



An e-newsletter from the Primary Care Research Network

ISSUE 03: DECEMBER 2012

## Campaign to promote the role of community pharmacy in research is launched

The Primary Care Research Network (PCRN) is working with the Royal Pharmaceutical Society (RPS) to launch a new initiative that seeks to unlock the research delivery potential of community pharmacies.

The **Think Community Pharmacy** campaign, which got underway at the PCRN's national meeting, is aimed at researchers and highlights the many benefits of involving community pharmacies in research design and delivery.

There are approximately 13,000 community pharmacies in Britain which together encompass a diverse demography and ethnography. This, combined with the fact that people visit the pharmacy for health related reasons on average 11 times a year, represents a significant opportunity for engaging patients and the public in primary care research.

for research studies, as well as support the delivery of research - for example by taking samples and/or dispensing research trial medication.

their pharmacies they think may like to be involved in research.

**“Community pharmacies are an under-used resource. They have extraordinary potential to contribute to primary care research studies”**

Patricia Ellis, PCRN's Assistant Director, applauds the new campaign:

“Community pharmacies are an under-used resource. They have extraordinary potential to contribute to primary care research studies because they, like GP's, are interacting with the general public about their healthcare on a day to day basis. PCRN is very enthusiastic about supporting this new initiative.”

A campaign leaflet and poster are now available from both the PCRN website and the [RPS website](#).

We would be grateful if GPs could share this information with any of

### Think Community Pharmacy

Visit the NIHR PCRN [weblink](#), to view or download the campaign publications:

- Information leaflet
- A3 poster

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As well as raising awareness of research, community pharmacies can advise on study design and delivery in a community setting, assist with the identification and recruiting of suitable participants

## PCRN National Team Meeting

Brighton, 12th and 13th November 2012

A mixture of plenary sessions and interactive workshops was the plan designed to engage the attendees. Yet again the first noticeable change was the increase in numbers in the room, what had not changed was the 'noise' - information shared, opinions given, support offered and accepted. The PCRN certainly know the concept of 'team'.

Dr Patricia Ellis, Assistant Director (Tricia) opened the meeting with a reflection of the previous twelve months and a look into the future. Her data demonstrated the continuing successful contribution that the PCRN make to the NIHR objectives and referenced a recent article in 'Pharma' Journal relating to the increased participation of primary care patients in research trials: [www.pjonline.com](http://www.pjonline.com)

Plenary sessions included tips/advice on how to enhance the public role in shaping the health research system (Simon Denegri, NIHR Director, PPI Engagement). The availability of electronic data systems increase both the researchers' access to patient information and the patients' access to research.

Policy and legislative frameworks aim to link up the various strands and the Health & Social Care Act 2012 highlights the clinical duty to engage and support research activity.

Encouraging patients to actively contribute to how research is conducted recognises the public as participants rather than subjects. Such culture changes act to support research as a driver of quality. Current NHS changes are providing an opportunity to enhance the Public & Patient Involvement (PPI) contribution and the challenge for NHS staff is in supporting a public/patient leadership role.



L to R: Joanne Tozer, PCRN N&Y's first lay PPI representative with Pat Brown, PCRN Research Nurse and Chair of the PCRN N&Y PPI Group at the National Team Meeting

Janet Messer (Head of RM&G, NIHR) described how changes within the NHS from 2013 will impact on obtaining RM&G approvals in primary care. NHS Clinical Commissioning Groups and Commissioning Boards will have a duty to support and promote research and the proposed Academic Health Science Networks will provide a key role in promoting innovation.

A series of interactive workshops provided an opportunity to gain insight and information relating to the changing landscape in which the NIHR Networks will be challenged to deliver the research objectives. CCGs are being encouraged to rise to this challenge, identifying tools that will facilitate feasibility work and how to engage the many health care professions outside of general practice. Operationally the audiences were encouraged to share their experiences of working towards achieving the HLO (High Level Objective) targets, obtaining and using data, increasing participation in industry studies and many other areas of the 'day job'.

The first day ended with the CEO, Jonathan Sheffield, providing a vision of the NIHR CRN proposed new arrangement alongside a

description of the opportunities open to both networks and individuals in the changing landscape. He spoke encouragingly of the contribution that the PCRN has made to the success of the CRN to date, identifying primary care as the forefront of patient care delivery enabling patients to access research.

