NIHR School for Social Care Research

COMMUNICATIONS STRATEGY

2009–2014

Improving the evidence base for adult social care practice
The School for Social Care Research is a partnership between the London School of Economics and Political Science, King's College London and the Universities of Kent, Manchester and York, and is part of the National Institute for Health Research (NIHR) http://www.nihr.ac.uk/.

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1. BACKGROUND

In June 2008, the National Institute for Health Research (NIHR) announced its intention to establish the NIHR School for Social Care Research. The setting of the new School within the NIHR is an acknowledgement of the central contribution made by social care to the nation’s health and well-being. The NIHR School for Social Care Research (NIHR SSCR) existed in shadow form from September 2008 until April 2009 and was formally launched in May 2009.

The NIHR SSCR operates as a virtual body within the NIHR, bringing together the leading researchers and research groups in the social care field in England. It combines a group of Executive Members – individuals heading teams or units working in social care research – with a network of Extramural Senior Fellows and Fellows – research collaborators, including specialists other areas of expertise relevant to social care.

The core aim of the new School is to carry out high-quality (‘world class’) research to produce new knowledge in order to inform the future development of adult social care practice in England.

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1. The National Institute for Health Research provides the framework through which the research staff and research infrastructure of the NHS in England is positioned, maintained and managed as a national research facility. The NIHR provides the NHS with the support and infrastructure it needs to conduct first-class research funded by the Government and its partners alongside high-quality patient care, education and training. Its aim is to support outstanding individuals (both leaders and collaborators), working in world class facilities (both NHS and university), conducting leading edge research focused on the needs of patients. http://www.nihr.ac.uk/.

2. The NIHR School for Social Care Research is a partnership between the London School of Economics and Political Science, King’s College London and the Universities of Kent, Manchester and York, directed by Professor Martin Knapp (LSE), and is part of the National Institute for Health Research (NIHR). http://www.lse.ac.uk/collections/nihrsscr.

3. Executive Members are Professors Martin Knapp (Director; LSE), David Challis (Associate Director; Manchester), Caroline Glendinning (Associate Director; York), Jill Manthorpe (Associate Director; King’s College London), Jim Mansell (Associate Director; Kent) and Ann Netten (Associate Director; Kent). Executive Members are supported by the School’s Senior Scientific Administrator (Gill Hastings) and Finances and Communications Administrator (Anji Mehta).
2. INTRODUCTION

The NIHR SSCR has an important communications responsibility both in respect of its research programme and in relation to its various leadership roles. The School must ensure that the findings of completed studies reach stakeholders in order to have the potential to impact on practice, and give stakeholders the opportunity to feed into the research process in order for the work programme to be relevant to them. An effective communications strategy – providing for ongoing two-way dialogue – is crucial.

This document sets out communications activities for the NIHR SSCR and is targeted at all those involved and interested in the School’s communications activities. It is an evolving document, changing over time as the School develops. This document reflects current thinking and follows consultation with a range of individuals and organisations, including:

- members of the School’s Advisory Board
- members of the School’s User, Carer, Practitioner Reference Group (UCPRG)
- the NIHR Communications Team
- INVOLVE
- Making Research Count
- Research in Practice for Adults
- the Social Care Institute for Excellence, SCIE
- the communication sections of the LSE and other universities with NIHR SSCR members.

Further discussions are planned with these and with relevant others.

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4. For example, one of the School’s activities is to provide strategic leadership for the development of social care research.
3. PRINCIPLES UNDERPINNING THE COMMUNICATIONS STRATEGY

The objectives of the Strategy are to provide strategic direction for everyone involved in communications within the NIHR SSCR and to set out procedures for doing so. Standards and processes for evaluation of communications are also described. Communications will be in line with the policies and procedures of the NIHR.

The principles that underpin research activities within the NIHR SSCR include:

- meaningful engagement with users, carers and practitioners
- compliance with the highest ethical and research governance standards\(^5\)
- pursuit of scientific excellence, proportionate to real-world relevance of the question
- commissioning of research that has real-world impact
- reliance on peer-review processes to ensure high standards and relevance
- visibility and accessibility of information on projects and their findings.

