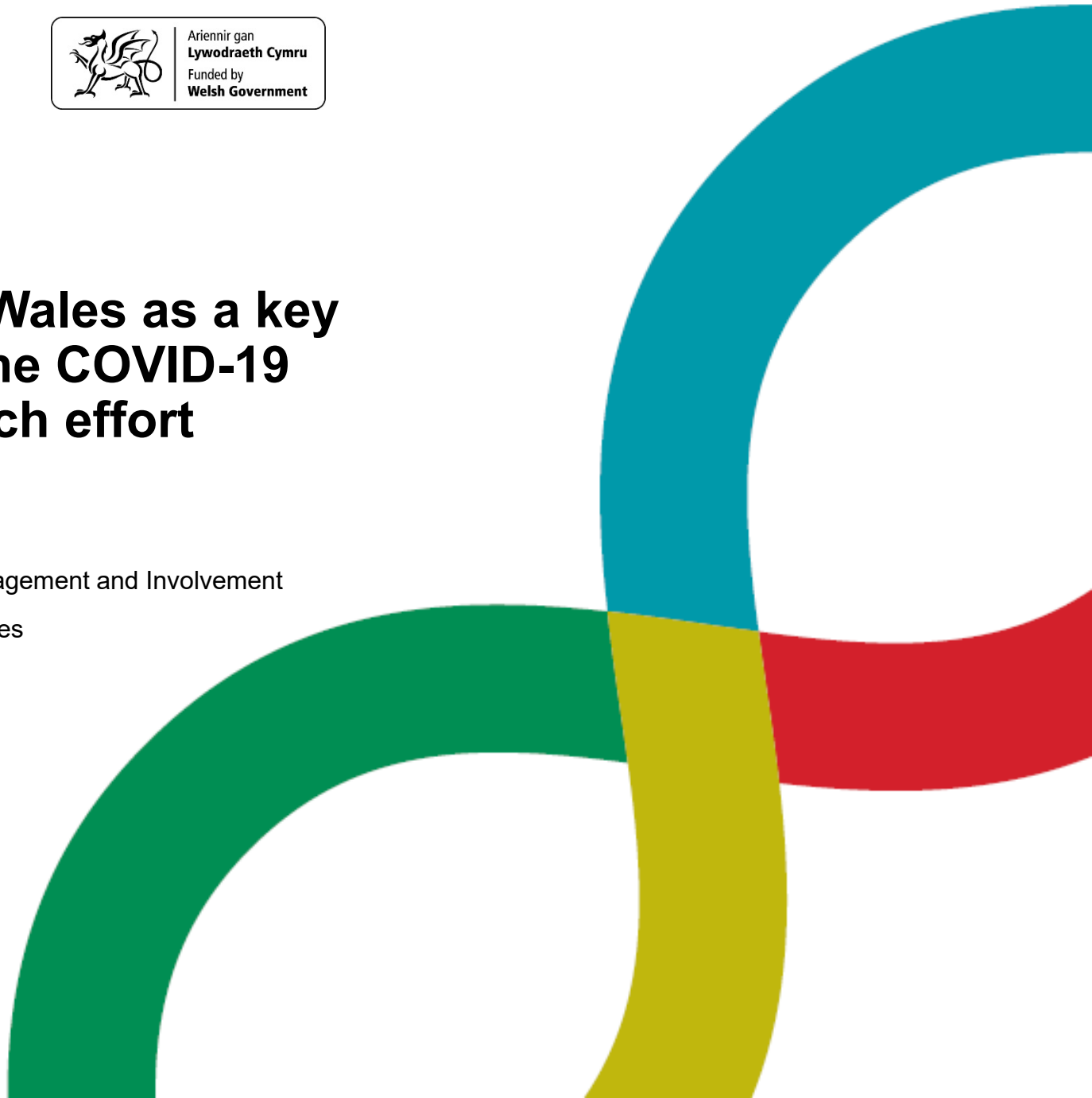



# Positioning Wales as a key player in the COVID-19 research effort

Felicity Waters

Head of Communications, Engagement and Involvement

Health and Care Research Wales





**114 COVID-19 Studies  
in Wales, 32 of these  
are urgent public health  
Studies.**

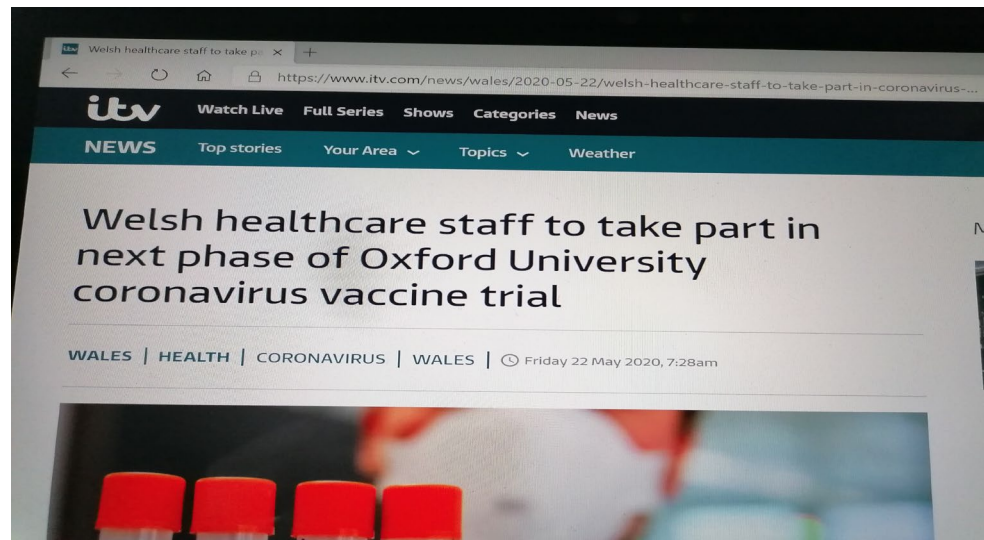
## Key message at the heart of the collaboration: Wales plays a major role in the UK-wide effort against Covid-19



PRIFYSGOL  
**BANGOR**  
UNIVERSITY



**On behalf of PHW, Health and Care Research Wales has so far led the communications for 3 vaccine trials