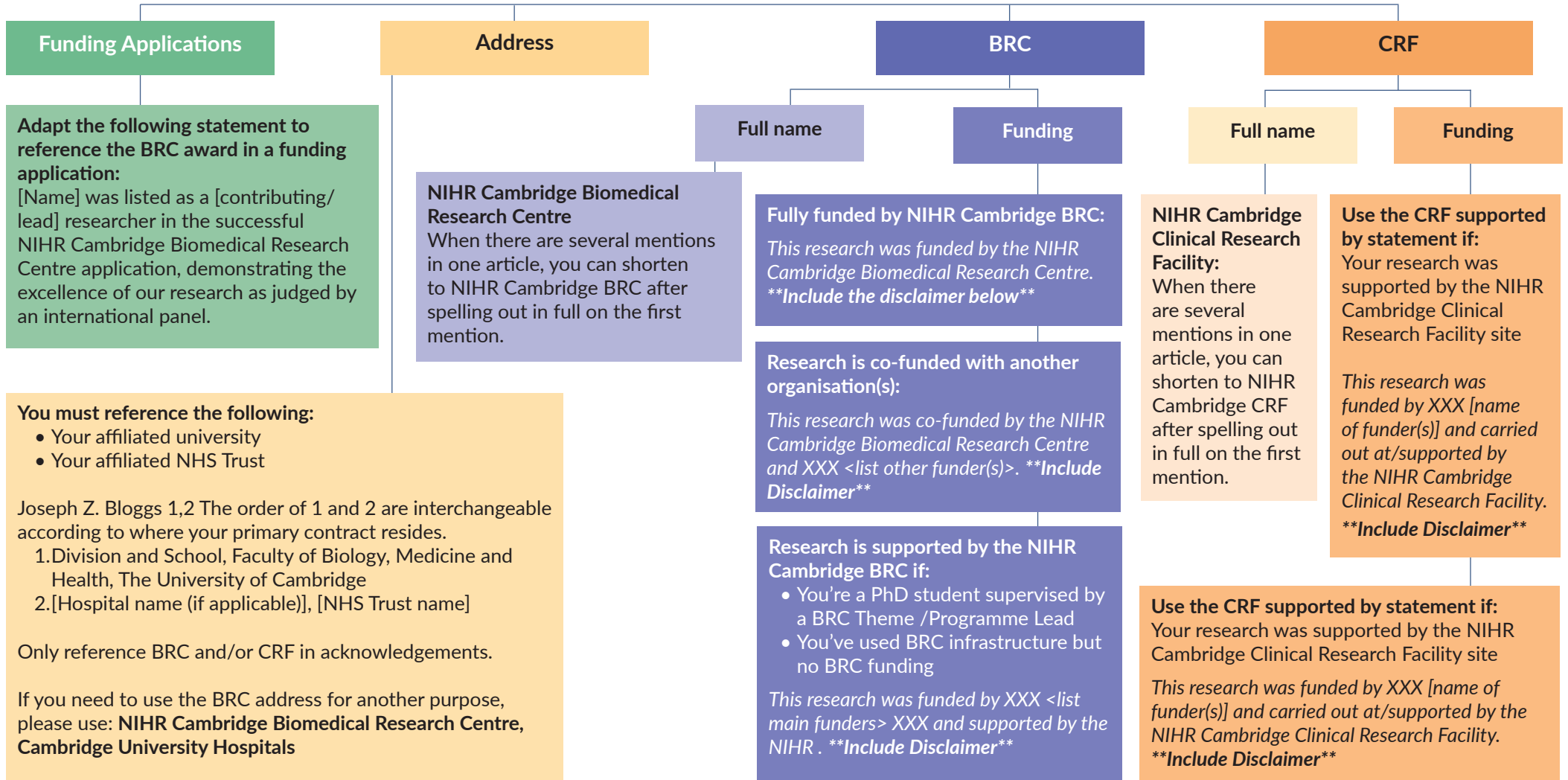


**Summary for acknowledging the NIHR Cambridge BRC and NIHR Cambridge CRF**

This guide includes the correct wording for acknowledging the NIHR Cambridge BRC and CRF in papers and funding applications. Copy the suitable text in italics below into your document. The NIHR via your local comms team must be notified of press releases 14 days in advance. Failure to do so may result in financial penalties.

