NHS

National Institute for Health Research

Collaborations for Leadership in Applied Health Research and Care Guide to using the NIHR identity

Introduction

The National Institute for Health Research (NIHR) was established in April 2006 to provide the framework through which the Department of Health (DH) can position, maintain and manage the research, research staff and research infrastructure of the NHS in England as a national research facility.

The NIHR receives investment from the Government and taxpayers. In order to maximise the potential for this investment to continue it is important to ensure that all parts of the NIHR work together to promote national and international awareness of the impact of NIHR and its investments.

NIHR Collaborations for Leadership in Applied Health Research and Care (CLAHRCs) represent a significant investment by Government and are ideally placed to increase the NIHR's visibility to the NHS and academic leaders, patients, the public and industry sectors. This should be achieved by both promoting the NIHR as a whole, as well as the funded components of the NIHR.

NIHR CLAHRCs should help to build brand awareness by:

- applying the NIHR visual identity
- using appropriate standard acknowledgements and Notes to Editors
- flagging good news stories on research breakthroughs and the benefits for patients and the economy, to DH via the NIHR Central Commissioning Facility (CCF)
- showcasing research funded by the NIHR or delivered through the NIHR, which has the potential to improve treatments and interventions and raise the quality of patient care
- using the specified naming protocol.

The NIHR Identity Guidelines

The 'identity' of the NIHR is part of the NHS Brand. The NIHR Identity Guidelines, published in May 2012, provide advice on the practical application of the NIHR identity as part of the NHS Brand. The Guidelines are available on:

- the NIHR website (www.nihr.ac.uk/publications/Pages/default.aspx)
- the NIHR Portal (https://portal.nihr.ac.uk/welcome/Identity/Pages/IdentityHome.aspx)

Correct application of the branding is important to the NIHR and the NHS so please ensure you follow the guidelines.

Using the NIHR logo

- Always use the NIHR logotype positioned top right, ensuring compliance with the exclusion zone.
- New logos should not be created for NIHR CLAHRCs. The logo for the CLAHRCs is the NIHR logo. Any existing non-NIHR logos should not be used.
- On a website, the full name of the CLAHRC (see Annex B) should be positioned on the left hand side of the page. In the case of publications, flexibility is allowed. Please note that when the NIHR logo is used correctly in the top right hand corner, you do not need to insert 'NIHR' in front of your respective CLAHRC name within that page.
- NHS Branding does not permit duplication of the NHS logo on the same page. This means that the logos of NHS organisation should not be used on the same page as the NIHR logo. The subsequent guidelines should be followed where two or more NHS logos are relevant:

  - <u>For publications</u>: the NIHR logotype should be placed at the top right hand of the front cover, with the full name of the CLAHRC (not an abbreviation) either in the top left hand corner or positioned centrally on the document. All the relevant partners should be listed at the bottom of the page with their logos placed on either the inside or back cover

  - <u>For websites:</u> the NIHR logotype should be placed at the top right hand with the CLAHRC name in full top left. A relationship statement listing all partner organisations with links to their websites should be placed either at the bottom or elsewhere on the homepage. We also recommend that the 'About us' page includes details of funding provided by the 'National Institute for Health Research (NIHR)', as well as information about the partner organisation(s).

Naming protocol

A naming protocol has been established for use by all CLAHRCs. This will bring about consistency of presentation across the 13 NIHR CLAHRCs.

CLAHRC name protocol

The full name format for CLAHRCs is:
"The National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care [Region] at [full name of Trust]".

Example: The National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care Wessex at University Hospital Southampton NHS Foundation Trust

The short name format for CLAHRCs is:
"NIHR CLAHRC [Region]"

Example:
NIHR CLAHRC Wessex

However, before the short name can be used, it will have to have been defined and the abbreviation given in brackets.

After the full name of the CLAHRC has been defined, the region can be abbreviated further if longer than one word. For example:

The National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care Yorkshire and Humber (NIHR CLAHRC YH)

And where one word for the region:

The National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care West (NIHR CLAHRC West)

NB No hyphens should be used.

A table of CLAHRC names is attached at Annex B.

Creating a "look and feel" for your CLAHRC

You can create your own CLAHRC "look and feel" in compliance with the NIHR and NHS brand guidelines:

- colour – you should use the NIHR infrastructure red as an accent colour and can use one or more colour combinations from the NIHR or the NHS colour palette as solid colours or as tints, available on the NHS Brand website: (http://www.nhsidentity.nhs.uk/all-guidelines/guidelines/national-organisations/nhs-colours).

