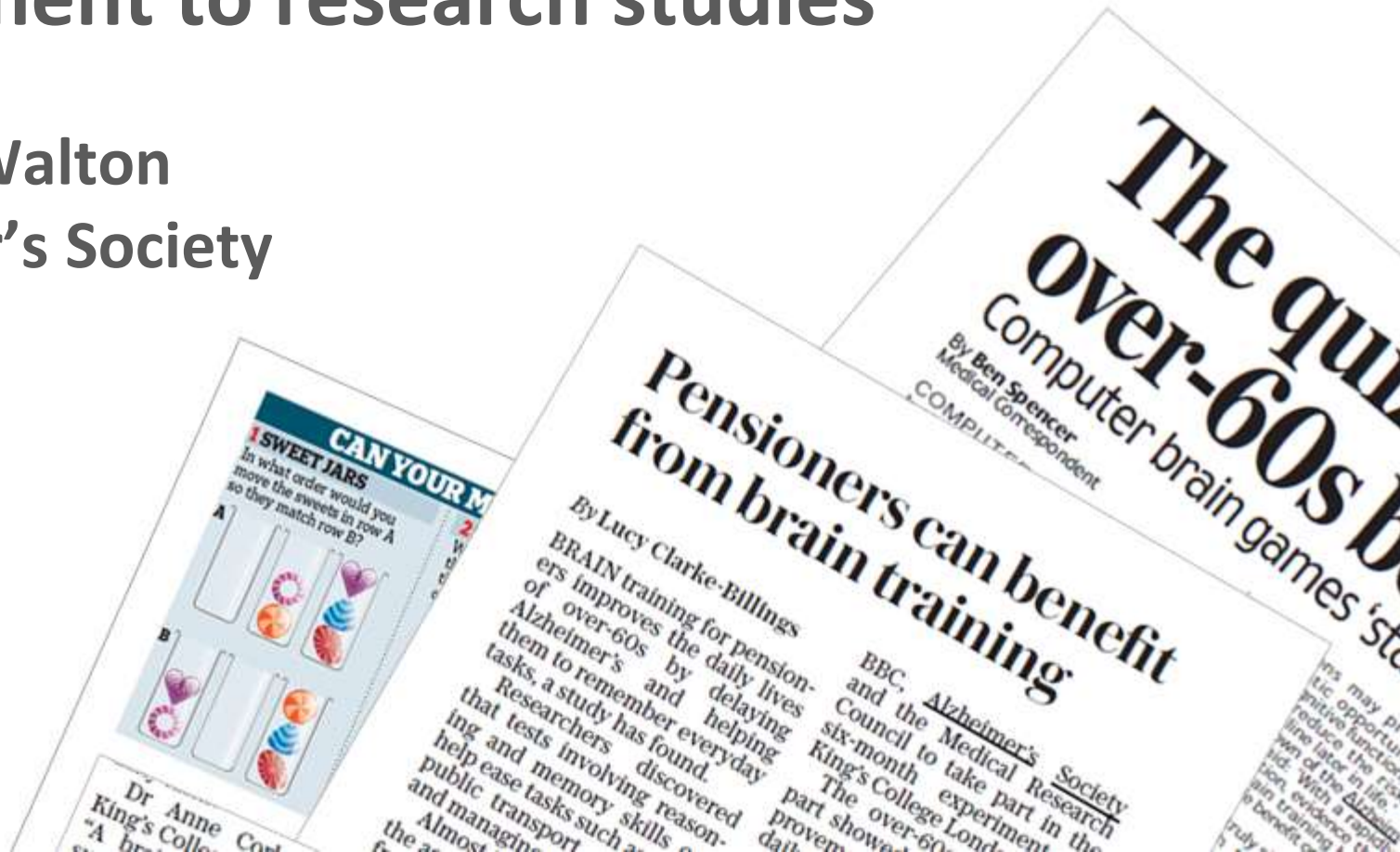


Using a targeted media campaign to boost recruitment to research studies

Dr Clare Walton
Alzheimer's Society



Alzheimer's Society

- **Meeting needs** – 3,000 community based services
- **Sharing information** – online, telephone, community
- **Inspiring change** – campaigning and awareness
- **Advancing research** - £8 million a year into the causes, care, cure and prevention of all types of dementia