Communications within the School will be guided by these same principles.

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4. STRATEGIC PRIORITIES

The Communications Strategy aims to support the School’s mission of developing the evidence base for adult social care practice in England by commissioning and conducting world-class research. It will do this by:

- reporting regularly on NIHR SSCR activities
- raising the visibility of social care research within NIHR and elsewhere
- raising the School’s profile in the field of adult social care practice
- improving research awareness and contributing to ongoing efforts by others to build social care research capacity
- establishing effective contact with a range of relevant stakeholders
- engaging users, carers, practitioners, managers, providers, government organisations and relevant others in discussion of research needs, priorities, methods and findings
- working with key knowledge-transfer agencies in developing best practice in communications about social care research.

This Communications Strategy also aims to support the NIHR’s aims of:

- raising the profile of NIHR with key stakeholders
- enhancing the national and international reputation of NIHR through supporting its capacity to influence policy and practice
- promoting the role of social care research to people using services and carers, to practitioners and the public, making sure the links between research and social wellbeing and the benefits of social care research are better understood
- explaining research structures and promoting understanding of governance, ethics and funding processes.
5. ROLES AND RESPONSIBILITIES

A number of personnel are involved in implementing, monitoring and evaluating the communications strategy. All Executive Members, Associates and Fellows of the School will play a part in promoting excellence in communications (see Annex 1).

The NIHR SSCR Director, supported by the Executive Group and by the Finances and Communications Administrator, will oversee communications (both internal and external) as well as ensuring that communications form a key component of all relevant activities. This involves:

- ensuring all project proposals incorporate knowledge transfer and dissemination within their planned activities, and that such proposals are feasible, cost-effective and beneficial to the NIHR SSCR
- reviewing regular reports of dissemination activities within the School (all funded projects and activities) and addressing any issues raised
- reviewing and finalisation of the Annual Report
- reporting on School communications activities to the Advisory Board
- ensuring consultation on communications with the UCPRG
- actively promoting the reputation of the School and the NIHR more generally
- building the School’s presence
- fostering public, carer and practitioner participation and active involvement in the range of research studies and processes within the School.

Executive Members of the School are responsible for:

- ensuring that research projects incorporate knowledge transfer and dissemination within their planned activities (with the Director)
- the assessment of completed reports, dissemination and knowledge transfer
- monitoring and implementing aspects of communications specified within research project contracts.

The Finances and Communications Administrator (FCA) will support the Director in ensuring implementation and appropriate monitoring of communications. She is responsible for:

- communications within the School, including implementation of the communications strategy
- providing regular reports to the Director/Executive Group on implementation of the strategy, in line with performance indicators and highlighting any areas of concern
- providing information on emerging barriers to effective communication
- representing the School at NIHR Communications and relevant other meetings.
The School’s Advisory Board plays both ambassadorial and dissemination roles. Members can advise on partnerships with key stakeholders, and on the strategy more generally. The Board will consider the School's annual report which will include an account of communications activities.

The User, Carer and Practitioner Reference Group (UCPRG)'s role is to engage in NIHR SSCR activities, providing advice on research questions, methods, proposals, processes and outputs, and supporting the School’s dissemination aims. User, carer and practitioner engagement will be an important component throughout the School’s activities. Procedures are being put in place to allow the participation of people for whom standard methods of communication are challenging. Further information is set out in the Terms of Reference for the Group.6

6. TARGET AUDIENCE

It is important that messages about the School’s activities reach all relevant audiences, while the School also develops and improves its research focus through wide-ranging consultation. The NIHR SSCR will aim to communicate effectively (through two-way dialogue) with a range of stakeholders, including but not limited to those outlined in Annex 1.

The School will work towards multiple, audience-specific forms of dissemination. All forms of communication will tailored to be accessible, and relevant to the specific target audience. Communication will be sensitive to social, economic, cultural, ethnic and other diversity.

