

3 minute Elevator Pitch for PRIME Conference

Julie Hepburn. Increasing Diversity of Membership of the SUPER Group

Historically, public and patient contributors have tended to come from a certain demographic which doesn't fully represent the wide range of backgrounds of patients using PRIME services.

This Project was aiming to solve that problem using 8 patient contributors and 3 researchers working together to look at several aspects of recruitment.

- **What experience/skills did we require?** We felt that having prior experience of being involved in health research, whilst useful, might not draw in the wider range of people we were looking for. We could teach them what patient and public involvement is all about, what we really needed was the range of experiences from different backgrounds, age and geography, which is impossible to teach. In addition we required a set of skills relating to team working on a committee.
- **What publicity material should be sent out to advertise vacancies?** We needed publicity material to be attractive, easily accessible and not to assume any prior knowledge of health research. Mentoring and support were to be offered to members new to public and patient involvement.
- **What organisations should we approach in order to widen our pool of applicants?** We approached the Involving People Network but also PRIME researchers plus 29 Community Groups. Social media was employed and adverts were tweeted and retweeted.

In September, 22 applications were received from a wide range of people, 10 of which were not previously known to PRIME. 8 are from outside the Cardiff/Swansea area, five are parents of young children.

We feel that this has been a successful exercise and hope to develop the database of contact organisations further and make it available to researchers wishing to recruiting PPI members for Research Groups.