Recruiting to dementia research

- Recruiting participants increases the time and expense of dementia research studies
- Grill & Karlawish (2010) reviewed 24 multi-site Alzheimer's disease clinical trials and found:
 - only 1/3 recruited sufficient volunteers in a year
 - an 18 month trial can take 18 months to fully recruit



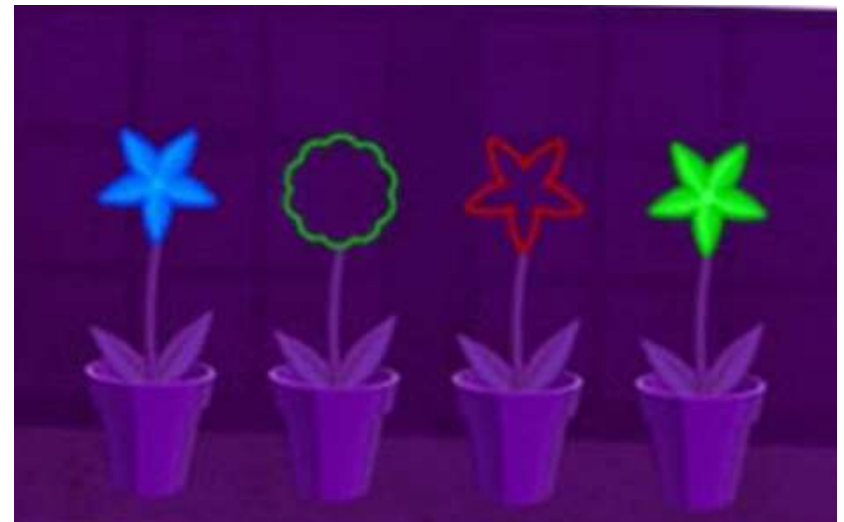
Barriers to research recruitment

- Poor understanding of dementia
- Lack of awareness of research efforts
- Existing stigma
- Informed consent issues
 - *Fear of investigation*
 - *Perceived lack of urgency*



Case study: brain training

- Professor Ballard and Dr Corbett at King's College London
- Study to test the long term effects of playing online brain training games in those over 50 years of age
- Games designed to challenge reasoning and problem solving abilities



Brain training participants

- Target of 10,000 people aged 50+ without dementia
- Play online brain training games several times a week
- Complete online cognitive tests over 12 months period
- Complete a DNA cheek swab sent in the mail