The NIHR SSCR recognises that merely placing information online is not sufficient to ensure that it is accessed and utilised. The NIHR SSCR will endeavour to ensure that audiences are made aware of the material through a variety of channels. These channels will be developed as the School’s activities are developed and will make use of new media where appropriate (for example working with SCIE to provide information about the NIHR SSCR through SCIE’s Social Care TV channel, producing podcast videos of research activities and findings), in addition to more conventional research outputs.

6. See http://www.lse.ac.uk/collections/NIHRSSCR/UCPRG.htm
7. COMMUNICATION ACTIVITIES

Plans for communication activities are set out below. These plans will be reviewed and developed further through ongoing consultations.

7.1 Developing the NIHR SSCR presence

Being new, the School needs to establish its presence in the social and health care research arena, while also developing a good reputation. We will do this through a variety of methods outlined in this section.

In addition, as the School develops, its identity will be reflected through:

- attendance and presentation by Executive Members, Senior Fellows and Fellows at local, regional and national events as representatives of the School
- participation in cross-NIHRS SCR showcase events and key social care conferences
- regular coverage in national and specialist (provider, practitioner, sector and user/carer oriented) media
- research outputs (see next section).

NIHR communications

One function of the School is to develop the visibility of social care within the NIHR and health research more generally. The School will work closely with NIHR to help raise the profile of social care within its research and communications.

Identity and branding

A set of NIHR SSCR identity guidelines are being developed which will comply with NIHR Identity Guidelines. These will be available to all NIHR SSCR-funded teams to ensure outputs comply with the School’s brand and style.

The School’s brand will initially be reflected through a banner, information leaflet and the School website. The Finances and Communications Administrator is responsible for coordinating their production.

Website

A website has been developed (www.lse.ac.uk/collections/nihrsscr) hosted at the LSE. In late 2009, the NIHR SSCR is expected to migrate into the NIHR Portal. The website will be central to the School’s dissemination activities and will contain regular updates on, for example, activities, requests for proposals, funded research projects, research findings, and other relevant information. The FCA is responsible for ensuring the website is maintained and regularly updated, as well as for monitoring use of the website.
Information leaflet

An information leaflet setting out the background, mission, objectives and activities of the School has been produced. The leaflet is available on the School’s website, and printed copies are made available at key social care events, including at the NIHR’s Regional Research Events.

Information brochure

A draft brochure expanding on the NIHR SSCR leaflet is in progress. This will be made available on the School’s website and distributed at key events.

Ongoing meetings and consultations

The School is also developing its presence through ongoing consultations and attendance/presentations at key meetings.

Acknowledgements

All journal articles and other forms of dissemination or outputs based on work commissioned by the NIHR SSCR will be required to acknowledge funding from the School and the NIHR using the following wording:

This report/article presents independent research commissioned/funded by the Department of Health’s NIHR School for Social Care Research. The views expressed in this publication are those of the authors and not necessarily those of the NIHR School for Social Care Research or the Department of Health, NIHR or NHS.

The FCA is responsible for ensuring all NIHR SSCR-funded outputs correctly acknowledge funding from the School.

7.2 Regular reporting on NIHR SSCR activities

Information will be regularly produced about the School’s activities, detailing new projects, new funding opportunities, as well as new research findings.

Electronic newsletter

An information ‘newsletter’ will be produced regularly highlighting new calls for proposals, projects, findings, workshops and conferences, publications and so on. This newsletter will be circulated to an email-based mailing list by the FCA. Membership of the list will be open to all. The newsletter will also be made available on the School’s website.

The FCA will be responsible for coordinating production and subsequent circulation. The first such newsletter is currently expected to be published/available in November 2009.

**Annual Report**

An Annual Report on the School’s activities will be published following discussion by the Advisory Board and approval by the Director of NIHR. The report will be made publicly available as soon as possible thereafter.

**Reporting through social care knowledge transfer groups**

Discussion with Research in Practice for Adults (http://www.ripfa.org.uk/) has provided the School with a regular slot in RiPfA’s bimonthly “What’s new?” mailing to all RiPfA partner agencies, including a number of local authorities; presentation opportunities at RiPfA’s annual residential conference and Directors’ Discussion Forums; and signposting of School outputs where relevant.

Making Research Count will provide the School with support in dissemination events as findings emerge from projects.

