
 | Completed. These workshops confirmed the suitability of scenario driven focus groups and fed into the design of research materials (for example, by identifying the need to define pandemic influenza for a population group more used to the term epidemic). Additionally, whilst memories and experiences of pandemic influenza varied greatly, workshop participants were unequivocal that discussing pandemic influenza would not cause distress to older adults. This consultation was integral to developing the ethics application for this project. |
| **PPI activity** | **Aim** | **Schedule** | **Indicators of success**  | **Completion/Outcome** |
| ***Non-adherence project*** |
| PPI workshop 1 with general public | 1. To obtain feedback on literature review findings
2. To discuss and obtain feedback on research plans
3. To obtain feedback on the suitability of research tools (including research scenarios and vignettes development) for use with participants in the intervention development and testing
 | 21 Nov 2015 | * Public feedback indicates that (1) aims were clearly explained and they were given sufficient opportunity to express their views, (2) they found the involvement interesting, and (3) they would be willing to be involved in future research activities
* Researcher feedback indicates that this workshop supported or changed research plans
* Public feedback indicates that research tools are appropriate for use or provides sufficient information to support the development of more appropriate tools
 | Completed. This workshop involved members of the public at the design stage of this study to review research questions, information sheets and all research materials (e.g. vignettes and questionnaires). Their input helped us to improve the clarity and readability of these materials. This PPI panel also reviewed our recruitment strategy: following their suggestion on how to increase recruitment rates, we decided to offer appropriate financial incentives to each study participant. |
| PPI workshop 2 | 1. To obtain feedback on findings from first experimental study
2. To discuss and obtain feedback on design of communication intervention for the next stage of the research (second experimental study)
 | 2017Multiple round of consultations as needed | * Public feedback indicates that (1) aims were clearly explained and they were given sufficient opportunity to express their views, (2) they found the involvement interesting, and (3) they would be willing to be involved in future research activities
* Researcher feedback indicates that this workshop supported or changed research plans
 | Completed. Two workshops were held in London in May and July 2017 to ensure clarity and acceptability of the messages developed for the air pollution experimental study. The first was conducted with five patients with severe respiratory conditions from a London hospital, the second with seven members of the general public. Participants appreciated the potential implications of the study, and considered the research participant involvement to be appropriate. Based on feedback received, some health messages and the information sheet were reworded to increase their readability. The study design was modified to adjust the frequency of the health messages sent to study participants.  |
| **PPI activity** | 1. **Aim**
 | **Schedule** | * **Indicators of success**
 | **Completion/Outcome** |
| ***Nuclear emergencies project*** |
| PPI focus group | 1. To obtain feedback on priority discussion points for focus groups
2. To identify ways to recruit participants
 | August 2017 | * Identification of key areas of concern for potential participants living in radius of nuclear facilities
* Identification of gatekeeper or key group for participant recruitment
 | 1.Completed. A PPI group was convened in August to provide guidance on formulation of a topic guide for a series of focus groups. These groups were successful, and data is being analysed regarding pre-incident preferences of the general public for protective actions in radiation emergencies. 2. Completed. Gatekeepers for public online forums and social media sites were identified and engaged as conduits in the successful recruitment of focus group participants. |
| ***Resilience of crowded spaces project*** |
| PPI interviews in shopping centre | 1. To obtain feedback on literature review findings and proposed methodology for PhD study
 | March 2018 | * Public feedback confirms research approach and/or leads to modifications to improve the research design before data collection is undertaken.
 | Completed. This activity confirmed key findings from the literature review and also confirmed that the planned research approach is suitable. It did, however, raise some issues not previously considered re: sampling (e.g. direct inclusion of businesses in addition to representatives) that will now be incorporated in the research design. |
| ***First Aid project*** |
| PPI Workshop with general public | 1. To identity any issues with presenting CBRN- related scenarios in order to assist in improving survey design.
 | July 2019 | * Public feedback is used to assist in tailoring CBRN scenarios to ensure they are suitable for use in public surveys.
 | Future Activity |