



PROMOTING INCLUSION AND DIVERSITY IN CLINICAL TRIALS: COVID-19

Professor Mahendra G Patel OBE PhD FHEA FIPA (India) FRPharmS
Pharmacy, and Inclusion and Diversity Lead: PRINCIPLE and PANORAMIC trials



Great North Pharmacy Research Collaborative
Regional Conference
Newcastle-upon-Tyne
15th July 2022



OVERVIEW

- How pharmacy can support clinical trials in the community
- How clinical trials may be more representative of people from ethnic minority and underserved communities
- Understanding some of the challenges of engaging in trials
- How UK trials can help influence and or change practice internationally as well as nationally
- Extending learning from the PRINCIPLE trial to other trials





HEALTH INEQUALITIES

the
PHARMACEUTICAL JOURNAL
A Royal Pharmaceutical Society publication

News & analysis | CPD & Learning | Research | Pharmacy Learning Centre

HOME > NEWS & ANALYSIS > OPINION

Equality and discrimination

We must tear down the barriers to equality for BAME communities highlighted by COVID-19

The Pharmaceutical Journal | 12 JUN 2020 | By Mahendra Patel



<https://www.pharmaceutical-journal.com/news-and-analysis/opinion/we-must-tear-down-the-barriers-to-equality-for-bame-communities-highlighted-by-covid-19/20208060.article>



Example 4: NHS Test and Trace health message translated into a different language



This is more accessible to South Asian communities but only if they can read in Urdu. Not all South Asian community members can read Urdu or English.

CLARITY IN MESSAGING

NHS TEST AND TRACE



World Health Organization. Regional Office for Europe. (2020). Pandemic fatigue: reinvigorating the public to prevent COVID-19: policy considerations for Member States in the WHO European Region. World Health Organization. Regional Office for Europe. <https://apps.who.int/iris/handle/10665/335820>. License: CC BY-NC-SA 3.0 IGO

Example 1: NHS Test and Trace resource highlights lack of information due to use of vague language



Vague – what is being traced?

Term 'self-isolate' is not well understood

Alerted by whom? Concerns about receiving a fake call

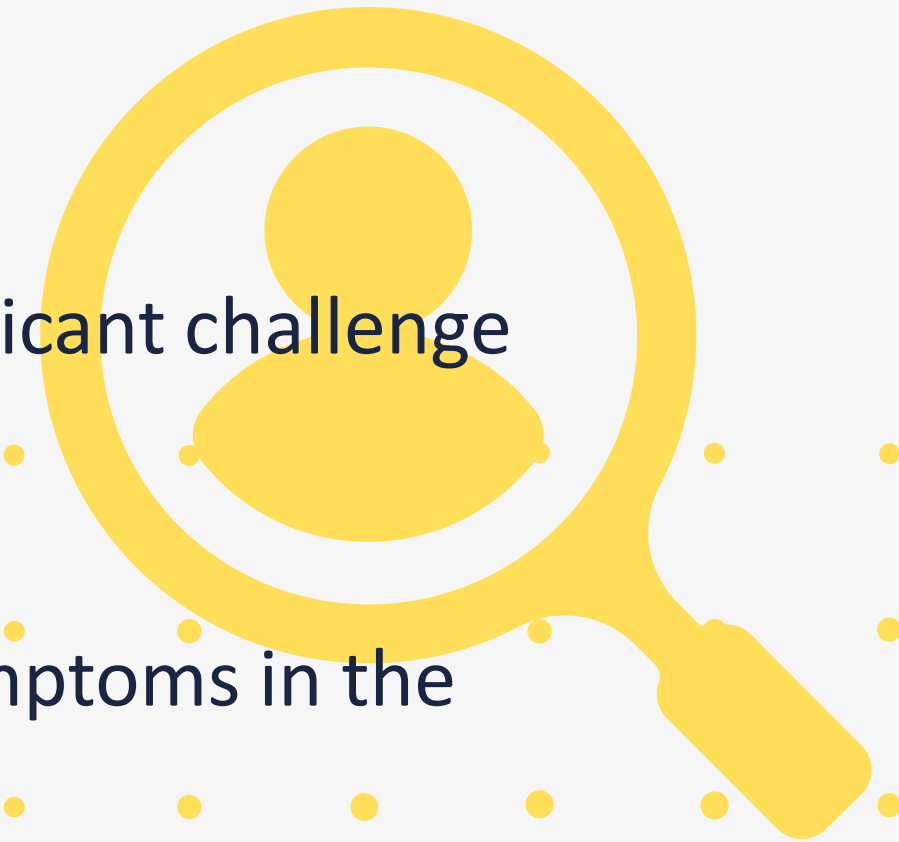


PRINCIPLE TRIAL

The delivery of research studies in the pandemic have proven to be a significant challenge for many.