Links are being developed with the Social Care Institute for Excellence.

**7.3 Raising the School’s profile as a leading research unit in the field of social care practice**

**Research outputs**

Each individual/team commissioned to carry out a research study will be required to produce the following (minimum) research outputs:

- a short administrative report;
- one or more peer-reviewed paper(s) submitted to high quality journals (in pre-submission manuscript form) that communicate the main findings of the project;
- a short note reflecting on the methods used and any issues/lessons that arise (things that did and did not work); and
- a brief, accessible ‘Findings’ document to be placed on the School website, indicating key messages from the project.

These four outputs will together comprise the ‘final report’ of the project and will be peer-reviewed. Further details about these outputs will be outlined in individual research subcontracts. To ensure research findings remain current and relevant at the time of publication, the FCA is responsible for ensuring the quick turnaround of research outputs from project teams and the subsequent circulation of findings.
In addition, NIHR SSCR project grantees will be expected to publicise and communicate their research as widely as possible following receipt of signed contracts, for example, through project outlines, website summaries, publications and presentations. All research project proposals will need to factor in time and resources for such activities. All outputs will be available on the School website. Appropriate additional distribution channels for short summary pieces are being explored.

**Annual conference**

An annual research conference on adult social care practice research will be hosted by the NIHR SSCR to bring together researchers, practitioners, professionals, people who use services and their carers and students in this field. Details of these events will be placed online and distributed widely.

**Contributions to social care dissemination outlets**

The NIHR SSCR will ensure that regular items on the work of the School are featured in key social care dissemination outlets, such as Community Care magazine.

**Book series**

The School is considering the possibility of producing occasional edited volumes on topics of central relevance, and will explore options with an established book publisher.

**Journals**

The School may explore links with academic journals with a view to the publication of special issues, perhaps following on from the School’s annual conference.

### 7.4 Improving research awareness and contributing to developing social care research capacity

**Improving research awareness**

The School is developing links with key knowledge-transfer agencies (such as SCIE, Making Research Count and Research in Practice for Adults) to develop best practice in communications for social care research.

The School will work towards the development of potential new methods (including techniques from social marketing and viral media) for increasing the impact of research findings. The School is working to map currently available approaches and exploring how these could be best used. In addition, a project funded by LSE from its Higher Education Innovation Fund on communicating social care research is examining both audience receipt and utilisation of research, and best-practice for knowledge transfer, as well as developing potential new methods for increasing the impact of research findings. This project is led by the School’s Director, working jointly with SCIE. Information from this project will provide useful experience to feed into this evolving NIHR SSCR Communication Strategy.
The School will aim to develop close working links with other organisations (such as Care Knowledge, and the Improvement and Development Agency for Local Government) to improve awareness about what research has been conducted, its uses by various stakeholders, and its strengths and weaknesses. Considerable efforts will be made to disseminate widely to practice, carer, service user, and policy audiences through such organisations.

Open-access

The NIHR SSCR supports the Department of Health’s open-access policy.9

All outputs will be available through the NIHR SSCR website, including where possible, journal papers (either the author’s final Word-processed version or the final journal publication in line with the individual journal’s policy). These outputs will also be placed on UKPubMedCentral and relevant social care repositories (for example, Social Care Online, Social Care Research Register) and relevant host-institutional research repositories.

In addition the NIHR SSCR notes the currently limited number of open-access journals within the social care field, and will work with NIHR to try to develop open-access policies with relevant journals where possible.

The NIHR SSCR is committed to archiving research data.

Building social care capacity

In support of its principal aims to conduct and commission world class research, but not distracting from it, the NIHR SSCR will contribute to wider efforts to develop greater capacity, in terms of both the generation of research and its utilisation by decision-makers and practitioners. One method could be the organisation of occasional workshops on social care research methods, or on particular research topics, to help researchers to develop their skills and/or to build alliances with others. The School could work with the NIHR and SCIE, for example, and may also hold discussions with the NIHR Coordinating Centre for Research Capacity Development.

