



#Red4Research

Creating and sustaining an international research campaign

Sally Humphreys

PhD Student University of Hertfordshire

Chair NHS R&D Forum Research Management Working Group

The campaign process



Competitor analysis

- Who
- What
- Where
- When
- Why



Design your strategy



- Aim
- Audience
- Accessibility
- Budget
- Platform
- Engagement
- Time/Date

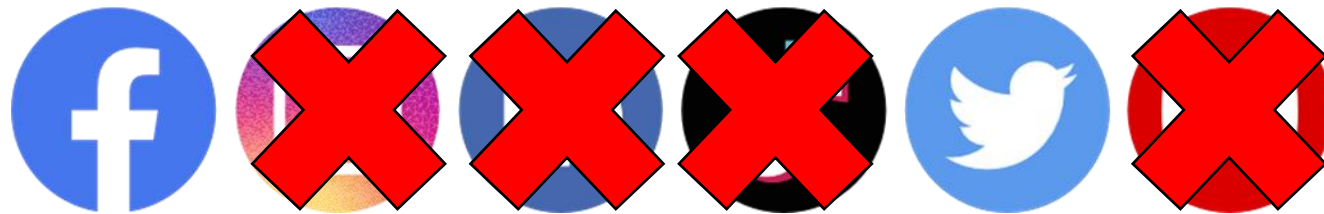
Accessible inclusive designs

- Write in plain language
- Don't overuse caps
- Include image descriptions
- Include captioning on video content
- Use camel case for multi-word hashtags
- Put hashtags and mentions at the end
- Use emoji and emoticons sparingly
- Avoid special characters



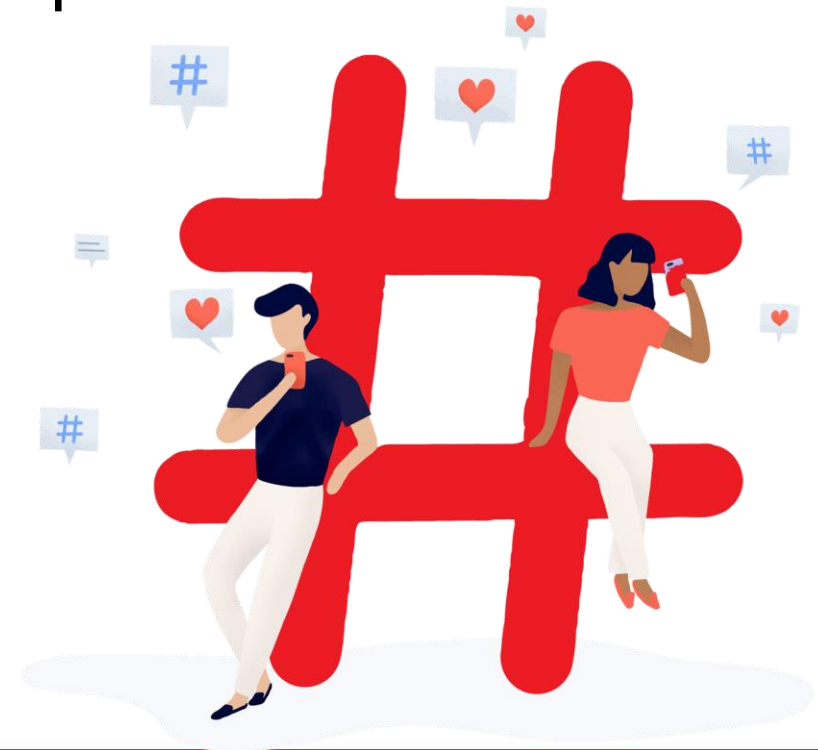
Choose your platform

- Influencers vs user-generated content?



Use a unique Hashtag

- A phrase preceded by a **hash symbol (#)** used to highlight the topic, draw the attention and organize or promote a message.
- No punctuation, special characters or spaces
- Increase your organic reach
- Unite content across platforms
- Build and amplify your brand
- Track/filter interactions
- Search engine friendly tools



Be creative with constraints



Ask for help

“Sometimes the most ordinary things could be made extraordinary, simply by doing them with the right people.”