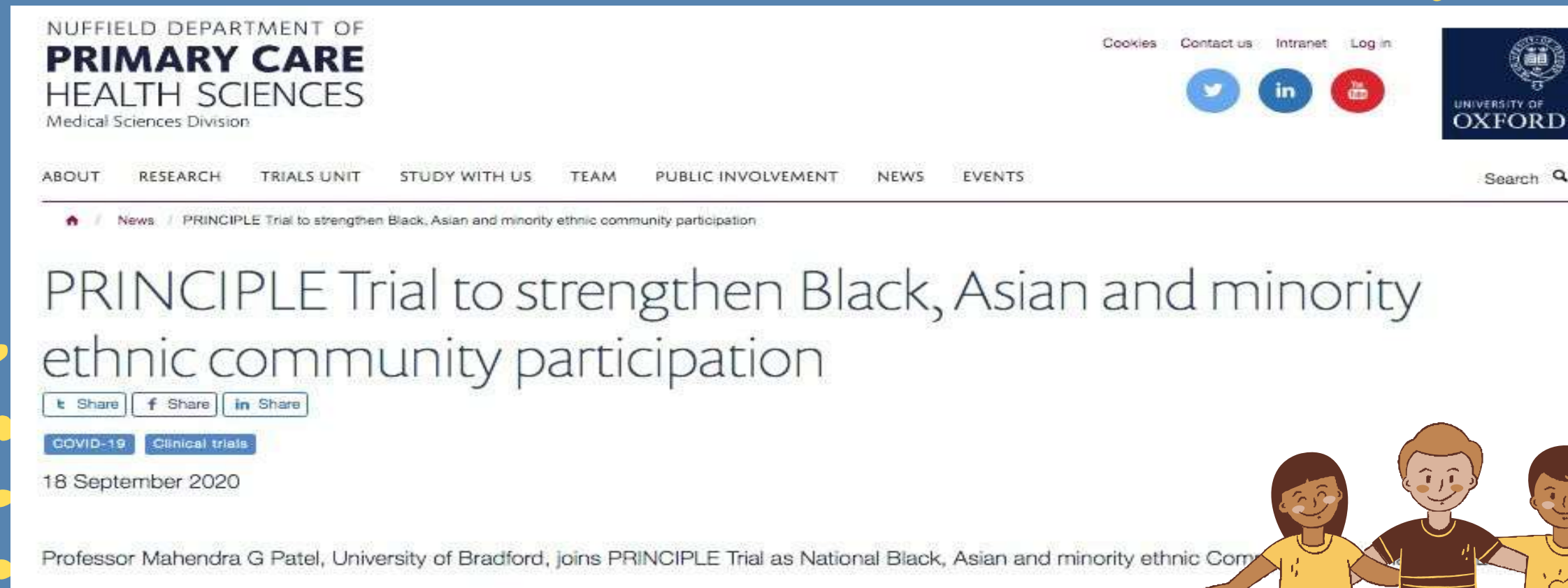
PRINCIPLE exploring re-purposed medicines for treatment of COVID-19 symptoms in the community stood out as the NIHR's flagship primary care COVID-19 study

Highlights importance of community outreach work (using the wider network of influence) to help support recruitment and engagement in underserved and disadvantaged communities





