

ReSurgEnT (N86) impact award report

Award Title

Developing a medical workforce to design and conduct trials to improve evidence-based practice: a case study of surgical Trainee Research Collaboratives and a stakeholder workshop (original award N86)

Applicants (and their affiliations including hub)

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Summary of objectives

- To develop digital stories which convey strategies for clinician engagement in trials using data from the original study, and
- To obtain feedback and views on the strategies and the use of digital stories as an effective approach to disseminating research and increasing impact.

What was achieved compared to objectives

- We have developed an animated video or digital story which outlines 5 strategies, identified within the original study, for engaging trainees in trials.
- We have engaged with several groups and received feedback on the digital story as an effective approach to disseminating research and increasing impact.

What Outputs / Examples of impact have been generated or are in progress. Details of the digital stories – have these been released / piloted

The main output from this impact award has been an animated video or 'digital story' which conveys the 5 key strategies for engaging surgical trainees in trials developed and identified within the original study. In the original study we conducted interviews with 32 participants including trials methodologists, surgical trainees and consultants and research nurses. We also carried out observations of trial research collaborative meetings and conducted a survey of trainee views and experiences of engagement with research. Using findings from this data we developed a range of strategies which could be used to enhance trainee engagement in trials. We then held a stakeholder workshop within which the top 5 strategies were identified. Using these 5 strategies as our guiding messages and data from the interviews and observations we produced a digital story. The digital story is approximately 6 minutes long and features 4 characters who each convey some of the barriers and facilitators involved in engaging with trainees in trials and how the 5 strategies can

enhance this engagement. We worked closely with John Hammond, an experienced graphic designer and animation freelancer to develop, edit and produce the digital story. Using an Integrated Participant Storytelling approach, we developed several characters and their narratives from the original study data. Integrated Participant Storytelling is a method developed by members of the study team which applies storytelling techniques to qualitative data. It allows the synthesis of multiple persons stories or narratives to convey generic truths. We followed the following steps to develop the final digital story.

Step 1: Firstly, we created characters for the story. We wanted to have characters which those watching the digital story could identify with and who also represented participants in the original study. To achieve this, we looked at the demographics and characteristics of participants and read through excerpts of transcripts. We created four characters who represented a combination of participants. The characters were Louise (CTU trial portfolio coordinator), Sam (Trainee), Sarah (Trainee) and Daniel (Trainee and chair of a local research collaborative).

Step 2: We then developed a script based on the 5 strategies and the barriers and facilitators to engagement using the interview and observation data including direct quotations from participants. We then shared the script with the co-applicants who provided comments and feedback which was used to develop the final script.

Step 3: We discussed the script and potential settings for the characters within the digital story with John Hammond who then produced sketched out storyboards of how the digital story would look. The storyboards were shared and discussed with the study team and feedback was incorporated into the final version.

Step 4: A casting call was then put out and auditions provided using segments of the script. Voices were chosen to reflect different ages, gender and regions of the UK for each of the characters. Once finalised the voice over was recorded and John Hammond finalised the digital video.

The final digital story has been uploaded to YouTube <https://youtu.be/vbITEHMjQfU> and has to date been viewed 246 times to date.

A link to the digital story has been circulated to all the co-applicants, participants and stakeholders who took part in the stakeholder workshop. The digital story was also discussed at the International Clinical Trials Methodology Conference (ICTMC) which took place in Brighton October 2019. Also, at this conference the story was shared with members of the pre-conference workshops and circulated to several Clinical Trials Units and interested colleagues. The digital story has also been shared via social media including Twitter (232 twitter impressions (number of views) and 16 retweets. Feedback from the digital story has been positive and has been further shared and uploaded by several Trainee Research Collaboratives including SPARTANS and TASMAN in the UK and the Surgical Trainee Organisation for Research Central Coast Collaborative, and SUNRRISE in Australia. We have also presented the study and the digital story at the National Trainee Collaborative Meeting which took place in Newcastle on 6th December 2019.

Lessons learnt from producing the digital story include the lack of opportunity to update or amend the video after completion through the contracted company after completion as this was not built into the original agreement.

Next Steps (list any future plans/remaining expected outputs – this can relate to the outputs planned from the original N86 award)

We intend to continue to share the digital story via the YouTube link. We also intend to publish 2 papers which are currently in development 1) Engaging surgical trainees: a surgical evaluation of how trainee research collaboratives achieve success which we intend to submit to Trials and 2) a paper outlining the 5 strategies to Lancet.