



Co-producing multi-lingual animated explainer videos (AEVs) on core clinical trial topics with patient and public partners: The EXPLAIN initiative

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BACKGROUND

The EXPLAIN initiative aims to improve the understanding of clinical trials by potential participants using animated explainer videos (AEVs) to supplement information such as traditional paper participant information sheets (PISs). Our objective was to begin producing a library of AEVs on core clinical trial topics, with a focus on inclusivity, and make these freely accessible to clinical trials units (CTUs) for use across their studies and trials.

We sought the views of those who design, manage and recruit to clinical trials and those who take part in them to identify the core topics for which animated explainer videos (AEVs) should be created. Using a two-round Delphi survey we identified the three priority topics.

Through a co-production process with patient and public involvement (PPI) groups we explored each of these three topic areas to develop the content for each AEV. We then worked with a company specialising in the development of AEVs to create the resulting videos in multiple languages and with a British Sign Language (BSL) insert.

AIM OF THE ANIMATIONS

- The EXPLAIN initiative has started a repository of co-produced freely available animations
- It will offer cost savings by preventing duplication of funding for generic AEVs
- It will help trials with limited budgets to access and use such tools
- Most importantly, the AEVs will help those who are asked to consider participating in trials further understand the key concepts

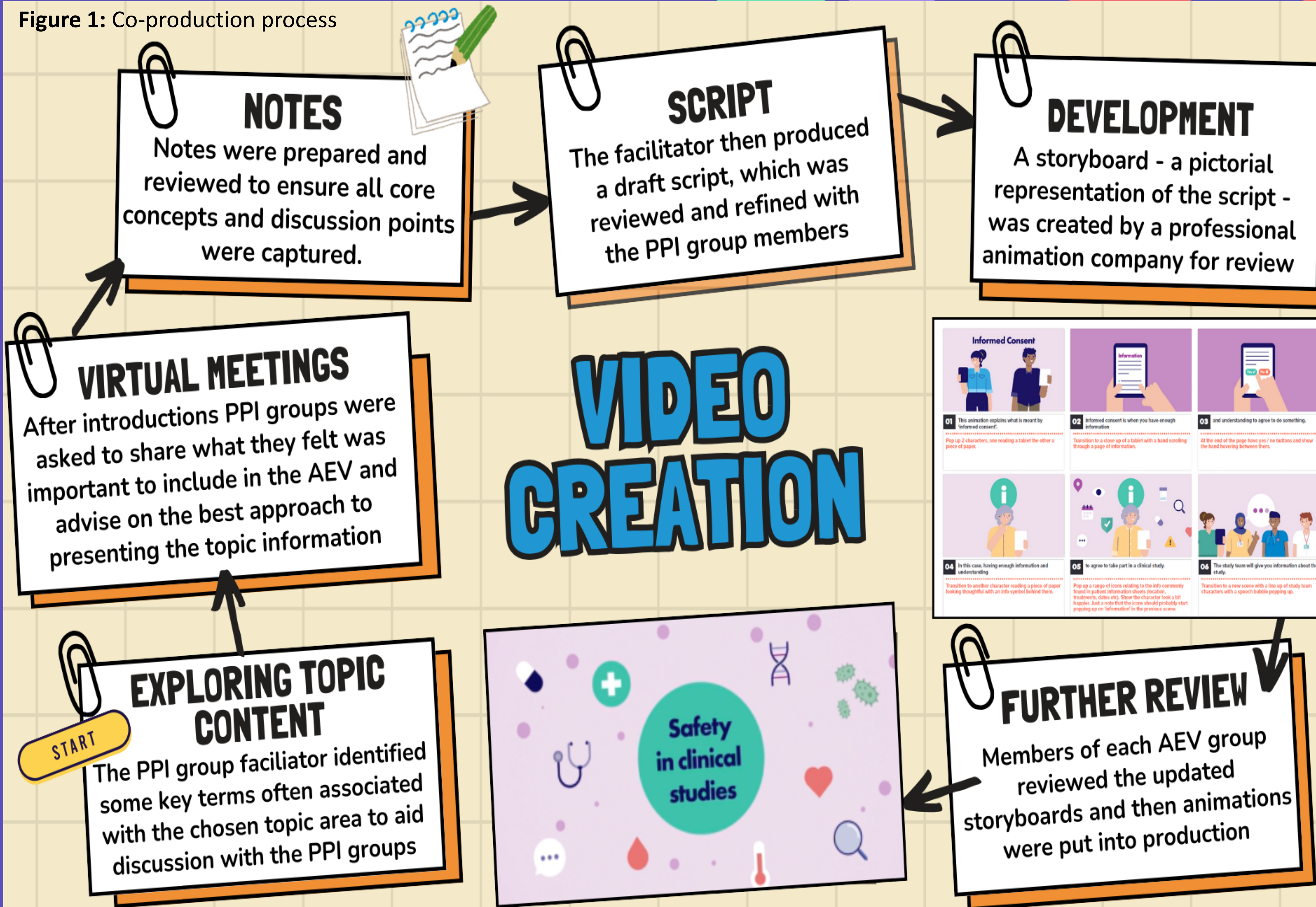
REQUIRED KEY ATTRIBUTES OF THE ANIMATIONS

- * Short duration (around 1-2 minutes)
- * Produced in plain English and work across multiple languages
- * Generic to enable them to be used by as many studies/trials as possible

WHAT DID WE DO?

PPI group members were identified from those who responded to the Delphi survey and had either participated in a clinical trial; been approached to take part in a clinical trial but decided not to take part; or were a PPI partner. Three separate PPI groups, each with between five and eight members and led by a member of the EXPLAIN Team, took on the development of one AEV. The steps taken to develop the AEVs are described in Figure 1.

Figure 1: Co-production process



WHAT ANIMATIONS HAVE BEEN PRODUCED?

AEVs have been produced on the 3 priority topics identified:

1. What is consent?
2. Who decides what treatment I get? (Randomisation)
3. Is it safe to take part in a trial? / How do you know a trial is safe? (Safety in clinical studies)

The animations will be available in English, Welsh, Polish, Romanian and Panjabi – Polish, Romanian and Panjabi being the most spoken languages in the UK after English according to the last UK Census (2021). We have also produced the English versions with embedded British Sign Language (BSL) inserts to make the animations as accessible as possible.

ACKNOWLEDGEMENTS

We could not have co-produced these animations without the commitment and energy of our PPI partners, and Sam Tanner, Hub Co-ordinator in OCTRU.

We ensured that we followed the INVOLVE guidance and our partners were able to claim for their time spent on this project.

HOW CAN THE ANIMATIONS BE ACCESSED?

Visit the EXPLAIN website to find out more about the initiative and how to access the animations:

<https://explain.octru.ox.ac.uk/>