7.5 Engaging active partnership/participation

In order to become a hub for social care research in England, the School will explore building up a network of people involved in social care practice and research, while also investigating methods for opening up the field to those who have related interests and disciplinary backgrounds. The School will develop opportunities for two-way discussion of the research agenda, activities and communications, and will work with its User, Carer, and Practitioner Reference Group to facilitate this.


8. INTELLECTUAL PROPERTY AND FREEDOM OF INFORMATION

All Intellectual Property generated by NIHR SSCR research funding should be declared to the Executive Group, but remains the property of the institution where the work was carried out. Where a project with IP implications involves more than one team within the NIHR SSCR, a written agreement will be required in advance regarding the distribution of any potential intellectual property gained.

All Intellectual Property generated by non-research funding through the NIHR SSCR remains the property of the NIHR SSCR unless otherwise specified in individual contracts.

The NIHR SSCR will adhere to the Freedom of Information Act as applicable. Requests for information will be dealt with in line with LSE’s Freedom of Information principles.10

The NIHR SSCR will adhere to the requirements of the Data Protection Act as applicable.

9. TIMESCALES

Annex 2 sets out the provisional work plan, activities, timescales and responsibilities.

10. RESOURCES

The School’s Finances and Communications Administrator (50%) will oversee communications (both external and internal). The School’s budget includes funds specifically for communications, consultation and dissemination.

The NIHR SSCR will also benefit from the resources available through host institutions.11 The NIHR SSCR also benefits from other contacts and the experience of its Executive Group Members. Through their own research groups (PSSRU, SPRU, SCWRU, Tizard Centre) the Executive Members have a wealth of experience that is being utilised for the School’s activities. In addition, they have access to mailing lists and contacts that are being used by the School to further its knowledge transfer activities.

The NIHR SSCR will continue to work with the NIHR Communications Team, and will thereby benefit from its expertise and experience.

10. See http://www.lse.ac.uk/collections/FOI/.

11. For example, at LSE this includes recording facilities (for podcasts and similar), video production (for short films about research findings), room hire for events, access to Press and Information Office services (press mailing list; production of press releases), website facilities and support, support from the LSE’s dedicated research translators who work to produce accessible summaries from reports for lay audiences, and support provided by the LSE’s Communication Division.
11. EVALUATION AND MONITORING

The communications strategy needs to be flexible in order to respond to changing external environments, it will be reviewed regularly by the Executive Group and discussed annually with the School’s Advisory Board to identify areas where improvements could be made.

An impact assessment will be undertaken towards the end of Year 1, against the success criteria set out in Annex 2 and against broader performance indicators for the School as a whole. The structure of the impact assessment has yet to be decided. Further such impact assessments will be carried out annually.
## Annex 1: Channels of communication for relevant audiences

<table>
<thead>
<tr>
<th>Audience</th>
<th>Possible communication channel(^\text{12})</th>
<th>Key messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>General public/people who use services and their carers and social care practitioners</td>
<td>Project outlines: covering the research area, key aims, the proposed benefits of research in this area to people who use services and their carers and the general public  &lt;br&gt; Lay summaries of project findings (interim and final)  &lt;br&gt; Features in e.g. ‘Community Care’ and other social care outlets  &lt;br&gt; Regular newsletter</td>
<td>Activities being undertaken by the School  &lt;br&gt; Messages from research for people who use services and their carers and the general public  &lt;br&gt; Information about opportunities and avenues for raising issues and concerns with the School  &lt;br&gt; Ongoing impacts or potential improvements to adult social care practice</td>
</tr>
<tr>
<td>Academics/new researchers, partner social care organisations  &lt;br&gt; Also: partner NHS organisations, user-led organisations, voluntary and community sector bodies, private sector bodies, think tanks, relevant international bodies, the media</td>
<td>Reviews of methods  &lt;br&gt; Possible podcast interviews with methodology experts  &lt;br&gt; Journal papers and editorials  &lt;br&gt; Research reports and summaries  &lt;br&gt; Conference presentations and networking</td>
<td>Findings to inform the development of social care practice and research skills development  &lt;br&gt; Expansion of the social care research disciplinary base  &lt;br&gt; Broadening of the repertoire of theoretical and conceptual frameworks and research methods</td>
</tr>
<tr>
<td>Service providers, inspectors and regulators, social care practitioners</td>
<td>Reports and summaries of research</td>
<td>Inform service developments and commissioning  &lt;br&gt; Expand research knowledge for basis of decision making and forming of expert judgments</td>
</tr>
<tr>
<td>Managerial and professional decision makers</td>
<td>Briefings and research reports</td>
<td>Inform developments of, inter alia, NICE/SCIE guidelines</td>
</tr>
<tr>
<td>Decision makers at national and local levels, councils with social services responsibilities, policy makers and government officials</td>
<td>Briefings and research reports</td>
<td>Contribute to policy decisions affecting social care practice</td>
</tr>
<tr>
<td>School for Social Care Research personnel</td>
<td>External messages:  &lt;br&gt; Discussion forum  &lt;br&gt; Accessible via usual forms of mailing  &lt;br&gt; Available at key conferences and events  &lt;br&gt; Online consultation  &lt;br&gt; Internal messages: Internal briefings/updates</td>
<td>User, carer, practitioner, etc inputs to NIHR SSCR activities  &lt;br&gt; Opportunities to learn from others within the NIHR SSCR</td>
</tr>
</tbody>
</table>