APPOINTMENT OF INCLUSION AND DIVERSITY LEAD



COMMUNITY OUTREACH: UK-WIDE COLLABORATION AND SUPPORT

University communities

Primary Care and NHS organisations

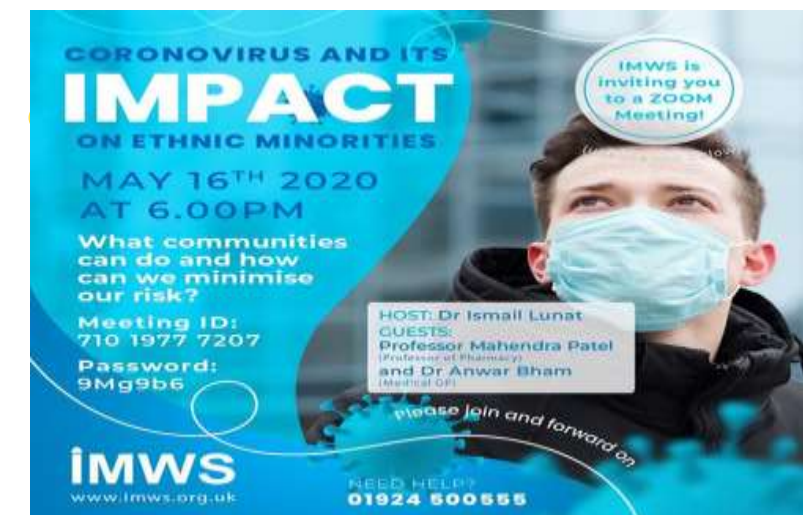
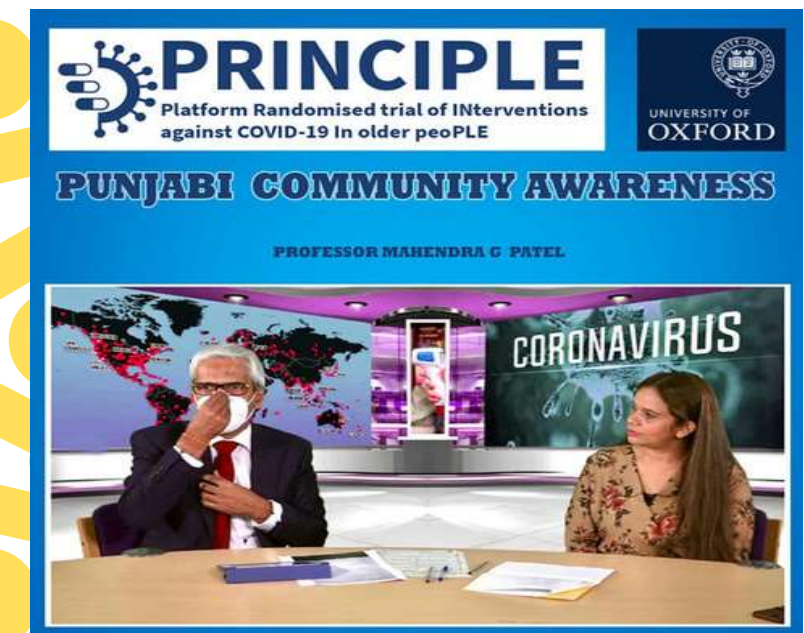
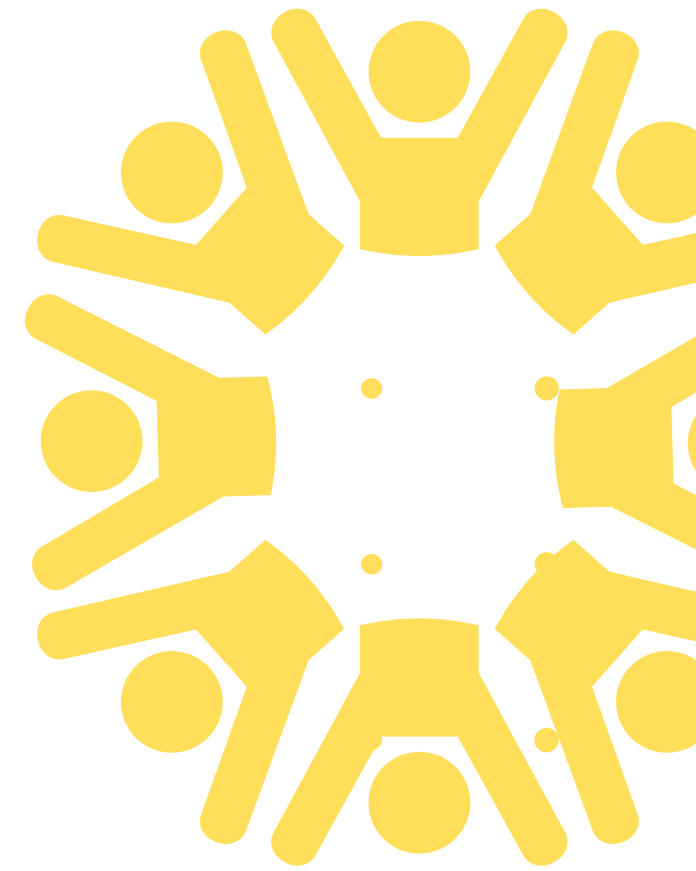
Medical, nursing, pharmacy, AHP, public health and
community organisations