in Wales:**



**Oxford/Astrazeneca - Newport**  
**Novavax - Wrexham**  
**Janssen – Cardiff**

**About to get underway:**  
**Medicago – Swansea**  
**Valneva - Llantrisant**

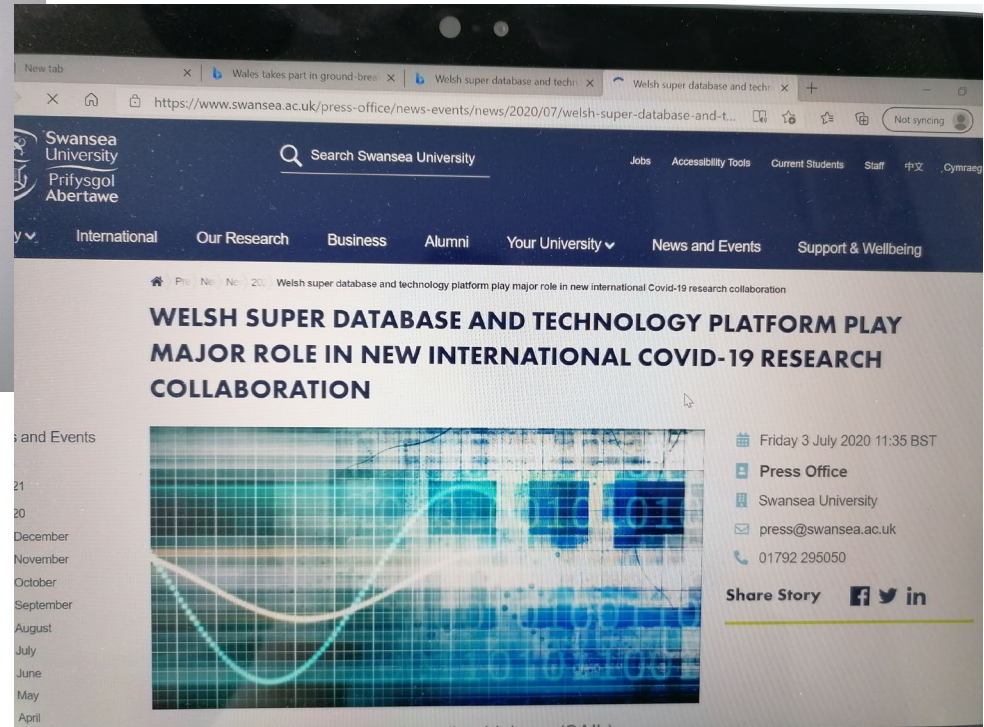
- Developed a **communications plan** for each trial
- **Communications** working groups chaired by Health and Care Research Wales
- Liaison with trial sponsors, WG comms and devolved nation comms leads to agree **key messaging**
- Developed formal **media handling** protocol
- Led on media relations and press **interviews**
- Liaison with Welsh Government on ministerial **briefings**

