

Be Part of Research campaign 2025

Campaign in a box



The Be Part of Research campaign

We need your help to encourage more people to be part of health and care research

Every time someone receives support or treatment for a health condition or care need, it's been made possible by the many people who have taken part in research. To improve health and care for all of us, and to find the life-changing treatments of the future, we need everyone to get involved.

The campaign aims to:

- encourage more people to volunteer and participate, or get involved in research
- significantly increase the number of people signed up to the Be Part of Research service, including more people from underrepresented groups.

Be Part of Research is an NIHR flagship initiative that makes it easier for more people to participate in health and care research, supporting recruitment activity across the sector.

What you can do

You can help get more people involved by encouraging everyone who works in health and care to support the campaign and raise awareness of the opportunities and benefits of taking part in research.

This toolkit provides information about things you can do to get more people to be part of research, leading to discoveries that can benefit us all.

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1. Timing and milestones

20 May

International Clinical Trials Day (ICTD)

The campaign will start on this well known date in the research calendar. It will seek to increase awareness of the life-changing nature of health and care research, and its impact on the public, patients and the health service.

20 May –
12 June

During this time, the campaign will inform people about the ways that they can take part in research. Participation and involvement opportunities will be promoted including testimonials from people who have benefited from taking part in research.

13 June

Official launch of the UK-wide Be Part of Research volunteer service

The week following the launch, press and media activity will draw attention to the opportunity for the public to register themselves on this service and take part in future health research.

13 June –
18 July

An advertising campaign will continue the promotion of the service. This will focus on increasing registrations to the volunteer service and will help to broaden the reach of the campaign.

20 June

Red4Research

This is an additional date to note that coincides with the NIHR campaign. This day is an opportunity to celebrate everyone who participates, undertakes and supports the delivery of research. Red4Research is managed by the [NHS R&D Forum](#).

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2. Ways you can help ahead of the campaign

01

Raise awareness through your internal comms and ask people to support the campaign on 20 May (particularly with those who work for, or are funded by, NIHR)

- Use our [sample text and images for internal comms](#).
- Share information on how people can support the campaign on social media.

02

Ask your host organisation (and other partners) to support the campaign on their social media channels

- Use and share the [campaign social media resources](#).
- Produce [content](#) to use during the campaign.

03

Look for opportunities to physically promote the campaign

- Order [posters and print resources](#) to display in public areas and for colleagues to give to patients and other visitors.
- Start planning local events to inform staff and visitors about ways they can support research.

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3. How you can get involved

20 May

Encourage people to share positive messages about health and care research on their social media channels.

Start to share your own content that supports the [campaign messages](#).

Use #BePartOfResearch and mention our [accounts](#). We will reshare as many of these as we can.

20 May– 12 June

Continue to share content and interact with NIHR social media accounts.

Display [Be Part of Research posters and leaflets](#) in public high-footfall areas at your site. Encourage partner organisations to do the same.

Organise events to inform the public about research.

13 June

Support the launch of the UK-wide Be Part of Research volunteer service by sharing information about the service through local newsletters (increasing awareness amongst the public and research staff) and on your social media channels.

[Press activity](#) supporting Be Part of Research should be embargoed for w/c 16 June.

13 June – 18 July

Encourage people to engage on social media with posts that carry #BePartOfResearch

Ensure posters and leaflets continue to be prominently displayed in public areas to reinforce what people may see and hear through local media and advertising.

4. Sharing outcomes and learning

You can help us understand how the campaign performed, what worked and what we could improve for next time.

Let us know that you supported the campaign. Tell us about what you did, what worked and what you learnt, share feedback with us. We'll collate that information as part of our evaluation and share it with you along with campaign results so you can understand what you've helped to achieve.

We'd love you to include qualitative and quantitative information including:

- what activities you ran and on what channels
- examples of content you produced and photos of events or information you displayed
- engagement metrics (internal and external) and other outcomes
- any other feedback you want to share with us.

