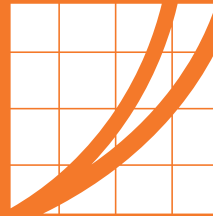
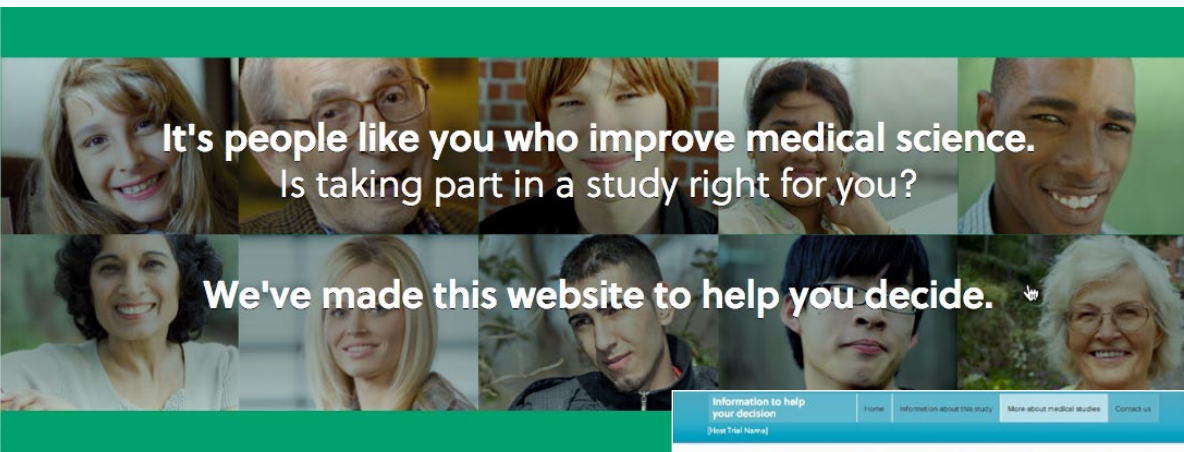


MRC START

Developing the science of recruitment



What improves recruitment to RCTs?



Multi-media interventions

Can access to a multimedia resource boost recruitment in your trial?

A multi-media intervention (MMI) has been developed to complement existing participant information sheets.

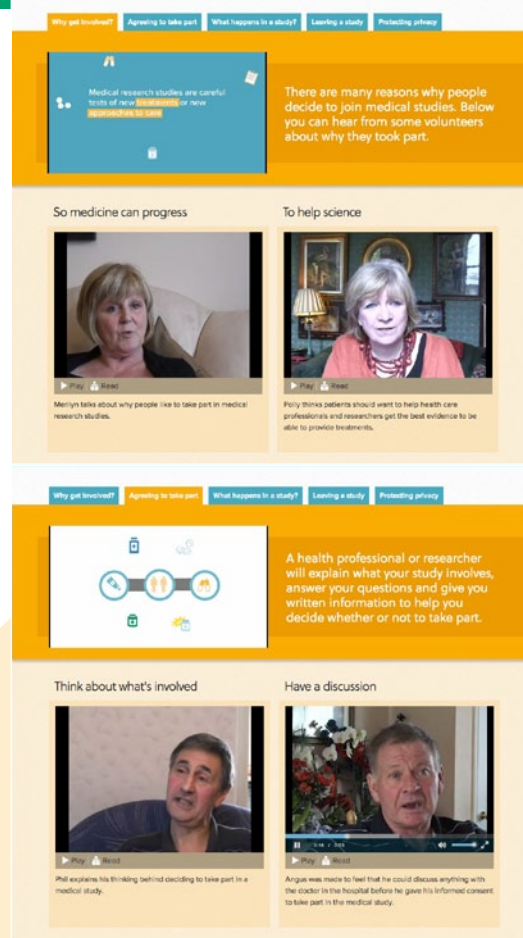
The MMI content was informed by current evidence¹⁻³ and expert opinion, led by patient and public involvement using material from the award winning healthtalkonline.org.

We are seeking trials to act as hosts to run nested recruitment trials to test our unique interventions. The MRC START research programme has been informed by the MRC Framework⁴.

It has an information study-specific to trials component, providing bespoke trial information, and information generic to trials component, outlining generic research issues and questions.

