

Working with public contributors to review the Oxford BRC website

Background

During February and March 2021, the NIHR Oxford Biomedical Research Centre (BRC) has been working with a new group of public contributors. The project is part of the development of the new Public and Patient Involvement and Engagement (PPIE) strategy and had a particular focus on making health research accessible.

We set up this group to help ensure that the new PPIE strategy has the public and patients at the core and that it is outward looking. This group, whose members came from under-represented communities, provided fresh perspective and helped point towards priorities for the new strategy.

A co-production approach was followed. We worked together as equal partners, each individual's contribution was valued equally and decision making was shared.

After two induction sessions where the whole group met, the new contributors were assigned to one of three groups which were supported by a staff member and one of three long-standing members of the BRC's PPI Advisory Group. Each week, the contributors spent around 5 hours on a task they were given. The work totalled 5 days per person and payment was £150 per day, in line with recommended NIHR PPI contributor payments.

After each task, we met with the contributors in the three smaller groups to discuss their findings. Once a week, the group facilitators (staff and PPI Advisory Group members) met to share findings on each task.

Website task

For the second task of the project, the contributors were asked to review the BRC website and record their thoughts and impressions on a form we provided (Appendix A).

Additionally, some contributors opted to do analysis of this website feedback for task 5 of the project. We provided a form to guide their analysis (Appendix B).

Feedback on the website

The key points from the contributors' feedback on the website are summarised below.

1. It is not clear who the website's audience is and it does not seem to be for patients and members of the public.
2. There is a lack of patient and public voices on the website and not enough information about the benefits of research for patients, families, carers and communities.
3. It is not clear from the website what the BRC does, what the NIHR is, and how we work with the NHS.

4. There is a perceived elitist narrative in parts of the website. The use of terms like 'world-leading' and the focus on buildings and amount of funding can be off-putting.
5. Commitment to equality, diversity and inclusion is not represented across the website and it does not feel encouraging for people from minority communities getting involved.
6. Contributors frequently experienced "information overload" when using the website. Pages are often text-heavy and use jargon.
7. The website does not have enough good quality, engaging and relevant images.
8. The contributors generally liked the following aspects of the website: news stories, social media links, short videos, the website design and use of graphical icons for each theme.

Recommendations

Recommended actions for improving the BRC website are listed below, categorised according to the section of the website that they relate to. Some recommendations were suggested by the contributors and others are ideas from staff based on the contributors' feedback.

General

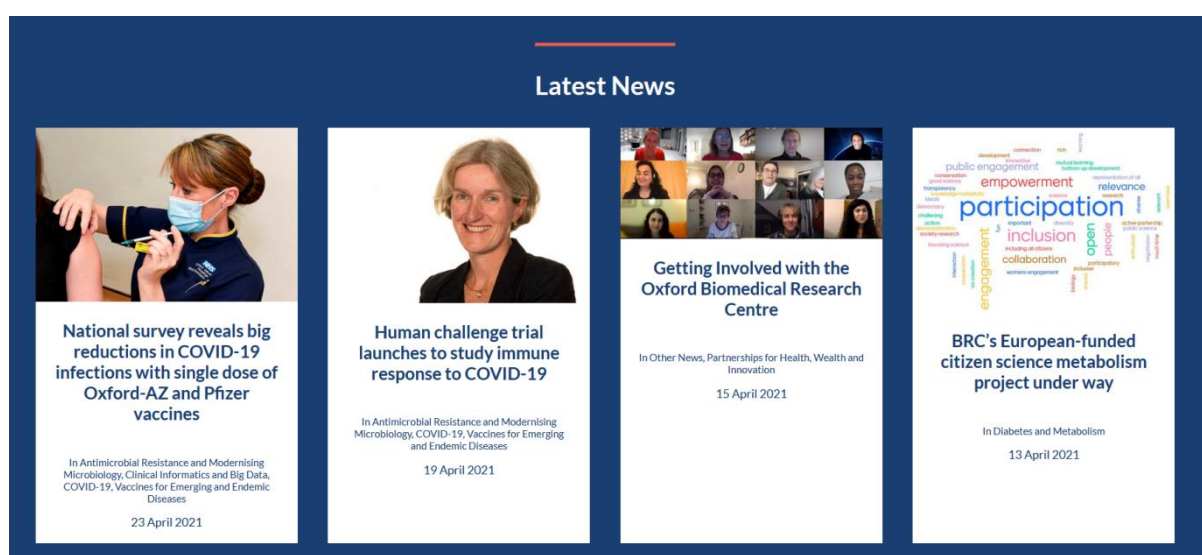
1. Create a guide to writing website content for researchers and staff, including the following points:
 - Plain English
 - Bullet points
 - Sub-headings
 - Sub-pages and links for further information
 - Images to break up text
 - Less focus on buildings/funding and more focus on patients and people.
 - Avoid acronyms
2. Use patient and public contributors to review content and check that it is accessible and patient-focussed.
3. Increase the budget available for images to include more commissioned photography as well as a subscription to a paid stock photography service. Where possible, images should be of people, rather than drugs/equipment.