**ACKNOWLEDGEMENTS**



# TOP TIPS

As your BRC or CRF supported research paper approaches formal acceptance by a journal, please follow the steps below. You will also need to adhere to your University / Host institution's standard procedures.

## Sending out a press release

**ESSENTIAL:** Email [BRCcomms@addenbrookes.nhs.uk](mailto:BRCcomms@addenbrookes.nhs.uk) with your draft press release or media materials. They will then get in touch with the NIHR Central Commissioning Facility (CCF), who need to know about any planned press releases **14 days in advance**.

### **ESSENTIAL:** How the NIHR should be named in a press release / media activity

If the NIHR has funded the research project, it should be named in the first or second paragraph e.g. "researchers funded by the NIHR, at...", or "NIHR-funded..." If it has supported the project it can feature further down in the press release, or you could say something along the lines of "NIHR-supported researchers at..."

### **ESSENTIAL:** Notes to editors must be included at the end of the press release

Please ensure you include the following:

The National Institute for Health Research (NIHR) is the nation's largest funder of health and care research. The NIHR:

- Funds, supports and delivers high quality research that benefits the NHS, public health and social care
- Engages and involves patients, carers and the public in order to improve the reach, quality and impact of research
- Attracts, trains and supports the best researchers to tackle the complex health and care challenges of the future
- Invests in world-class infrastructure and a skilled delivery workforce to translate discoveries into improved treatments and services
- Partners with other public funders, charities and industry to maximise the value of research to patients and the economy

The NIHR was established in 2006 to improve the health and wealth of the nation through research, and is funded by the Department of Health and Social Care. In addition to its national role, the NIHR commissions applied health research to benefit the poorest people in low- and middle-income countries, using Official Development Assistance funding.

**OPTIONAL:** You may also wish to include in the notes to editors additional information about the specific programme, training scheme, network or part of the NIHR that the press release relates to.

### **ESSENTIAL:** Include the following patient data citation in your press releases and other publications

This work uses data provided by patients and collected by the NHS as part of their care and support and would not have been possible without access to this data. The NIHR recognises and values the role of patient data, securely accessed and stored, both in underpinning and leading to improvements in research and care.

[www.nihr.ac.uk/patientdata](http://www.nihr.ac.uk/patientdata)

This data citation has been developed by [useMYdata](http://usemydata.org), and **must** be used unless your research does not use patient data in any form. [www.usemydata.org](http://www.usemydata.org)

## Using the logos

### **NIHR logos:**

As well as the main NIHR logo, there are 'sub-logos' for individual NIHR organisations. If you are representing the University or NHS Trust, please use their templates with their logos. Do not use NIHR logos unless it is an equal partner in the research you are promoting. See <http://bit.ly/NIHRbranding>. If it is a secondary funder or supporter, use the NIHR '**Supported**' or '**Funded**' logos as acknowledgement. The NIHR logo should not be used in research study posters, research summaries, articles, press releases or journal articles. For NIHR staff, templates are available: email [BRCcomms@addenbrookes.nhs.uk](mailto:BRCcomms@addenbrookes.nhs.uk) for more information.

### **When to use the NIHR logo:**

- You work for an NIHR organisation but the materials you are producing represent a collaboration between two or more NIHR organisations (eg NIHR Cambridge BRC and NIHR Cambridge CRF). As two or more NIHR sub-logos cannot appear on the same page, use the NIHR logo and refer to the centres / facilities in writing.

### **When to use the NIHR sub-logo:**

- On all corporate materials promoting the NIHR Cambridge BRC or CRF
- Directorate newsletters / leaflets