Media strategy

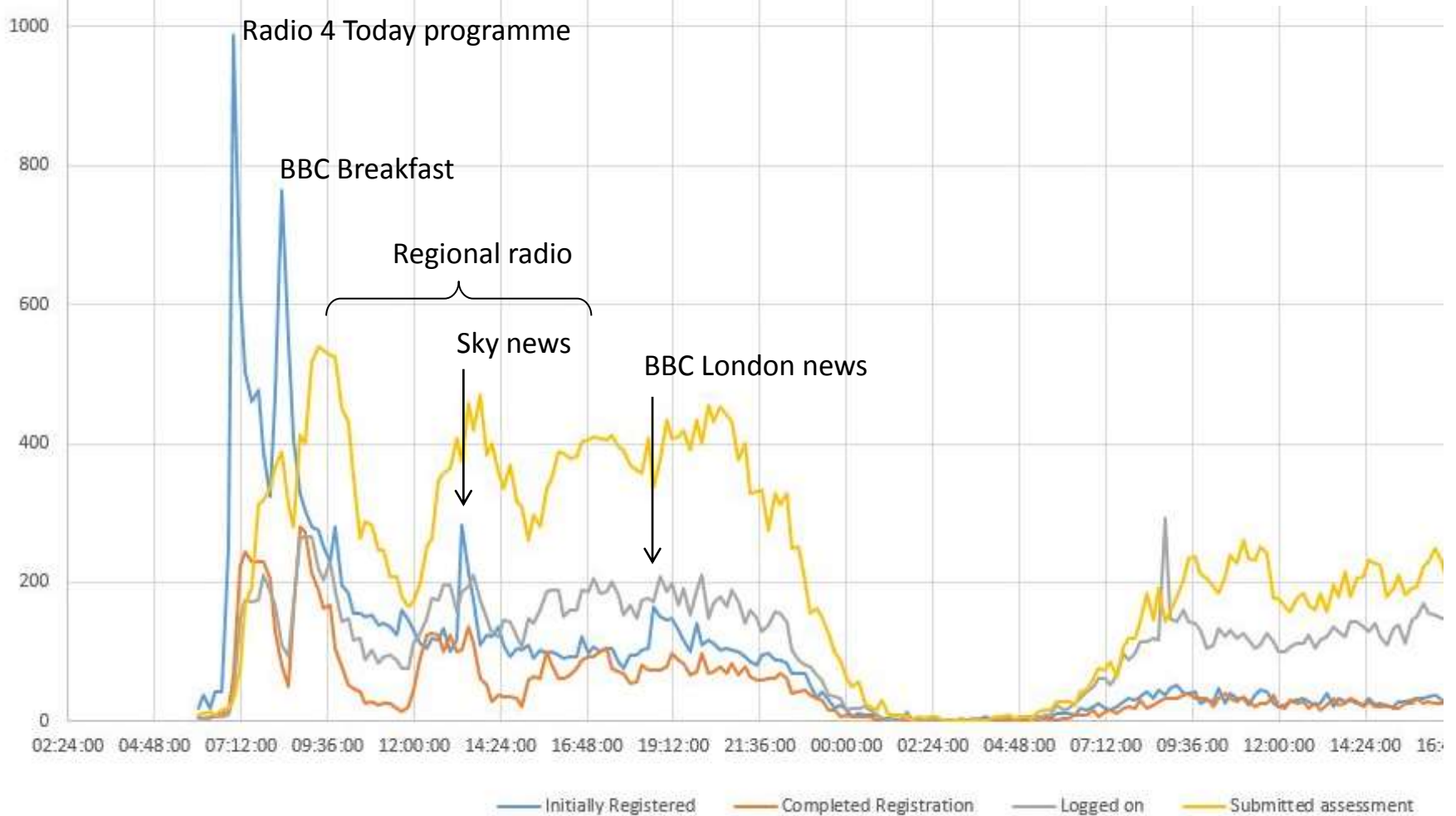
- Combined launch with publication of trial results to give a 'news' angle
- Identified several case studies to tell a personal story
- Developed an exclusive package for the BBC
- Gave journalists access to the online games beforehand
- Arranged filming with study participants
- Developed an interactive demo game for www.alzheimers.org.uk
- Press release, spokesperson briefings, social media plan

Media campaign success

- 80 pieces of national and regional news coverage
- **Radio** - BBC Radio4 Today, Classic FM, regional BBC stations
- **TV** - BBC Breakfast, Sky news, BBC 1 O'clock news
- **Print** – BBC.co.uk news, Daily Telegraph, Daily Mail, The Times, Independent, Mirror, Yahoo news, AOL news... etc