- photography and images – you should use photos from your facilities, but are welcome to use the NIHR filmstrips as an option (the ribbon device), and images from the NHS Photo Library: (http://www.photolibrary.nhs.uk).

- "look and feel" design – you can create your own designs for documents and websites, which are appropriate to your stakeholder groups, as described in the NIHR Identity Guidelines (http://www.nihr.ac.uk/files/Publications/9051-TSO-NIHR%20Identity%20Guidelines_Version%202.0.pdf)

However, **no new logos** should be produced – your logo is the NIHR logo and existing (non-NIHR) logos must not be used.

Websites
New websites
- If you are creating a new website, you will need to follow the NIHR identity guidelines on using the NIHR logotype above, the naming protocol for CLAHRCs (see Annex B), as well as the NHS Brand website guidelines: (www.nhsidentity.nhs.uk/all-guidelines/guidelines/national-organisations/websites).

- New URLs for CLAHRC websites should follow the NIHR format of www.clahrcxxx.nihr.ac.uk where xxxx is the place name of the CLAHRC.

For example, for CLAHRC East of England, the URL would be: www.clahrc-eoe.nihr.ac.uk

You need to register this address with the NIHR. You will need to contact Justin Riordan-Jones, R&D Information Manager (see page 6), to register the URL. In order to complete the registration, we will need the IP address of the host; therefore sites should establish their hosting arrangements first. Please note that .org URLs are not permitted; the URL must be www.xxxx.nihr.ac.uk to comply with NHS brand guidelines.

Email accounts

In line with the move to the new NIHR collaboration platform (http://goo.gl/yb62LY), NIHR email accounts can now be requested through the NIHR Service Desk or by email to ask@support.nihr.ac.uk. Every new user added to NIHR Google Apps automatically receives a corresponding @nihr.ac.uk e-mail address. The NIHR will shortly be providing a self-service form to request a new user.

Amending CLAHRC websites in response to the award of NIHR CLAHRC contracts from January 2014

- As this CLAHRC funding is a new contract round, existing websites should be modified to comply with the above guidance for new websites or pages hosted by partner organisations.
- If an existing CLAHRC has its own logo, this must be deleted after 1 January 2014.

Pages/microsites hosted by partner organisations

- If your CLAHRC plans to have pages hosted on a partner's existing website, you will need to work together with the partner to ensure the NIHR Identity Guidance is complied with.

- If your page is hosted on an NHS organisation website (i.e. NHS logo already in place), please do not use the NIHR logotype but provide a funding statement with a link to the NIHR website (www.nihr.ac.uk)

- If your CLAHRC page is on a University website, you can incorporate the NIHR logotype, but cannot add another NHS organisation logotype.

NIHR relationship statements

Relationship statements are important. They set out your position within the NIHR and your relationship with other partners and funders and can be used on stationery, websites and in press releases, publications and other outputs for example. There is no prescribed format but statements should be clear and simple and make sense of the relationship between the CLAHRC, the NIHR and partner organisations, where relevant.

A typical statement could be:

"The Collaboration for Leadership in Applied Health Research and Care (CLAHRC) North West London is part of the National Institute for Health Research (NIHR) and is a partnership between the Chelsea and Westminster Hospital NHS Foundation Trust and [list of major partners in the CLAHRC, noting that not all have to be listed every time in view of space restrictions]."

Issuing news/press releases

A proactive approach in issuing press releases and showcasing research funded by, or delivered through, the NIHR is welcomed. Annex A sets out full guidance on how to acknowledge the NIHR when issuing news/press releases. (NB research articles, papers and reports must not use the NIHR logotype.)

Acknowledging the NIHR in scientific journals

The CLAHRCs are required to submit a draft of their research articles/papers to their Programme Manager at the NIHR Central Commissioning Facility (CCF) at the same time as submission for publication or at least 28 days before the date intended for publication, whichever is earlier. The NIHR must be acknowledged in all research publications, eg:

"The research [was funded / supported by] the National Institute for Health Research (NIHR) Collaboration for Leadership in Applied Health Research and Care [Region] at [full name of Trust]. The views expressed are those of the author(s) and not necessarily those of the NHS, the NIHR or the Department of Health."

(NB research articles, papers and reports must not use the NIHR logotype.)