On the second day Richard Hobbs provided an oversight of the NIHR School for Primary Care Research presenting feedback from the five programmes of research which focus on long-term conditions, ageing, prevention and diagnosis,

*Continued overleaf*

### Weblinks

'PJOnline', is the official Pharmaceutical journal of the Royal Pharmaceutical Society of Great Britain  
[www.pjonline.com](http://www.pjonline.com)

Patient and Public Involvement (PPI) in research - for information go to the NIHR website:  
<http://www.crnc.nihr.ac.uk/ppi>

## PCRN National Team Meeting

*continued from page 2*

patient centred care and methodological innovation, all of which contribute to increasing the evidence base for primary care clinical practice. Looking forward there is an emphasis on identifying opportunities for the PCRN and school to generate a greater synergy at national level.

The remaining focus of the day was the studies — past and present. It was encouraging for the PCRN teams to hear the outcomes and impacts of studies that they had supported. A brief example of these follow:

Alistair Hay (**DUTY** study) stated that the PCRN support evidently contributed to the success of recruitment to the study. The study was clinically interesting to clinicians and also demonstrated that primary care has the capacity to deliver large scale complex studies.

Gene Feder (**IRIS** study) illustrated the health impacts of domestic violence on its victims and how a programme designed to identify and refer to safety provided support, improved health and contributed to a reduction of violence.

The IRIS study findings demonstrated the cost effectiveness of the Advocacy Role and have been translated into both policy (DH taskforce guidance) and practice (commissioning document as translational tool). The impact of the study findings has enabled a follow up study involving men (HERMES) to obtain funding.

The **STarT Back** trial has also successfully answered the research question. Elaine Hay informed the audience that the development of a screening tool to identify the level of risk of chronic back pain was successfully shown to be a cost effective approach which would be useful to both commissioners and providers of back pain services.



*Chris Avery presenting the HEAT Study*

Chris Avery provided a brisk run through of the recently opened **HEAT** study and update of its pilot feasibility work has been encouraging. Although the study is in its early days it has provided an opportunity for GP practices to demonstrate their research expertise by active involvement of research intervention in a primary care setting.

Helen Lester (Chair of CIRC RCGP) focussed her plenary session on the new opportunities for primary care research in the changing NHS. Helen helped us reflect on why we do research and demonstrated, with examples, why primary care is the perfect setting for this. She provided an inspiring talk which left us feeling motivated to face the challenges ahead.

Finally, Paul Wallace, PCRN Director, sent everyone safely on their way with encouraging words of past success and an exciting future.

Submitted by:  
Terri Harding  
Network Manager, PCRN NY  
and  
Dr Patricia Ellis  
Assistant Director, PCRN

## University of York tackles 'hidden' elderly depression

Depression accounts for the greatest burden of disease among all mental health problems. It is a subject few have been willing to talk about, but the mental health of the elderly is a growing problem.

According to some estimates as many as one-in-four elderly people could be suffering from some kind of anxiety or depression.

The UK's biggest ever study into the mental health of the elderly is currently under way at the Univer-

sity of York.

Toby Foster, BBC Interviewer, has recently spoken to the researchers and health professionals involved in looking for solutions to the 'hidden' problem of depression in the elderly, including Professor Simon Gilbody, Chief Investigator for **The CASPER Trial** (featured in the last issue of 'PCRN Matters' newsletter).

Submitted by:  
Yvonne Coverdale  
Clinical Trial Coordinator (NEYNL)

Find out more about  
Depression in the elderly

[Click here](#) to see the interview of researchers and health professionals by Toby Foster from the BBC.

For information on the University of York's CASPER Trial please [click here](#).

## THE VOICES STUDY— Voices On Identify, Childhood, Ethics and Stimulants: Children join the debate



**VOICES** brings the perspectives and experiences of children into international debates around rising child psychiatric diagnoses and the increasing use of drugs in child psychiatry. These voices contribute to an empirical evidence base that helps to inform ethical debate, clinical judgment, and national policy.

**Attention Deficit/Hyper-activity Disorder (ADHD)** is the most common child psychiatric disorder in the world. Estimates of ADHD prevalence amongst school-age children vary within and across world regions.

understand whether children's perspectives and experiences support claims about the ethical harms of stimulant medication.