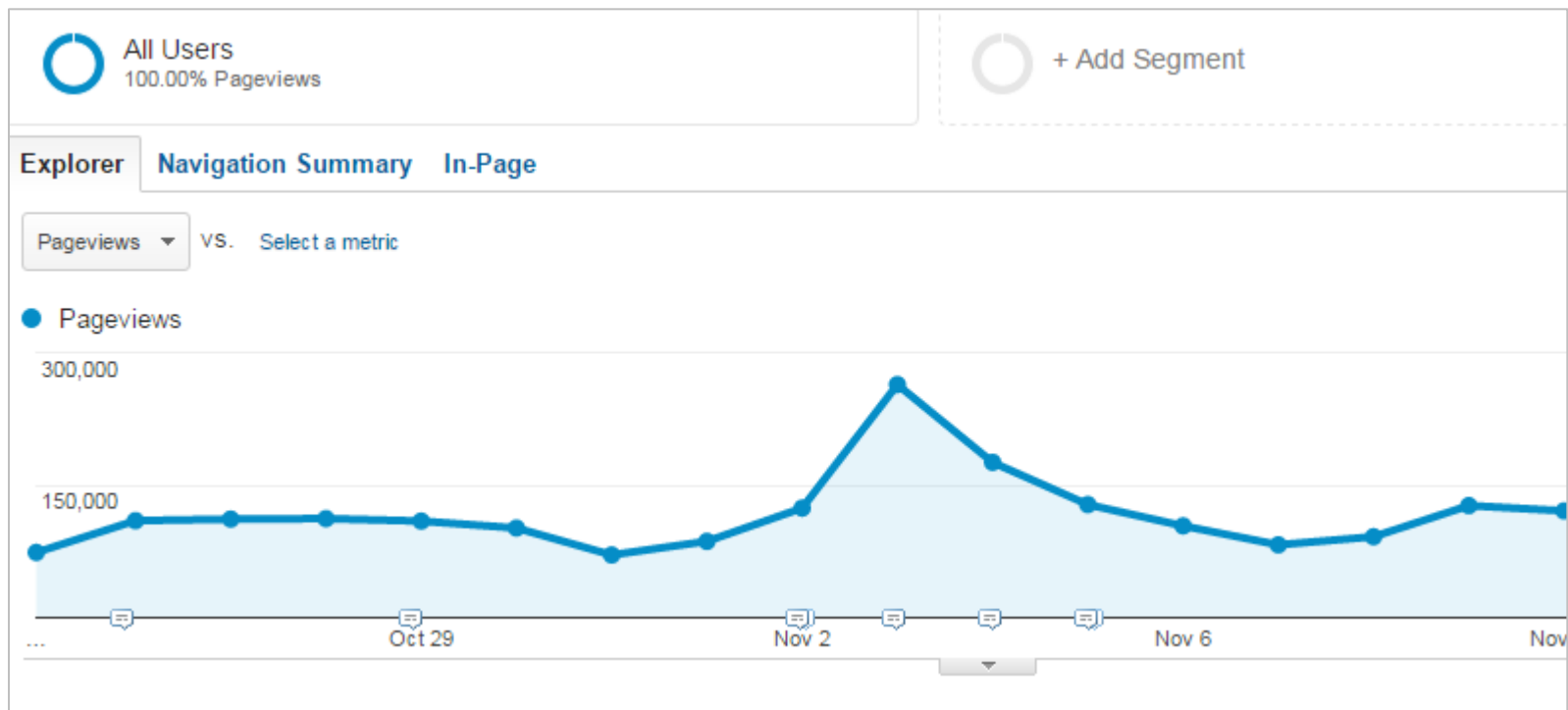


Registrations on launch day



Traffic to www.alzheimers.org.uk

- 110,000 web visits on launch day
- 122% increase on the previous record for the busiest day
- Most extra traffic from bbc.co.uk



Recruitment success

- Target for study over a year was 10,000 participants
- 17,000 people registered for the study online during week of the media campaign
- No need for a sustained communications campaign

Tips for a media campaign

- Time study launch to coincide with new publication to create a 'news' angle
- Consider a media partnership or offering an exclusive
- Find case studies to share their personal stories
- Source relevant images and quotes for social media or online outlets
- If possible, develop interactive content

Thanks to Dr Anne Corbett at King's College London

More information at: www.alzheimers.org.uk/braintraining

Contact me: clare.walton@alzheimers.org.uk