Digital Engagement

Again, a proactive approach to Digital Engagement (DE) is encouraged as it brings new opportunities to promote NIHR's work and engage and enthuse stakeholders in what we do. It often allows more to be achieved in other traditional media by pointing back to web resources, press releases and other forms of communication.
Annex C sets out some guiding principles to take into account when making use of DE channels. The NIHR is on twitter @OfficialNIHR and CLAHRC tweets should be forwarded to the Comms team at CCF for inclusion in the official NIHR twitter feed.

Contacting DH policy officials and Government Ministers

CLAHRCs should direct any approaches relevant to DH officials and Government Ministers (including the Prime Minister) through the NIHR CCF. CCF can validate your request and will work with DH to consider and fast track it as appropriate. Whilst DH Ministers and policy officials are keen to engage with NIHR research conducted by CLAHRCs, it is important for CLAHRCs to adopt a 'no surprises' and consistent approach when communicating information. Each request will be dealt with on a case-by-case basis. Any DH recommendations concerning necessary changes and / or suggested amendments will be mediated via CCF.

This applies to all invitations including for:
* quotes
* speaking engagements
* visits
* opening new facilities
* videos (including NIHR YouTube)
* web chats
* Online debates and Twitter
* podcasts.

Researchers are free to write to whom they wish, but must not do so with their NIHR

hat on.

For advice on NIHR identity contact:
Research Information and Communications Team*
NIHR Central Commissioning Facility
Email comms@nihr-ccf.org.uk
Tel. 020 8843 8072

(*Imelda Topping, Vaishali Patel and Janice Reynolds)

For advice on website domain registration and policy contact:
Justin Riordan-Jones
R&D Information Manager
Department of Health
Email Justin.Riordan-Jones@dh.gsi.gov.uk
Tel. 020 7210 5786

Issued on behalf of the Department of Health
Sally Beck
Information and Engagement Manager
Email Sally.Beck@dh.gsi.gov.uk
Tel. 020 7210 5730

Issued: January 2014

Guidance for CLAHRCs on issuing press releases

DH welcomes a proactive approach in maximising awareness of the impact of research funded by the NIHR, both nationally and internationally. To do this it is important that the NIHR receives appropriate recognition as the funder. This guidance provides advice on issuing press releases related to NIHR-funded research or infrastructure.

Who can help?
The specialist communications team at the NIHR CCF is your point of contact (see below). They will give you help and advice, and ensure your contractual obligations are met.

How much notice is required?
- **28 days** notice of the intention to issue a press release must be given to the CCF before publication.
- CCF should be sent a draft press release **14 days** ahead of distribution (with a copy of the research paper if applicable).

These terms are included as clauses in the new contracts for NIHR designation and funding from January 2013.

How do I acknowledge the NIHR?
Acknowledgement of the NIHR as either the funder of the research, or the NIHR CLAHRC where the research has been supported or has taken place should be clear and prominent in the release, ideally in the first or second paragraph. The first time the NIHR is referred to should be in full followed by the abbreviation in brackets, e.g.

"The research took place at the National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care [Region] at [full name of Trust]"

"The research was funded by the National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care [Region] at [full name of Trust and partner(s)]."

The press release must also carry the following NIHR Note to Editors:

About the NIHR
The National Institute for Health Research (NIHR) is funded by the Department of Health to improve the health and wealth of the nation through research. Since its establishment in April 2006, the NIHR has transformed research in the NHS. It has increased the volume of applied health research for the benefit of patients and the public, driven faster translation of basic science discoveries into tangible benefits for patients and the economy, and developed and supported the people who conduct and contribute to applied health research. The NIHR plays a key role in the Government's strategy for economic growth, attracting investment by the life-sciences industries through its world-class infrastructure for health research. Together, the NIHR people, programmes, centres of excellence, and systems represent the most integrated health research system in the world. For further information, visit the NIHR website (www.nihr.ac.uk).

Press releases issued by publishers of research / funders of research
NIHR CLAHRCs must also check that the NIHR is receiving due acknowledgement in press releases issued by other funders and / or publishers of research using its infrastructure. Reference to the support provided by the NIHR CLAHRC should be included in the body of the press release and the NIHR Note to Editors attached at the end.

CCF should be notified when a press release referring to a CLAHRC is to be issued so that DH can be briefed regarding externally generated media interest. A copy of the embargoed press release should be sent to CCF before the intended time/date of issue. In cases of a press release being issued for research supported both by the CLAHRC and an external funder, CCF/DH will work together with CLAHRC and the external funder to finalise the press release.