We interviewed over 150 children aged 9 – 14 in the United States and United Kingdom, recruited from NHS Trusts, university clinics and community pediatric centres, using verbal, visual and standardised methods. Some of the children had ADHD and were taking stimulant medication, some had ADHD and were unmedicated and some of the children we interviewed had no diagnosis at all (the control group).

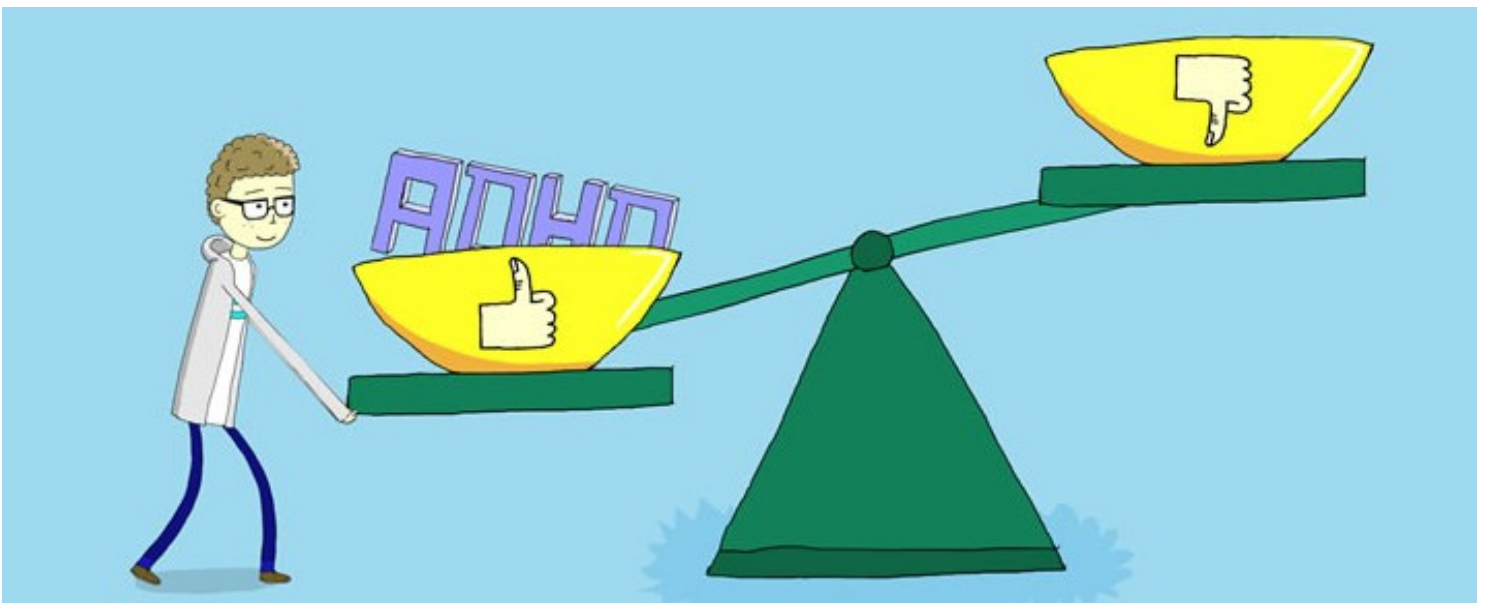
professionals who work with children.

We hope you will view and share these links with others. Thank you for your time and do let us know your thoughts by emailing:

[contact@adhdvoices.com](mailto:contact@adhdvoices.com) We would be pleased to send you hard copies of the final report and DVD if you write to us with your name and postal address.

Submitted by:

Dr Ilina Singh, Principal Investigator  
Ms Lauren Baker, Project Manager  
The VOICES Study Team



**Methylphenidate**, marketed under different names including Ritalin or Concerta, is the most common drug treatment for ADHD in the UK.

VOICES is a Wellcome Trust-funded research project that sheds fresh light on children's experiences with ADHD diagnosis and stimulant drug treatments.

