Communications toolkit [Aug.2025]

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# Background

### What is Research for the Future?

Research for the Future is an award-winning NHS-supported campaign that helps people find out about and take part in health and care research.

Working with NHS partners across north-west England, it supports researchers to involve, engage and recruit to a wide range of research opportunities.

Research for the Future uses a unique ‘consent for contact’ database and digital methods to promote a wide range of research opportunities to the public, making it easier to take part in research and connect with health researchers.

Research for the Future works across all health conditions as well as supporting recruitment of healthy volunteers. It has five health areas of particular interest, covered by their ‘Help BEAT’ campaigns. These are Help BEAT Diabetes, Help BEAT Heart Disease, Help BEAT Kidney Disease, Help BEAT Respiratory Disease and Help BEAT Coronavirus.

Research for the Future has supported NHS research across north-west England since 2011. The service has been hosted by Manchester University NHS Foundation Trust since March 2025.

**Everyone over the age of 18 is encouraged to get involved in health and care research by registering with Research for the Future.**

# What is this pack for?

This pack has been developed to provide you with the information and tools to help encourage people to take part in health and care research and to register with Research for the Future.

# Key messages

Research is vital for the future of health and care services, as it helps to find better ways to prevent, treat and manage illnesses.

Working in partnership with people by involving them in research can:

* improve the quality of research by ensuring it focuses on outcomes that are important to the public
* influence policymakers and funders when prioritising research
* help make sure that research is relevant to the end-user by listening to and including peoples lived experiences
* empower people to manage their health or to use health and care services

For patients and the public, being involved can mean:

* access to the newest medicines and treatments
* health screening (eg tests, diagnostics etc)
* gaining an increased knowledge about their condition(s), helping them take control of their own health
* receiving compensation for taking part (eg payments, expenses etc)
* knowing they are helping others, now and in the future.

**Everyone over the age of 18 can register with Research for the Future to find out about and take part in health and care research**

* There are opportunities to get involved in research across all health conditions as well as for healthy volunteers.
* Research for the Future supports research teams to involve, engage and recruit to a wide range of opportunities including questionnaires, discussion groups, testing new technology and clinical trials

# Assets

A range of assets and resources are available to help you promote Research for the Future in bulletins, online and on social media channels. They can be used internally or externally and with both staff and public audiences. Assets include,

* **Copy for newsletters and websites** (see Appendix A)
* **Social media posts** (see Appendix B)
* **SMS (text) messages** (see Appendix C)
* **Screensaver** (see Appendix D)
* **Video** (see Appendix D)
* **Online training for staff involved in research** (Appendix E)
* **Physical promotional items** (posters, leaflets, banners)

# Contact details

Thank you for your support in promoting Research for the Future. If you require further information, promotional resources, or have any questions, please contact the team at,

Nowgen Centre, 29 Grafton Street, Manchester, M13 9WU    Telephone 0161 291 3636

Email:    [research.future@mft.nhs.uk](mailto:research.future@mft.nhs.uk)

Online:  [www.researchforthefuture.org](http://www.researchforthefuture.org/)

Facebook:   [/researchforthefuture](http://www.facebook.com/researchforthefuture)

Instagram: [@researchforthefuture](http://www.instagram.com/researchforthefuture)

X: [@Research\_Future](https://twitter.com/Research_Future)

# Appendices

## Appendix A: Copy for newsletter and websites

### Research for the Future (External Audiences – e.g. patient and public facing communications, general staff newsletters)

People who get involved in health research tend to have better outcomes, as they become better at managing their own health.  Taking part in research also means you are helping to discover new ways to prevent, diagnose and manage illnesses, improving care and treatments for everyone.

Research for the Future is an NHS supported campaign that helps people find out about and take part in health and care research.  Everyone aged over 18 can register, whether you have a health condition or not.

Registering means you will receive information about research opportunities along with details of how to take part. There are many different types of research you can take part in, including completing questionnaires, being part of discussion groups, testing equipment, or being involved in clinical trials of new treatments.

Research for the Future are especially keen to hear from people who are living with heart, respiratory and kidney conditions, diabetes and long covid.

Register now online at [www.researchforthefuture.org/register](http://www.researchforthefuture.org/register)

### Research for the Future (Internal Audiences e.g NHS intranet, clinical and research staff newsletters)

### **Are you looking for people to take part in your research? Research for the Future is here to help.**

Research for the Future is an NHS supported campaign supporting researchers to effectively involve, engage and recruit people to take part in their research.

Using a unique 'consent for approach' database it can help you find the right people for a wide range of opportunities including helping to plan, design or manage a research project, testing apps and equipment, focus group or clinical trials.

For more information about how Research for the Future can support you and your research, please visit [www.researchforthefuture.org/researchers](http://www.researchforthefuture.org/researchers) or contact the office on [research.future@mft.nhs.uk](mailto:research.future@mft.nhs.uk)

## Appendix B: social-media post

|  |  |
| --- | --- |
| A social media post is provided below. An accompanying graphic is included in the folder provided.  *People in #Greater Manchester are being encouraged to get involved in health research.*  *#ResearchForTheFuture is an NHS campaign helping people find out about research. Getting involved means you will help find new treatments for the future.*  *Register now to help the NHS discover new ways to prevent, diagnose and manage illness* [*www.researchforthefuture.org/register*](http://www.researchforthefuture.org/register)  Additional social media posts and graphics promoting Research for the Future and the five ‘Help BEAT’ campaigns (diabetes, respiratory, heart, kidney, long covid) are available on request.  Follow Research for the Future on social media and like and share their posts to promote the service. Research for the Future social media handles are,   * [www.facebook.com/researchforthefuture](http://www.facebook.com/researchforthefuture) * [www.x.com/research\_future](https://www.x.com/research_future) * [www.instagram.com/researchforthefuture](https://www.instagram.com/researchforthefuture) |  |

## Appendix C: SMS (text) message

Sending a text message is a quick way of contacting people on patient and membership lists to inform them about Research for the Future and invite them to register to take part. For example,

*Dear [patient’s name],*

*You can help the NHS by getting involved in research looking to discover new ways to prevent and treat a range of illnesses including heart, lung and kidney conditions, diabetes and long covid.*

*Register now with Research for the Future:*

[*www.researchforthefuture.org/register*](http://www.researchforthefuture.org/register)

*Thanks,*

*[practice/doctor/hospital name]*

## Appendix D: Screensaver and video

A screensaver is included in the resource folder provided. This is designed for digital noticeboards or TV screens in public areas, patient waiting rooms etc.

Additional screensavers promoting Research for the Future and the five ‘Help BEAT’ campaigns (diabetes, respiratory, heart, kidney, long covid) are available on request.

The latest recruitment video is available on YouTube.  This 30 second promotional video can be embedded into articles, web pages, social media posts. <https://youtu.be/-Ilrogx68f4>  The video does not use sound and is suitable for use on digital noticeboards and TV screens.

## Appendix E: Online staff training

This short online [training module](https://docs.google.com/presentation/d/1QZ3mcmTGNZ7ioy8Oph32JHugN0_g3d2b/edit#slide=id.p1), aimed at staff working in or interested in research, explains how Research for the Future supports researchers to effectively involve, engage and recruit people to research.