Can I include a DH quote?
Depending on the significance of the research findings and/or announcement, it might be appropriate to include a quote from the Secretary of State for Health, a DH Minister and/or the Chief Medical Officer. A suggested quote should be drafted at source and sent to the CCF communications team, for clearance with the press release. CCF will liaise with DH to confirm quotes.

How do I get my press release posted on the NIHR website?
When finalised, CCF communications will submit to DH for posting on the NIHR website.

When might DH choose to issue a release about my CLAHRC?
There are occasions when a press release is (also) generated by the DH about research funded or undertaken by an NIHR CLAHRC. This is most likely to happen when the research is significant and a DH Minister wants to welcome the research and comment on the findings. This will involve the CCF and the joint institutions working together on a single release, or on two separate ones released in sync.

Can I use the NIHR logotype?
The NIHR logotype should not be used on press releases and research articles/papers. The independent nature of the research and its intellectual property provenance should be emphasised.

DH Media Centre
The CCF will pass your press release to the DH R&D Information and Engagement team who will liaise with the DH Media Centre, so there is no need for CLAHRCs to contact DH directly.

Who is my first point of contact?
For advice and to submit a draft press release for approval, you should contact NIHR CCF as follows:

Research Information and Communications Team
National Institute for Health Research Central Commissioning Facility
Email: comms@nihr-ccf.org.uk
Tel: 020 8843 8072

Names of the NIHR Collaborations for Leadership in Applied Health Research and Care

Name of CLAHRC	Long Name of CLAHRC	Host organisation	Themes
NIHR CLAHRC East of England	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care East of England at Cambridgeshire and Peterborough NHS Foundation Trust	Cambridgeshire and Peterborough NHS Foundation Trust	Dementia, frailty and end of life care, Enduring disabilities and disadvantage, Patient safety, Patient and public involvement. **Research methodology themes:** Health economics.
NIHR CLAHRC East Midlands	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care East Midlands at Nottinghamshire Healthcare NHS Trust	Nottinghamshire Healthcare NHS Trust	Preventing and managing chronic disease, Caring for older people and stroke survivors, Enhancing mental health. **Research methodology themes:** Implementing research evidence and improving healthcare.
NIHR CLAHRC Greater Manchester	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care Greater Manchester at Salford Royal NHS Foundation Trust	Salford Royal NHS Foundation Trust	Patient-centred care, community services and primary care.

NIHR CLAHRC North Thames	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care North Thames at Barts Health NHS Trust	Barts Health NHS Trust	Optimising Behaviour and Engagement with Care, Empowering Mental Health Service Users and Families, Child & Adolescent Health. **Research methodology themes:** Innovations in models and systems of healthcare to improve outcomes for patients with long term conditions health, health research methodological innovation.
NIHR CLAHRC North West Coast	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care North West Coast at NHS Liverpool Clinical Commissioning Group	NHS Liverpool Clinical Commissioning Group	Improving public health and reducing health inequalities, Improving mental Health, Managing complex needs arising from long term conditions, Delivering personalised health care. Research methodology themes: Evidence Synthesis and implementation, Public & stakeholder management, Knowledge exchange and implementation.
NIHR CLAHRC North West London	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care North West London at Chelsea and Westminster Hospital NHS Foundation Trust	Chelsea and Westminster Hospital NHS Foundation Trust	Breathlessness, Frailty, Early years mental and physical wellbeing, Public health. **Research methodology themes:** Improvement science and service quality Improvement, Patient and public engagement, Collaborative learning and partnerships.
NIHR CLAHRC Oxford	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care Oxford at Oxford Health NHS Foundation Trust	Oxford Health NHS Foundation Trust	Early Intervention and Service Redesign in Mental Health and dementia, Health behaviours and Behavioural interventions for exercise/ physical activity, Patient experience and patient reported outcomes, Better management of medical-psychiatric co-morbidity, Patient self-management of chronic disease.