Nicholas Sparks



@Research2Note

Pitch in person


Promote a single consistent message



Supporting diagnostics,
treatments, and a vaccine for
COVID-19 research

Supporting all the people making
COVID-19 research happen

Engage leadership support



COVID-19 has affected us all, and research into the condition is integral to optimising outcomes and mitigating its worst effects. We stand in solidarity and appreciation of the entire research and development community for their ongoing efforts and contributions to health, today and every day.

- Professor Dame Anne-Marie Rafferty, RCN President

#Red4Research

Cochrane UK @CochraneUK

"Research doesn't just happen, people make it happen – participants, patients, professionals, volunteers & regulatory bodies all working together. #Covid19 has impacted us all. Research underpins the largest vaccine campaign in history: everyone has played a part" #Red4Research



Louise Wood @klouisewood · Jun 18, 2021

It's #RedforResearch day! We're saying a massive thank you to everyone across sectors who has supported the #COVID-19 research response, especially the research participants. You've been phenomenal




Ruth May @CNOEngland · Jun 18, 2021

This #Red4Research Day, I want to thank all the nurses and midwives who have been involved in vital COVID-19 research. ❤️👏 #teamCNO



15.8K views 0:00 / 0:44



"The COVID-19 pandemic has put the spotlight on just how important research is. Research is the single most important way in which we improve care in the NHS. On #Red4Research day, I thank NHS staff, clinical researchers and research participants for the significant contribution they each make, helping saving lives."

Ali Austin
Deputy Director of Research, NHS England and NHS Improvement

teamCNO @teamCNO · Jun 18, 2021

Our Director of Nursing and Clinical Delivery for the #NHSCovidVaccine programme, @jenniehall111, shares her thanks to all the nurses involved in vital #COVID19 research this #Red4Research Day. 🙌👏 #teamCNO



1,048 views 0:13 / 1:03




"Since the advent of COVID-19, people across the UK have come together to fight back and save lives. Researchers quickly set up new studies, staff throughout our NHS made research possible, and patients and the public offered their selfless support. I'm really proud of Scotland's contribution to these remarkable achievements."

Dr Gregor Smith,
Chief Medical Officer for Scotland

#Red4Research

Medicines & Healthcare products Regulatory Agency

#Red4Research
Supporting all the people making COVID-19 research happen



Martin O'Kane
MHRA Clinical Trials Unit Manager,
Medicines and Healthcare products Regulatory Agency




'Collaboration is the foundation of our success and it's a testament to what can be achieved when we are all working towards the same goal.'

Dr Janet Messer
HRA Director of Approvals

#Red4Research

Webpage showing support



Create content carefully



#Red4Research

Supporting all the people making COVID-19 research happen



What Is #Red4Research?

On the front line and behind the scenes incredible research teams continue to collectively work on health and social care research. COVID-19 has forced us to do things differently, to be more innovative, flexible and more responsive. Over the past two years, the R&D community in collaboration with the health and care sectors and voluntary organisations has achieved a phenomenal amount. It has

- developed and delivered COVID-19 vaccines at an unprecedented speed
- provided rapid diagnostics for community settings
- evaluated a range of novel and repurposed therapeutics demonstrating that large platform trials are feasible
- undertaken rapid evidence appraisals
- changed clinical management, policies and guidelines
- established rapid ethical review processes
- streamlined and aligned regulatory approval processes
- advanced the international research agenda



Resource Bank
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Newsletters
RQA TV
Volunteer Programme
Red4Research

#Red4Research

RQA is a proud supporter of #Red4Research day, 17th June 2022


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Lead with kindness and compassion




Covid Kindness Positivity Posts

As part of the 2021 #Red4Research campaign I am sharing some Covid kindness through a daily (Mon-Fri) positivity post to keep our R&D community connected, motivated and inspired during these difficult times.

[New Facebook Group](#)

Today's positivity post is my final post as #Red4Research Day is here!



Today is **#Red4Research Day** Friday 18th June 2021

#Red4Research is all about demonstrating support and appreciation for all those participating, undertaking and supporting COVID-19 research. It's all about positivity, creativity and support in the face of adversity.