Please email the information to: giuseppe.rella@nihr.ac.uk



5. Resources and guidance

Messages

1. Life-changing treatments start with people like you.

- Every time someone receives treatment for a health condition, it's because of the many people who took part in health and care research. But to improve health and care for all of us, we need everyone to get involved.
- Without research, there would be no Covid vaccines – or no new treatments for cancer. It's the people who take part in research who make these vital discoveries possible.
- In the UK, around a million people just like you take part in health and care research every year, and with your help, research can go further and faster.

2. Good research needs everyone to get involved.

- Whatever your age, ethnicity, gender or background – you can make a huge difference to the health and care of tomorrow.
- Both healthy people and those with health conditions are needed to take part in health and care research. Whatever your state of health, you can help find new and better ways to treat diseases, and improve care.
- To ensure everyone benefits from research, it's important that everyone is represented. Taking part will help ensure that new treatments, tests, and services are suitable for you, your family, and your community.

3. You can choose to take part in a study at a time and location that suits you.

- From a simple survey that you could complete in minutes from your sofa, to testing a new innovative medication, there's a study waiting for you!
- Be Part of Research makes it easy to take part in health and care research. You'll be matched to suitable studies taking place near you and the decision on whether to take part is always yours.

5. Resources and guidance

Content

Our campaign will feature authentic real-life stories from those who have previously taken part in research. If you are able to source similar stories, here are a few suggestions based on what has been successful in our previous campaigns.

- Emotive content that:
 - shows a person's motivation to take part
 - talks about the positive impact that taking part in research has on people's lives
 - encourages or recommends getting involved.
- Videos of real people (or alternatively photos with quotes) talking about their experience of being involved in research.

To make sure that research meets the needs of everyone, we want to encourage people from a diverse range of backgrounds and ethnicities to take part in research. When producing content we ask you to consider how it reflects the diversity of the UK population.

[Resources](#) are available to support you in creating social media content.



5. Resources and guidance

Calls to action

Be Part of Research service

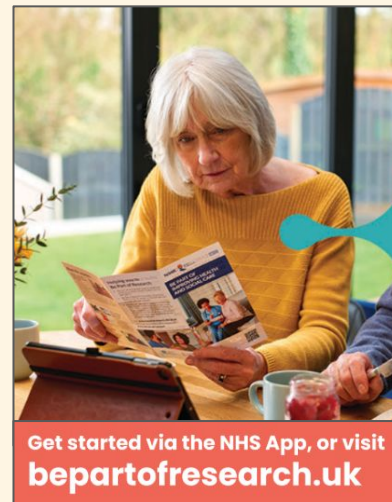
- Find out more and discover the difference you can make. Visit Be Part of Research [bepartofresearch.nihr.ac.uk/join?utm_source=vs-website&utm_medium=partner&utm_campaign=launch&utm_content=ciab]
- It's easy to get involved. Simply sign up online and choose the health conditions you are interested in. You'll be matched to suitable studies and sent clear information about what's involved so you can decide if you want to take part.
Go to Be Part of Research [bepartofresearch.nihr.ac.uk/join?utm_source=vs-website&utm_medium=partner&utm_campaign=launch&utm_content=ciab]

Optional addition

- You can also now sign up and register with Be Part of Research using your NHS login or through the NHS app.

Research involvement

- Share your experiences of the health and social care system to inform what research is done, how it's carried out, and how the results are shared. Find out how you can shape research [nihr.ac.uk/get-involved?utm_source=partner&utm_medium=partner&utm_campaign=launch&utm_content=ciab]



Get started via the NHS App, or visit
bepartofresearch.uk

5. Resources and guidance

Materials

Internal communications

- [Sample newsletter text and images](#) (Password: BPOR25)

Events and displays

- [Posters, leaflets and event materials](#)

Press & media

- Please share draft press releases with pressoffice@nihr.ac.uk. Note that any items referring to the Be Part of Research service should be embargoed until w/c 16 June.

Social media

- [Social media assets](#) (Password: BPOR25)
- Hashtag #BePartOfResearch
- Accounts to follow and mention:
 - X @NIHRresearch
 - Facebook @OfficialNIHR
 - Instagram @nihr_research
 - LinkedIn @nihr-research

Throughout the campaign you can access further information on our [campaign support page](#).