NIHR CLAHRC South London	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care South London at King's College Hospitals NHS Foundation Trust	King's College Hospitals NHS Foundation Trust	Alcohol, Diabetes, Infection, Palliative and End of Life Care, Psychosis Public Health, Stroke, Women's Health, Patient and Public Involvement.
NIHR CLAHRC South West Peninsula	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care South West Peninsula at Royal Devon and Exeter NHS Foundation Trust	Royal Devon and Exeter NHS Foundation Trust	Mental health and dementia, Diagnostics and stratified medicine, Healthy people, Healthy environments, Person-Centred Care. **Research methodology themes:** Evidence for Policy and Practice.
NIHR CLAHRC Wessex	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care Wessex at University Hospital Southampton NHS Foundation Trust	University Hospital Southampton NHS Foundation Trust	Achieving sustainable patient health improvements in respiratory health through integrated care, Ageing and Dementia: improving routine clinical care, Delivering high quality fundamental care in hospital, Public health and primary care: targeting antibiotic use and preventing chronic liver disease, Patient engagement with self-directed support for long term conditions, Minimally disruptive healthcare, patient experience, and organisational behaviour.

NIHR CLAHRC West	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care West at University Hospitals Bristol NHS Foundation Trust	University Hospitals Bristol NHS Foundation Trust	Delivering equitable, appropriate and sustainable health and healthcare; Improving the management of chronic diseases (e.g. dementia, musculoskeletal, vision, kidney, pain, depression, Parkinson's, and avoiding hospital admissions); Public health interventions (e.g. reducing child injury and infections, improving sexual health, supporting healthy neighbourhoods, improving services for self-harm and addictions, and innovation in vaccines). **Research methodology themes:** Evidence synthesis; Effectiveness and evaluation; Efficiency; Ethnography; Epidemiology.
NIHR CLAHRC West Midlands	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care West Midlands at University Hospitals Birmingham NHS Foundation Trust	University Hospitals Birmingham NHS Foundation Trust	Maternity and child health, Prevention and early intervention in youth mental health, Prevention and detection of illness, Chronic diseases (integrated and holistic care). **Research methodology themes:** Implementation of research evidence and supporting change in health services, Research methods.
NIHR CLAHRC Yorkshire and Humber	National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care Yorkshire & Humber at Sheffield Teaching Hospitals NHS Foundation Trust	Sheffield Teaching Hospitals NHS Foundation Trust	Healthy children, Healthy families, Public health and inequalities, Telehealth and care technologies, Primary care-based management of frailty in older people, Avoiding attendance and admission for people with long term conditions, Mental health and co-morbidities. Research methodology themes: Evidence-based transformation in the NHS, Translating research knowledge into action, Health economics and outcomes measurement.

Digital Engagement - underpinning strategic principles

The following principles should underpin all digital engagement (DE) activities, both strategic and tactical and are intended to provide a guide to best practice and good principles for DE.

DE is complementary to traditional media
Plan digital activities as part of an overall approach.

Don't think of the channel first and then try to find a use for it

Ensure that channels are accessible
They should be suited to the needs and capabilities of those engaging in them.

Be aware of the skills required
Beginning DE without them is likely to fail.

Set objectives
For all planned engagement activities.

Be clear in the desired outcomes from unplanned, responsive activities.

Build a business case
This should be done quickly and adjusted it in the light of experience - it may not be right first time.

Build in agility to the process of developing the business case - quick turnaround may be more useful than a perfectly-formed product.

Be clear about the audience being engaged and why
Engagement works best when a community's character and needs are understood, and particularly if it has been pre-engaged in other channels (including non-digital).

Be consistent
Across different channels, over time, across topics, campaigns, themes.

Have a recognisable tone of voice

Be realistic
Where and to what extent can NIHR engage on a particular issue: if content is taken and embedded in thousands of third-party sites, all of which could then feature follow-up comments and discussions, it will be unrealistic to interact in all of them.

Prepare for the unexpected
Run scenarios to test DE. Be creative in "what could happen if..." thinking.

Approval and timescales
Processes from non-digital channels are unlikely to be suitable for DE.

Measure and evaluate
All engagement activities.

Be prepared to rethink established metrics and role of existing assets
Notably web sites; engagement involves being where the conversation is, not necessarily bringing others to a destination.

The best place for engagement may not be NIHR's place

The best organisation to lead co-production may not be NIHR
A third sector partner may provide a more effective setting.

Co-production sets a tone for future activity
Once audiences have experienced co-production in a particular policy area, it may be hard to revert to previous approaches.

Leaving is harder than arriving
If you have to close a channel, plan the exit carefully. For example, a Twitter channel set up as part of an overall campaign may have an intentionally fixed lifespan. Prepare for its closure so that those involved in conversations aren't taken by surprise.

Don't abandon a channel and leave it publicly visible and unattended.

Take risks
If nothing ever goes wrong, it may be a sign that genuine DE is lacking.

Don't ignore DE
Whether planned or not - it won't go away.