About

1. Edit the 'About the NIHR Oxford Biomedical Research Centre' page to shift the focus away from funding and on to what the BRC does, the benefits for patients, partnership with the NHS etc.
2. Commission an infographic to help explain the relationship between the BRC, NIHR, OUH and University.
3. Add photos of staff to the 'Steering Committee' and 'Contact us' pages, to make it more personal and friendly.

Research

1. The lack of consistency across the theme pages was noted by the contributors. To address this, the BRC could provide a template/guide for the theme pages, including the following sections/elements:
 - A short introductory video to the theme
 - Aims of the theme
 - Context of the theme (why is it important?)
 - Benefits to patients, families, carers and communities
 - A patient story (can be linked to on a sub-page)
 - How the theme is promoting equality, diversity and inclusion in research
 - Images of researchers
2. Add links to recent theme news articles to each theme page, like the 'Recent news' section on the homepage (pictured below). This will help to demonstrate that the page is up-to-date and encourage the themes to provide regular news content.



Patient & Public Involvement

1. Add testimonials from PPI contributors to help illustrate what PPI is and promote it.
2. Remove the out-of-date blog and replace with a PPIE news section.
3. Add content about how we are working with diverse communities.
4. Clearer information about what PPI is and how people can get involved.
5. Photos of key staff

Appendix A

Task 2 – Week commencing 22nd February

How long should it take?

Spend 5 hours on this task.

What is the task?

The task is to look at the Oxford Biomedical Research Centre website and tell us what you have found on the table below.

Why are we asking you to do this?

We are asking you because it will help us to have an idea of:

- your thoughts about the information on the Oxford BRC website.
- how we can make information more accessible to different people (we will discuss this at the next group meeting – you do not need to put this on the table below).

What you should do

1. Look at the [Oxford BRC](#) website and scroll through all the pages on the website quite quickly. Answer Question 1. (spend about 1 hour on this).
2. Look at the [PPI pages](#) and scroll through all the pages. Answer Question 2. (spend about 1 hour on this).
3. Look at the Oxford BRC [theme pages](#) – there are 20 themes, please look over all of them if you have time or focus on a few that interest you most.
4. Looking at the [theme pages](#) find 10 pieces of information that interest you and fill out the table below (Question 3) (spend about 3 hours on this).

5. Send the form back to the group facilitators by (date to be agreed with group facilitators).
6. We will discuss at the next group meeting (wc 1st March date to be agreed with your group facilitators).

Thank you for doing this task!

Contact your group facilitators or Rachel (Rachel.taylor@ouh.nhs.uk) if you have any questions or queries.

Your name: _____

Question 1. Overall what are your impressions of the whole [Oxford BRC](#) website? Think about what is: “easy to understand”, “difficult to understand”, “interesting”, “uninteresting”, “too much information”, “too little information”.

Question 2. In the box below, write down your impressions of the [PPI pages](#) on the Oxford BRC website? Think about what is: “easy to understand”, “difficult to understand”, “interesting”, “uninteresting”, “too much information”, “too little information”.

Question 3. Choose 10 pieces of information on the [Oxford BRC](#) website and fill in the table below:

Write below which website were you looking at e.g Oxford BRC	Which theme?	Describe what you saw and provide a <u>link</u> to the videos, podcasts or written information that you have seen	What was interesting?	Why was it interesting?	What was easy to understand?	Any other thoughts?
1. Oxford BRC						
2. Oxford BRC						
3. Oxford BRC						
4. Oxford BRC						
5. Oxford BRC						
6. Oxford BRC						
7. Oxford BRC						
8. Oxford BRC						
9. Oxford BRC						
10. Oxford BRC						

Thank you for doing this task!

We look forward to receiving this back and talking to you about it in the group meeting.

Appendix B

Task 5 Analysis

How long should it take?

Spend 5.5 hours on this task.

What is the task?

- To analyse the findings from Task 1a and 2. You can do one or both depending on time.

Why are we asking you to do this?

We are asking you because we would like to understand:

- Task 1a. How can we make health research more accessible? In order to do this, we need to understand what are the negative and positive perceptions. Analysing the findings will help us to do this.
- Task 2. The findings from this task will enable us to create a business case to make changes to the Oxford BRC website and content, based upon the feedback received.

What you should do

- Read the feedback and analyse the data and tell us what you found.
- For task 2 you can use the table below if helpful or do it whichever way feels best to you.

Thank you for doing this task!

Contact your group facilitators or Rachel (Rachel.taylor@ouh.nhs.uk) if you have any questions or comments.

Reading the responses from all the PPI participants on Task 2, please fill out the questions below;

	Please be as specific as possible about particular pages/images, providing links if you can.	What are the reasons for your comments?
What are the main comments about the BRC website as a whole?		
Which 3 Research Theme pages are most engaging?		
Which 3 Research Theme pages are least engaging?		
Of the pages that are not about the Research Themes, which 3 are most engaging?		
Of the pages that are not about the Research Themes, which 3 are least engaging?		

Which 3 videos are most engaging?		
Which 3 videos are least engaging?		
Which 3 images are most engaging?		
Which 3 images are least engaging?		
What are the views about how minority communities are represented?		
What are the views about how patients and families are represented?		
Anything else		

Thank you for doing this task! We look forward to receiving this back and talking to you about it in the group meeting.