\(^{12}\) The method of communication, while not necessarily exclusive to a particular audience, will be tailored to ensure key messages are relevant to audience types, but accessible to all.
Annex 2: School for Social Care Research communications workplan

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deadline/timeframe</th>
<th>Responsibility</th>
<th>Success criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Identity/general PR</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branding</td>
<td>Month 1–4</td>
<td>FCA</td>
<td>Effective and accessible branding for School in line with NHS identity guidance</td>
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<td></td>
<td></td>
<td></td>
<td>Recognisable as that of the School</td>
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<td></td>
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<td>Prominent in NIHR publicity</td>
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<td></td>
<td></td>
<td></td>
<td>Banner for use at conferences</td>
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<tr>
<td><strong>Information leaflet/brochure</strong></td>
<td>Ongoing availability</td>
<td>FCA</td>
<td>Increasing awareness of the School and its activities</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Number of hits on webpage</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Number distributed at conferences</td>
</tr>
<tr>
<td><strong>Research communications</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project outlines</td>
<td>Ongoing for each new project</td>
<td>Project leaders with FCA</td>
<td>Increasing awareness of the School and its activities</td>
</tr>
<tr>
<td>Lay summaries of project findings (interim)</td>
<td>Ongoing for each project commissioned by NIHR SSCR</td>
<td>Project leaders (contractual obligation) with FCA</td>
<td>Informing the development of social care practice</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Citations of NIHR SSCR-funded research outcomes</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Development of research skills and knowledge</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Number of hits and downloads</td>
</tr>
<tr>
<td>Lay summaries of project findings (final)</td>
<td>Ongoing for each project commissioned by NIHR SSCR</td>
<td>Project leaders (contractual obligation) with FCA</td>
<td>Informing the development of social care practice</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Citations of NIHR SSCR-funded research outcomes</td>
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<td></td>
<td>Development of research skills and knowledge</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Number of hits and downloads</td>
</tr>
<tr>
<td>Review of methods</td>
<td>Year 2</td>
<td>Executive Group</td>
<td>Downloads of online publication</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Development of social care research disciplinary base</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Citations</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Uptake of methods in social care research/practice</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Number of hits and downloads</td>
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</tbody>
</table>
### Annex 2: School for Social Care Research communications workplan (continued)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deadline/timeframe</th>
<th>Responsibility</th>
<th>Success criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Possible podcast interviews with methods experts</td>
<td>Year 2</td>
<td>Downloads</td>
<td>Downloads</td>
</tr>
<tr>
<td>Journal publications</td>
<td>Ongoing</td>
<td>Project teams</td>
<td>Number of publications in high-profile journals Citations of journal papers by others</td>
</tr>
<tr>
<td>Project methods summaries (note reflecting on the methods used and any issues/lessons arising)</td>
<td>Ongoing for each project</td>
<td>Project teams (contractual obligation)</td>
<td>Impact on methods in social care research observable by citations</td>
</tr>
<tr>
<td>Books series</td>
<td>In progress</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Internal communication</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive Group Meetings</td>
<td>Six meetings per annum</td>
<td>Director</td>
<td></td>
</tr>
<tr>
<td>Advisory Group Meetings</td>
<td>Biannual</td>
<td>Director and DH</td>
<td></td>
</tr>
<tr>
<td>Project site visits</td>
<td></td>
<td>Executive Group</td>
