



## Prioritising Research through Engagement with older Adult Care Homes (PREACH) Promotion Guide

**Thank you** for your help in raising awareness of our survey. Below is a summary of key information about PREACH and ideas about how others could be encouraged to complete it.

**Survey dates:** Opened 1<sup>st</sup> July 2024, anticipate to close 1<sup>st</sup> February 2025

**Website link:** [www.carehomepriorities.com](http://www.carehomepriorities.com)

**Survey link:** <https://app.onlinesurveys.jisc.ac.uk/s/herts/care-home-priorities>

The project is being led by a team at the Centre for Research in Public Health and Community Care (CRIPACC) at the University of Hertfordshire (UoH). PREACH has been granted ethical approval by the UoH Health, Science, Engineering and Technology Ethics Committee with Delegated Authority (reference: HSK/SF/UH/05642).

## What do we mean by “care home”?

Any long-term care facility where people live on a permanent basis (though temporary residents are also welcome to participate in the survey). Care homes can be with or without nursing care provision onsite and may be funded privately or via health or social care. For this project we focus on care homes predominantly caring for older adults.

## Who should complete the survey?

We are hoping to get the views of:

- **Older care home residents** – anyone 65 years of age or older who has experience (current or prior) of living in a care home.
- **Friends and family of care home residents** – anyone who has experience (current or prior) of visiting or supporting someone living in a care home.
- **Care home staff** – anyone with experience (current or prior) of working within a care home in any role.

- **Care home managers** – anyone with experience of managing a care home.
- **Volunteers** who help in care homes.
- **Health and social care providers** – this may include people working in various roles, including physicians, nurses, allied health professionals, social workers and any others who collaborate with care homes or provide services to residents. This can be in any setting, including care provided in the community or the acute (hospital) setting.
- **Charities, advocacy groups and other community organisations** with an interest in supporting older people living in care homes.
- **Policy makers, commissioners and government agencies** – this may include individuals working for regulatory bodies and local or national committees.
- **Researchers and research funders** with an interest in care homes and related areas (for example, ageing or long-term care).

## How can the survey be completed?

- Online at <https://app.onlinesurveys.jisc.ac.uk/s/herts/care-home-priorities>
- If you work in a care home and would like ideas about how the survey could be explored with residents and visitors in an interactive way, activity packs can be downloaded at <https://www.carehomepriorities.com/activity-packs-to-download> ) or requested by contacting the PREACH team at [carehomepriorities@herts.ac.uk](mailto:carehomepriorities@herts.ac.uk)

## Promotion of Survey

### Social media

We will be promoting the survey on X via the CRIPACC (@CRIPACC1), EEP RU (@EEPRUNEWS) and ARC East of England (@ARC\_EoE) accounts using the hashtag #carehomepriorities. We will also be promoting it via Facebook and will be asking various networks to help share news about the survey launching.

If you would like to help us spread the word, it would be very much appreciated. Some guidance is below:

- Please include a link to the survey (<https://app.onlinesurveys.jisc.ac.uk/s/herts/care-home-priorities>)
- Please feel free to tag participating organisations (@CRIPACC1 and @ARC\_EoE) – this can help show your own credibility
- Consider adding one of our images to your post – you can download these from our website or we can email them to you.

### Examples of potential social media messages

- 1) For general audiences:

How could care home research make the biggest impact for older people? Have your say by completing our survey: <https://app.onlinesurveys.jisc.ac.uk/s/herts/care-home-priorities> #carehomepriorities

Have your say about the future of care home research – take the University of Hertfordshire’s survey here: <https://app.onlinesurveys.jisc.ac.uk/s/herts/care-home-priorities> #carehomepriorities

2) Care home residents:

Are you an older person living in a care home? We want to hear about the issues having the biggest impact on your life. Help to shape future research by taking our survey: <https://app.onlinesurveys.jisc.ac.uk/s/herts/care-home-priorities> #carehomepriorities

3) Friends and family

Do any of your older friends or family members live in a care home? We want to hear your thoughts about how care home research could have the biggest impact on their lives. Take our survey here: <https://app.onlinesurveys.jisc.ac.uk/s/herts/care-home-priorities> #carehomepriorities

4) Health and social care professionals

Are you a professional who supports older people living in care homes? We want to hear your thoughts about how care home research could make the biggest impact on their care. Take the survey here: <https://app.onlinesurveys.jisc.ac.uk/s/herts/care-home-priorities> #carehomepriorities

5) Researchers

Are you a researcher who is interested in older people? We want to hear your thoughts to help shape future care home research. Take our survey here: <https://app.onlinesurveys.jisc.ac.uk/s/herts/care-home-priorities> #carehomepriorities

## Promoting the survey via emails, newsletters and websites

If you would like to share about our survey via your website, sending emails or through a newsletter, we have prepared a short summary about PREACH and the survey below. If you like, it can be adapted to suit your audience (or just copied directly):

***Influence the future of care home research – complete the University of Hertfordshire’s survey***

Over 400,000 people live in care homes in the UK. Ensuring that care home residents get the best care possible - and that care home staff are well-supported to provide it - is essential. Research can help make this happen.

We want to make sure that future care home research is focused on what is most important to the people who matter – residents and the people who support them. The University of Hertfordshire has launched a project called PREACH (Prioritising Research through Engagement with older Adult Care Homes), using an online survey to gather views about the key priorities that care home research should address.

We have also developed an activity pack with care home residents and staff to explore your research priorities, which can be accessed on our website ([www.carehomepriorities.com](http://www.carehomepriorities.com)).

At the end of the survey period, our team will check every response. Your priorities will help influence future research.

Thank you for reading – your time is very much appreciated.

To complete the survey, please go to: <https://app.onlinesurveys.jisc.ac.uk/s/herts/care-home-priorities>

To learn more about PREACH: [www.carehomepriorities.com](http://www.carehomepriorities.com)

## Sharing via flyer

We have prepared a flyer which can either be attached to an email or printed out. If printed, it would likely be particularly effective in areas with a lot of foot traffic such as staff rooms, receptions, sitting areas/dining rooms or entrances.