Details, resources and guidance for #Red4Research Day 2021 now available. [Webpage and Animation](#)

Thank you for supporting #Red4Research Day 2021

Keep safe and well

Sally



#Red4Research

Supporting findings, diagnostics, treatments and a vaccine for COVID-19

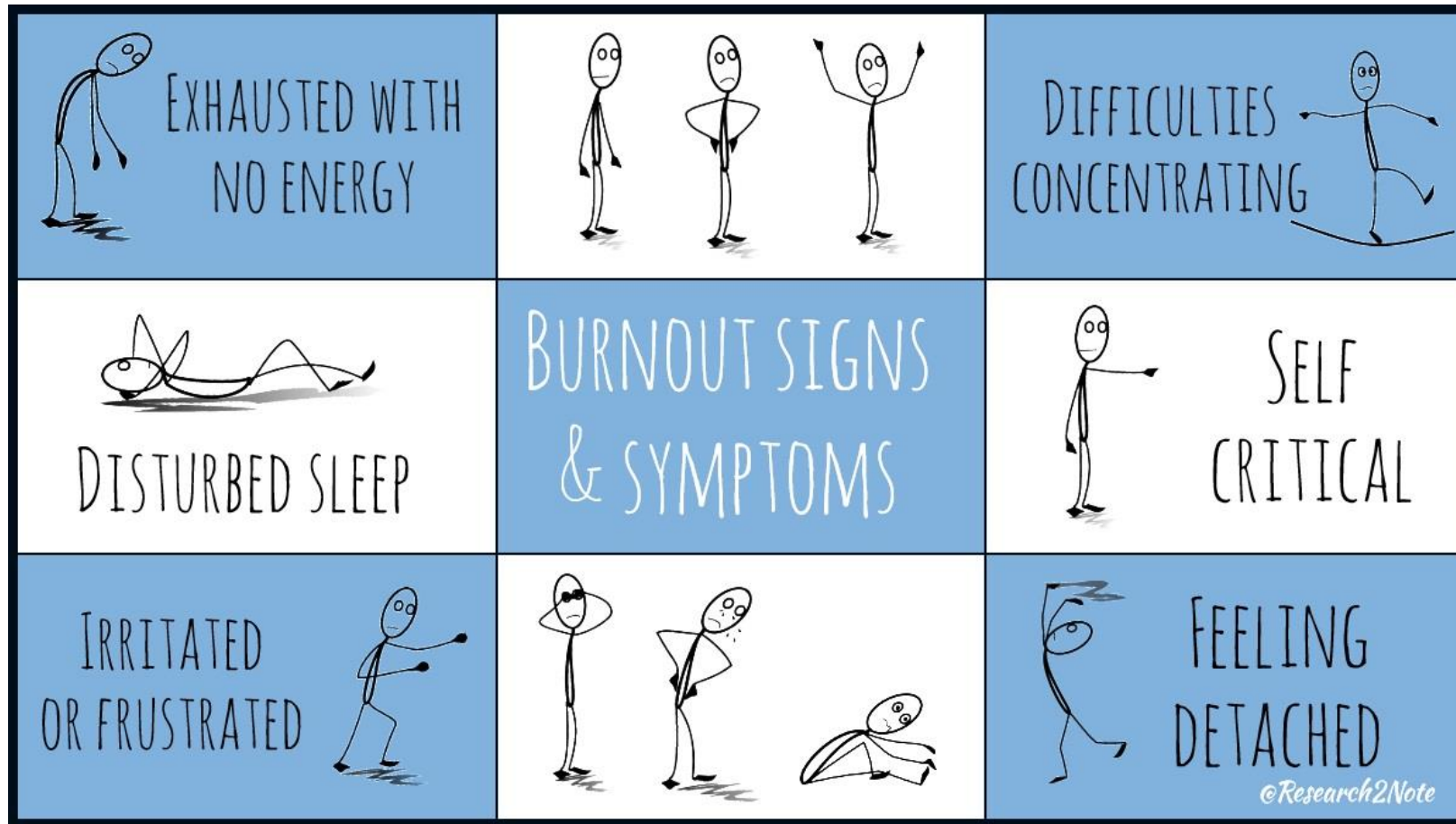
"Science knows no country, because knowledge belongs to humanity, and is the torch which illuminates the world."