The VOICES study set out to understand how children think, feel and live these dimensions of moral identity and moral experience. A primary aim of the study was to

We are delighted to inform you that the final report, the film, academic publications and more can be accessed through the VOICES website:

[www.adhdvoices.com](http://www.adhdvoices.com)

The film (entitled 'ADHD and Me') has been separated into individual 90+ second clips re-presenting some key themes in the VOICES study. These clips can be accessed on You Tube:

[www.youtube.com/user/ADHDVOICES](http://www.youtube.com/user/ADHDVOICES)

The report is aimed at parents and

### The VOICES study weblinks:

**VOICES study website:**  
[www.adhdvoices.com](http://www.adhdvoices.com)

**Final report and animation links:**

**The VOICES final report:**  
<http://www.adhdvoices.com/adhdreport/>

**'ADHD and Me' animation:**  
<http://youtu.be/yvaVKvuEBkk>

# CHRISTMAS TRIVIA QUIZ

Answers at bottom of page

1. What did the first ever SMS text message, sent December 3rd 1992, read?
2. Which Christmas carol includes the lyrics 'all seated on the ground, the angel of the Lord came down and glory shone around'?
3. Which American actress plays the Ghost of Christmas Present in the film 'Scrooged'?
4. The Beach Boys had a Christmas number one US hit single in 1966 with which song?
5. Which country is Eggnog said to have originated from?
6. Which famous scientist born on Christmas day was the first scientist to be buried in Westminster Abbey in London?
7. What is the name of the little boy in the filmed story of 'The Snowman' by Raymond Briggs?
8. Which English author wrote the book 'A Christmas Carol'?
9. From which town had Mary and Joseph come before arriving in Bethlehem?
10. Name the Christmas song with the initials 'WIAWW'?
11. Which 3 dimensional puzzle, sold by Ideal Toy Corp., was the most popular Christmas gift in 1980?
12. "There's never really been a real hood Christmas movie" is a quote by which American rapper and actor?
13. 'Ilex' is the scientific genus of which type of Christmas foliage?
14. Which spirit based sauce is traditionally poured over Christmas pudding?
15. In the Christmas song 'Jingle Bells', how many horses pulled the sleigh?
16. By what other title is the film 'National Lampoons Christmas Vacation' known in the U.K.?
17. In which year did the US postal system first issue Christmas stamps?
18. What 'MAW' was a UK Christmas Number One in 1988 for Cliff Richard?
19. "He's making a list and he's checking it twice. He's going to know who's naughty and nice" is taken from which Christmas song?
20. Who played the Grinch in the 2000 film?

## Word Search

E N A C Y D N A C H T A E R W S S  
 T H I S S N O I T A R O C E D H Y  
 E G G N O G M E H E L H T E B E O  
 G I F T S F R U I T C A K E T P T  
 R E G N A M H F R I E N D S F H S  
 S L T R E E I E C S C S R R S E E  
 T S H N E G A S A A E A A A T R J  
 H A R A S E N N T L N N R A T D E  
 G I E G S E T I C L K D K O G S S  
 I T E G L A K I K I E S L O L T U  
 L T W O B E C A N C O T L E N S S  
 F E I B E I I C L G O D O E S N J  
 A S S O L L E R A F C T M E M O O  
 M N E T L N B N B N W A S Y A W S  
 I I M T S O G A B A N O R E R M E  
 L O E E J E O L T R G R N D Y A P  
 Y P N Y L L O H O S H L Y S S N H

ANGEL	GREETING	SHEPHERDS
BELLS	CARDS	SKATES
BETHLEHEM	HOLLY ICI-	SLEIGH SNOW-
CANDLES	CLES	FLAKES
CANDY CANE	JESUS	SNOWMAN
CAROLS	JOSEPH	STABLE
DECORATIONS	LIGHTS MAN-	STAR
EGGNOG	GER	STOCKING
FAMILY	MARY	THREE WISE MEN
FRANKINCENSE	MISTLETOE	TOBOGGAN
FRIENDS FRUIT-	MYRRH	TOYS
CAKE	ORNAMENTS	TREE
GABRIEL	POINSETTIA	WREATH
GIFTS	SANTA	
GOLD		

Answers to Christmas Trivia Quiz  
 1. Merry Christmas! 2. While Shepherds Watched Their Flocks by Night 3. Carol Kane 4. Good Vibrations  
 5. England (East Anglia) 6. Sir Isaac Newton 7. James 8. Charles Dickens 9. Nazareth 10. Walking in a Winter Wonderland 11.  
 Rubik's Cube 12. Ice Cube 13. Holly 14. Brandy Sauce 15. One 16. National Lampoons Winter Holidays 17. 1962 18. Mistletoe  
 and Wine 19. Santa Claus is Coming to Town 20. Jim Carrey

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NOTICE BOARD

We would like to welcome and introduce two new members of staff:

**Sophie Lake, Research Support Officer (CD/TV)**

Sophie joined the PCRN on the 12<sup>th</sup> November this year and has already become a great asset to the CDTV Team. Sophie previously worked for Tees, Esk and Wear Valleys Trust as a Patient and Carer Information Officer. She comments that she is enjoying her new post.