<td></td>
</tr>
<tr>
<td>User, Carer, Practitioner Reference Group (UCPRG) meetings</td>
<td>Biannual (to be confirmed)</td>
<td>SSA</td>
<td>Attendance Feedback from meetings Greater user, carer, practitioner involvement in School activities</td>
</tr>
<tr>
<td>Programme meetings</td>
<td>Biannual (to be confirmed)</td>
<td>Executive Group</td>
<td>Attendance Feedback from meetings Greater user, carer, practitioner involvement in School activities</td>
</tr>
<tr>
<td>Accessible shared facility for internal communications (e.g. Member’s Only section on School website)</td>
<td>Set up in Month 1</td>
<td>FCA</td>
<td></td>
</tr>
</tbody>
</table>
### Annex 2: School for Social Care Research communications workplan (continued)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deadline/timeframe</th>
<th>Responsibility</th>
<th>Success criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Internal communications (continued)</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Administrative documentation</td>
<td>Months 2–5</td>
<td>FCA/SSA/Director</td>
<td>Online documents:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Business plan</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ethics Framework (SSA)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Communications Strategy (FCA)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Competitive tendering process, review, monitoring (SSA)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Downloads and hits</td>
</tr>
<tr>
<td><strong>Media relations</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Press releases</td>
<td>Ongoing for key findings/activities</td>
<td></td>
<td>Number of items</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Feedback from press releases</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Prominence of NIHR SSCR – volume and nature of coverage</td>
</tr>
<tr>
<td>Features in e.g. 'Community Care' and other social care outlets</td>
<td>Ongoing</td>
<td></td>
<td>Numbers of items – volume and nature of coverage</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Feedback from features</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Increasing awareness of the NIHR SSCR and its activities</td>
</tr>
<tr>
<td>Building of relationships with media</td>
<td>Months 4 onwards</td>
<td>Executive Group</td>
<td>Links with media</td>
</tr>
<tr>
<td><strong>Public affairs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Briefings/ recommendations</td>
<td>Ongoing</td>
<td>All members</td>
<td>Greater citation of research in decision making, education and practice levels</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Evidence of translation of research findings into policy or practice.</td>
</tr>
<tr>
<td>Public consultations</td>
<td>Ongoing</td>
<td>Director and SSA</td>
<td>Number and attendance</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Outcomes and developments as a result of consultations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Greater user, carer and practitioner involvement</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tracking public discussions of NIHR SSCR</td>
</tr>
</tbody>
</table>
## Annex 2: School for Social Care Research communications workplan (continued)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deadline/timeframe</th>
<th>Responsibility</th>
<th>Success criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Publicity materials</strong></td>
<td></td>
<td></td>
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<tr>
<td>Annual report</td>
<td>Years 1, 2, 3, 4 and 5</td>
<td>Downloads and requests for copies of the report</td>
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</tr>
<tr>
<td><strong>Events</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual conference on adult social care practice research</td>
<td>Years 1, 2, 3, 4 and 5</td>
<td>Attendance at conferences Participation of target audiences Follow-on outcomes (e.g. media coverage, journal special issues)</td>
<td></td>
</tr>
<tr>
<td><strong>Website/electronic communication</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>School website</td>
<td>Month 1 for LSE-hosted website; December 2009 for migration to NIHR portal</td>
<td>FCA</td>
<td>Hits and downloads</td>
</tr>
<tr>
<td>Information newsletter</td>
<td>Twice-monthly electronic mailing</td>
<td>FCA</td>
<td>Increasing awareness of the School and its activities Number of hits on webpage Number distributed at conferences</td>
</tr>
</tbody>
</table>