Louis Pasteur

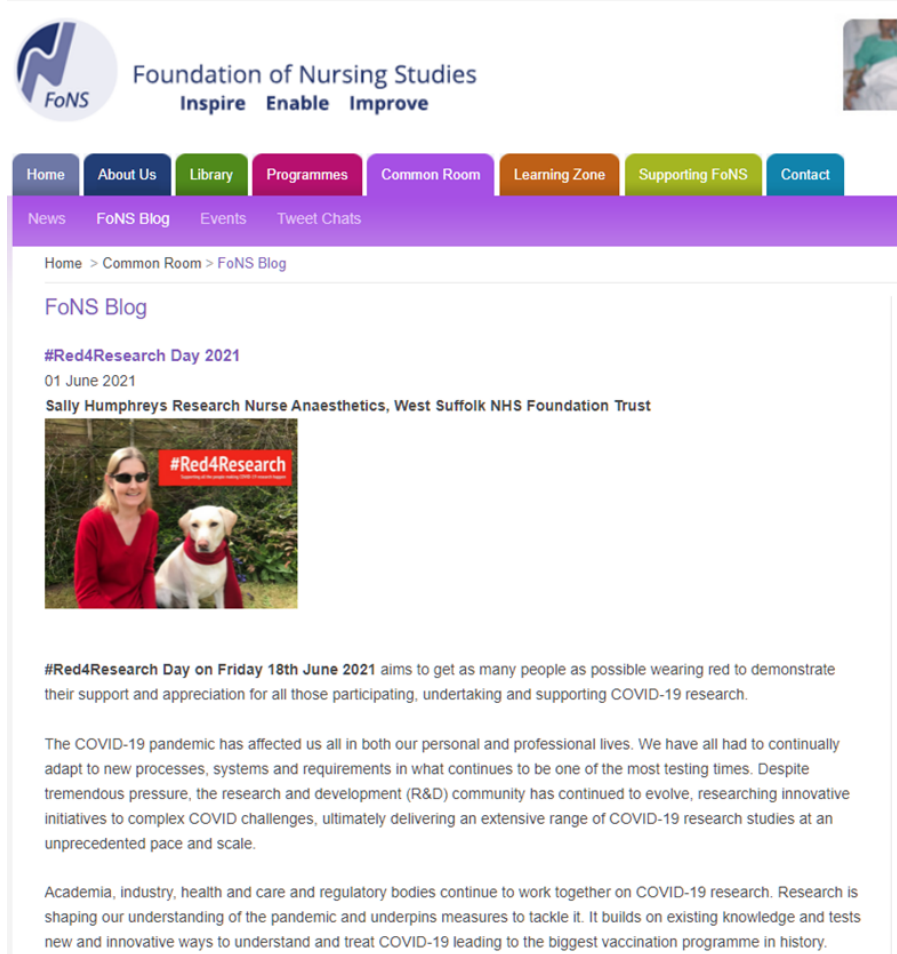


@Research2Note

Look after yourself



Outputs



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FoNS Blog

#Red4Research Day 2021

01 June 2021

Sally Humphreys Research Nurse Anaesthetics, West Suffolk NHS Foundation Trust



#Red4Research Day on Friday 18th June 2021 aims to get as many people as possible wearing red to demonstrate their support and appreciation for all those participating, undertaking and supporting COVID-19 research.

The COVID-19 pandemic has affected us all in both our personal and professional lives. We have all had to continually adapt to new processes, systems and requirements in what continues to be one of the most testing times. Despite tremendous pressure, the research and development (R&D) community has continued to evolve, researching innovative initiatives to complex COVID challenges, ultimately delivering an extensive range of COVID-19 research studies at an unprecedented pace and scale.

Academia, industry, health and care and regulatory bodies continue to work together on COVID-19 research. Research is shaping our understanding of the pandemic and underpins measures to tackle it. It builds on existing knowledge and tests new and innovative ways to understand and treat COVID-19 leading to the biggest vaccination programme in history.



PEOPLE

MAKE RESEARCH HAPPEN



Case Studies from the COVID-19 Research Community

#Red4Research 2021



Webpage Views 2021

May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
392	4546	70	24	26	21	15	26	5120

#Red4Research

17 Countries
reached

- 16.8 million impressions on Twitter
- Appeared on 27 public webpages
- Over 800 organisations joined in
- Chief Nursing Officer for England strategic plan for research launch



#Red4Research

Supporting all the people making COVID-19 research happen

“If you think you are too small to make a difference, try sleeping with a mosquito.”

Dalai Lama