**Anne-Marie Jones, Research Facilitator/Nurse (CD/TV)**

Anne-Marie joined PCRN N&Y on 3<sup>rd</sup> December as Research Facilitator (CDTV spoke). She is looking forward to the challenges of her new role and is getting to grips with speaking in acronyms. Anne-Marie qualified as a midwife in 2000 and later spent 4 years in New Zealand where she worked initially in a midwife/GP led maternity unit, followed by a 'High Needs' team and a year as an independent midwife. More recently she worked for 3½ years on the neonatal unit at North Tees and prior to that spent 1½ years as a case manager for brain and spinally injured clients. Anne-Marie obtained a PG Certificate in Clinical Research at Newcastle University and is now keen to channel her interest into practice by supporting primary care providers in their research endeavours. She is married with two children aged 16 and 8 and is kept busy outside of work running around after them and occasionally managing to fit in some sporting activities such as cycling the coast to coast (next year's challenge yet to be confirmed !)

**Sarah Daniel, CTC (CD/TV)**

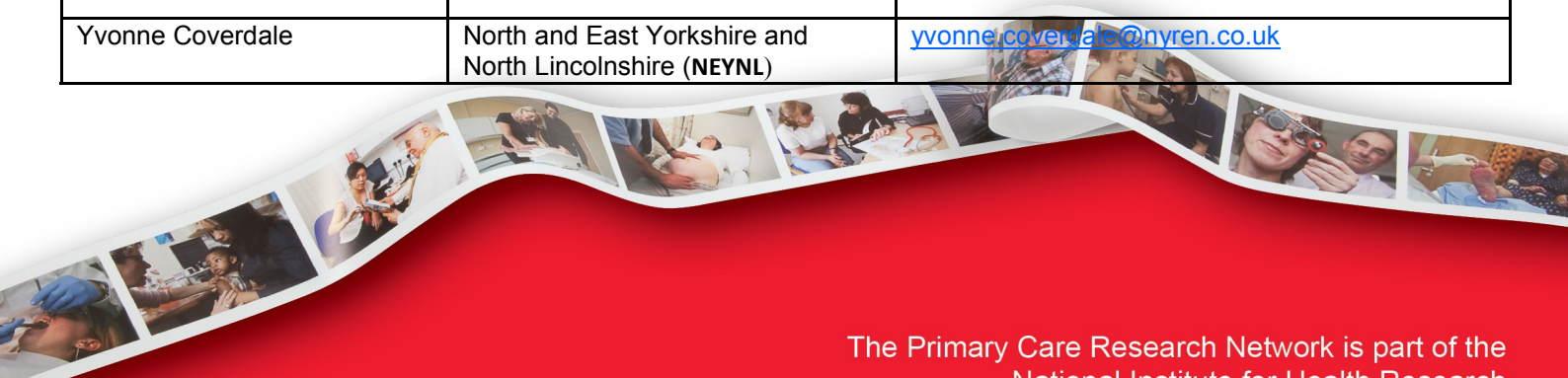
The PCRN team must bid a sad farewell to Sarah who is leaving for pastures new. Sarah has been with the PCRN for almost 7 years and feels it is time to move on to new challenges. We would like to congratulate Sarah and wish her well in her new role as Network Manager for North East DeNDRoN.

*Merry Christmas and Happy New Year to all*

**Interested in a trial or study?**

If you have a query, are interested in participating in a clinical trial or study mentioned in this newsletter, or would like to know which studies are being carried out in your geographical area please contact the Clinical Trial Coordinator for your local area.

Clinical Trial Coordinator	Geographical Area	Email Address
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The Primary Care Research Network is part of the National Institute for Health Research Clinical Research Network, which supports research to make patients, and the NHS, better