Relevant existing video clips of patients discussing their participation experiences in medical research studies (healthtalkonline.org) have been carefully matched to each research issue. Infographics are in place to help offer visual and text explanations about the importance of medical research studies.

We provide expertise and resources to help trials develop bespoke content for the web page.



- 1 Sully BG, Julious, SA, Nicholl, J. A reinvestigation of recruitment to randomised, controlled, multicenter trials: a review of trials funded by two UK funding agencies. *Trials* 2013; 14:166.
- 2 Treweek S, Mitchell E, Pitkethly M, Cook J, Kjeldstrom M, Johansen M, Taskila TK, Sullivan F, Wilson S, Jackson C, Jones R, Lockhart P. Strategies to improve recruitment to randomised controlled trials. *Cochrane Database of Systematic Reviews* 2010, Issue 4.
- 3 McDonald A, Knight R, Campbell M, et al. What influences recruitment to randomised controlled trials? A review of trials funded by two UK funding agencies. *Trials* 2006;7:9.
- 4 MRC (2000) A framework for development and evaluation of RCTs for complex interventions to improve health.
- 5 Knapp P, Raynor DK, Silcock J and Parkinson B. Performance based readability testing of participant information for a phase 3 IVF trial *Trials* 2009, 10:79.

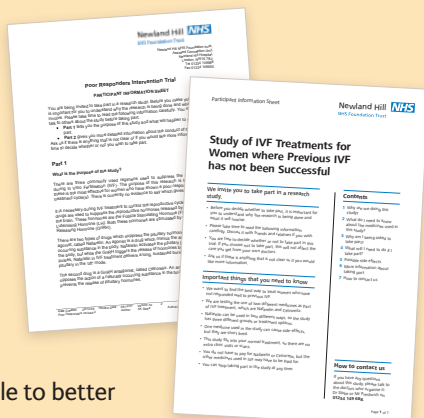
Enhanced participant information sheets intervention

Does improved patient comprehension, increase recruitment?

Existing participant information sheets will be put through a process of Performance-based User Testing and design demonstrated to improve patient comprehension.

This is a proven technique⁵ where participants seeing the enhanced patient information sheet were able to better understand a trial.

We are looking for trials which use a paper-based method to recruitment to act as hosts to run nested recruitment trials to test our participant information sheet intervention.



Benefits of getting involved

- An opportunity to get involved in an MRC funded initiative
- Contribute to the evidence base on recruitment to RCTs - developing the science of recruitment
- Access to current thinking on effective recruitment strategies
- Access to recruitment interventions, within and beyond, MRC START
- Additional resource to develop interventions relevant to your study
- Opportunity to publish study specific recruitment outcomes data
- Acknowledgement in any MRC START Collaborative reports, dissemination and publications

Systematic Techniques for Assisting Recruitment to Trials (START) is an MRC funded collaboration to test recruitment methods across multiple clinical trials.

The MRC START study aims to:

- Improve the evidence base on recruitment to trials
- Enhance trial recruitment rates
- Make research more accessible to the public

Why the MRC START Collaboration?

Randomised controlled trials (RCTs) are critical to evidence-based practice. The acceptance of the RCT as the bedrock of outcomes research has led to a vast number of trials conducted, but recruitment is often problematic and achieving high professional and patient participation in RCTs has traditionally been difficult. Little rigorous evidence exists to support research teams in recruitment and retention of participants. In 73 UK Trials (2002 - 2008), 55% recruited to target and 46% needed an extension¹. Despite large numbers involved in RCTs, a recent Cochrane systematic review² identified only 14 nested studies testing approaches directed at potential participants in real trials and 27 overall.

The MRC START team

Professor Peter Bower, University of Manchester (Principal Investigator)

Dr David Collier, Barts and The London

Professor Sandra Eldridge, Queen Mary University of London

Dr Jonathan Graffy, University of Cambridge

Dr Anne Kennedy, University of Southampton

Dr Peter Knapp, University of York

Professor Chris Salisbury, University of Bristol

Professor David Torgerson, University of York

Dr Shaun Treweek, University of Aberdeen

Professor Paul Wallace, University College London and NIHR PCRN

Recruitment to science is not underpinned by a science of recruitment.

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