

Are you involved in NIHR Research?

Why do you do it? Should it matter to me? Will it make a difference to me? Is it even interesting? Why should I care?

NIHR new media competition Round 3 Communicating your research



Here's a chance to enthuse patients, colleagues, your friends and family, and the public – those helpful taxpayers! – about research.

- communicate the clinical / applied health / social care research that you are involved in
- get creative and use your new media skills to get the NIHR message about research out
- win prizes

You need to:

- make a video, a short one, up to a maximum of 6 minutes
- use whatever helps you get your message over: pictures, animations, or people telling their stories to communicate your ideas
- obtain and record the consent of anyone you film or photograph

All we ask is that it has impact **to engage, inform and enthuse.**





Then upload your video to YouTube.

You may find you need to register first. Click on the Upload tab at the top of the webpage and follow the on-screen instructions. You should 'tag' your video with the words 'NIHR Interfaces'.

Once you have uploaded your video you will receive an email from YouTube informing you that your video has been loaded.

Forward that email to enquiries@nihr.ac.uk to let us know you want to be entered into the NIHR new media competition.

Then we'll award a £250 book token for the overall winner and some other prizes. We will then post the winners on the official NIHR TV YouTube channel.

Closing date: **30 March 2014.**



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Communicating your research

For full details of the competition including closing date, eligibility, guidance and how to enter, please go to www.nihrtcc.org.uk