## Challenges

- Ensuring Wales and the devolved nations are **reflected** equally in UK-wide comms
- Timings - awaiting the green light and **translation** turnaround!
- Filming and messaging **restrictions**



# Collaborative comms approach also used to promote other COVID-19 research:



# Impact of the co-ordinated communications approach


**Health and Care Research Wales**  
 @ResearchWales

Great to see @DrNickyWilliams and @orodosanlou on @BBCWalesNews tonight on the Welsh research effort into #COVID19 including 3 vaccine trials and multiple pioneering research studies. Thanks to everyone for your ongoing contribution @ResearchWales @PublicHealthW



**Dr Nicola Williams**  
 Director of Support and Delivery, Health & Care Research Wales  
 BBC WALES TODAY

6:44 PM · Feb 2, 2021 · Twitter for Android

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14 Retweets 1 Quote Tweet 50 Likes








**Dr Emma Thomas-Jones** @emma\_tj1 · 17h  
 Replying to @ResearchWales @DrNickyWilliams and 3 others  
 Well done both, great reflection on the capability of the research infrastructure in Wales to deliver on these trials. 🌟














**News**  
 30th December 2020  
**Gwent volunteers help Oxford coronavirus vaccine approval**  
 By Tom Moody | @TomMoodyArgus  
 Trainee Reporter




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**HUNDREDS** of volunteers in Gwent played a key role in the development of the Oxford/AstraZeneca coronavirus vaccine, which was approved for use in the UK today.



**Dr Orod Osanlou**  
 Principal Investigator, Novavax trial  
 BBC WALES TODAY

**BBC Wales Today**  
 Evening News: 02/02/2021



## Covid-19: Novavax vaccine shows 89% efficacy in UK trials

5 days ago

Coronavirus pandemic



A new coronavirus vaccine has been shown to be 89% effective in large-scale UK trials.

The Novavax jab is the first to show in trials that it is effective against the new virus variant found in the UK, the BBC's medical editor Fergus Walsh said.

**Bangor Medical Sciences**  
@medicalbangor

Great news from a trial led by Dr Orod Osanlou, @PublicHealthW principal investigator for the #Novavax trial, & also a senior clinical lecturer @medicalbangor @BangorUni @ResearchWales @BetsiCadwaladr #COVID19 #CovidVaccine

Via @BBCNews

# BREAKING

BBC NEWS

New Covid vaccine shows 89% efficacy in UK trials  
Covid-19 vaccine Novavax - of which the British government has ordered 100 million doses - proves 89.3% effective in large-scale trials, BBC News

5:02 PM · Jan 29, 2021 · Twitter

the **Leader**

News  
COVID-19 vaccine trial studied in Wrexham shows promising interim results  
By [Julian Riddell](#) [@JulianRiddell](#)

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## The new treatments that are successfully fighting coronavirus

Wales has played a 'vital' role in these breakthroughs

SHARE COMMENTS By **Will Hayward** Welsh Affairs Editor  
17:47, 15 FEB 2021 UPDATED 20:28, 15 FEB 2021

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**Len Richards**  
 @CAV\_LenRichards


I think Wales has really faced into the requirements for Research with regards CoronaVirus. Let's lock that in and develop Wales as a real powerhouse in terms of Research @CV\_UHB @ResearchWales


**BetsiResearch** @BetsiResearch · Jan 29  
 So proud of the @BetsiResearch team for their contribution to the Novavax trial and thank you to all our volunteers @ThompMelMelanie @arpan\_liverpool @ResearchWales @Carys\_Thomas @PublicHealthW

11:15 AM · Jan 30, 2021 · Twitter for iPhone  
 1 Retweet 2 Quote Tweets 19 Likes


**Rhian Thomas Turner** @Rhian\_Thomas1 · Jan 30  
 Replying to @CAV\_LenRichards @CV\_UHB and @ResearchWales Definitely! @CV\_UHB has set an example in how it has invested in paediatric research with #CYARU. The right funding model will help us do more and support this across Wales!


**Dinesh Bharwani (NHS Pension Specialist)** @DB\_Wales · Jan 30  
 Replying to @CAV\_LenRichards @CV\_UHB and @ResearchWales Well spoken Len today at Bapio and signing the MOU


**Aneurin Bevan University Health Board**  
 30 December 2020 at 10:30



**Health and Care Research Wales**  
 30 December 2020 at 10:26  
 More fantastic news from COVID-19 research!  
 We're so proud to have worked with Aneurin Bevan University Health Board, Public Health Wales and the Centre for Trials Research to facilitate the set-up and delivery of the Oxford Vaccine study in Wales.  
<https://healthandcareresearchwales.org/wales-plays-key-...>  
 //  
 Mwy o newyddion gwych o ymchwil COVID-19!


**Alisha Davies**  
 @AlishaDavies1

So thankful for all who have played a part in #covid19 #vaccine research in 🇨🇼

From public volunteers, research leads, nurses, scientists, those working in the background to bring trials to Wales across @PHREWales @PublicHealthW @BCUHBBest @ResearchWales @DrNickyWilliams


**Health and Care Research Wales** @ResearchWales · Jan 29  
 "We're proud of the contribution Wales is making in the search for vaccines. We need multiple vaccines and ongoing research to help beat the virus and are working with national partners to continue the vaccine trial programme." - @DrNickyWilliams  
 Read more: [healthandcareresearchwales.org/covid-19-vacci...](https://healthandcareresearchwales.org/covid-19-vacci...)





“I enjoyed seeing  
“cwtches” in a  
press release!” –  
Dr Tonia Thomas,  
Vaccine  
Knowledge  
Manager, Oxford  
University

# NEWS

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Wales | Wales Politics | Wales Business | North West | North East | Mid | South West | South East | Cymru | Local News

## Covid: Oxford-AstraZeneca vaccine rollout to start in Wales next week

30 December 2020

Coronavirus pandemic



### What is it like volunteering for a Covid-19 vaccine trial?

WALES | HEALTH | VACCINE | CORONAVIRUS | Wednesday 30 December 2020, 10:28am







# The Future of UK Clinical Research Delivery

*Saving and improving lives*



Department  
of Health &  
Social Care



Llywodraeth Cymru  
Welsh Government

## What now?

- The pandemic has put health and care research at the forefront of all our minds – we now want to keep ALL research in the **public eye**
- Raise awareness of the **value** of all research in Wales
- Reach and engage more people from **under-represented communities**
- Showcase the value and importance of research by sharing **human interest** stories to inspire others
- Celebrate the **existing research** happening in Wales and its impact in improving treatment and care
- Champion the **key players** in the health and care research industry in Wales to demonstrate trust and expertise

## Key messages for the future....

- Research and science have been our **salvation** in this pandemic and will be again
- Health and social care research will touch **every single person** at some point in their lives
- Wales is **punching** above its weight on the UK and global research stage
- Role of the public is vital to **drive improvements** in care by ensuring they are part of the whole research process

Research improves **lives**

diolch yn fawr