Research networks - NIHR CRNs

Charity organisations, faith groups, places of worship,

Local communities

Media – television, radio, print, social media

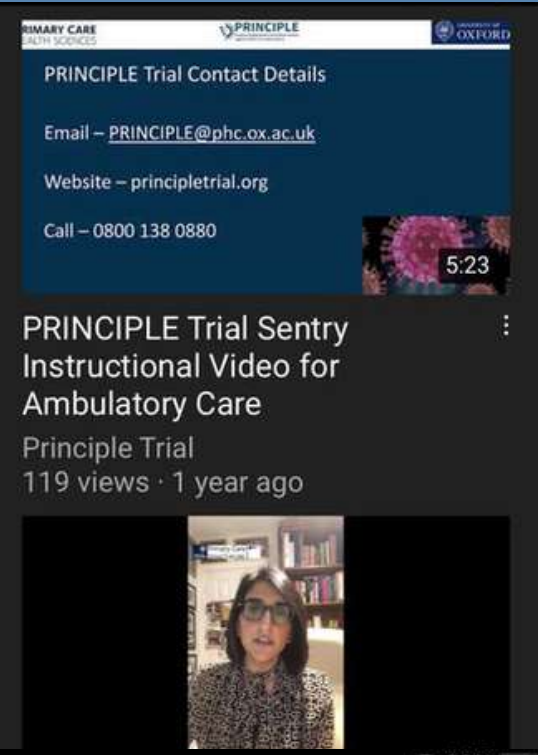




Primary Care Clinical Trials Unit

Disability Champions
Will and Gemima Browning

Community



Primary Care Clinical Trials Unit

PRINCIPLE Trial Contact Details

Email – PRINCIPLE@phc.ox.ac.uk

Website – principletrial.org

Call – 0800 138 0880

PRINCIPLE Trial Sentry
Instructional Video for
Ambulatory Care

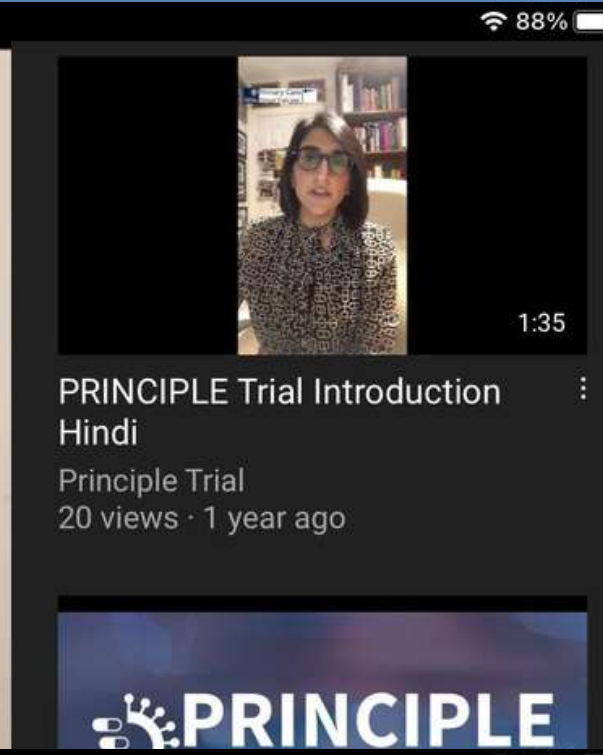
Principle Trial
119 views · 1 year ago



Safari 20:49 Mon 24 Jan

Primary Care Clinical Trials Unit

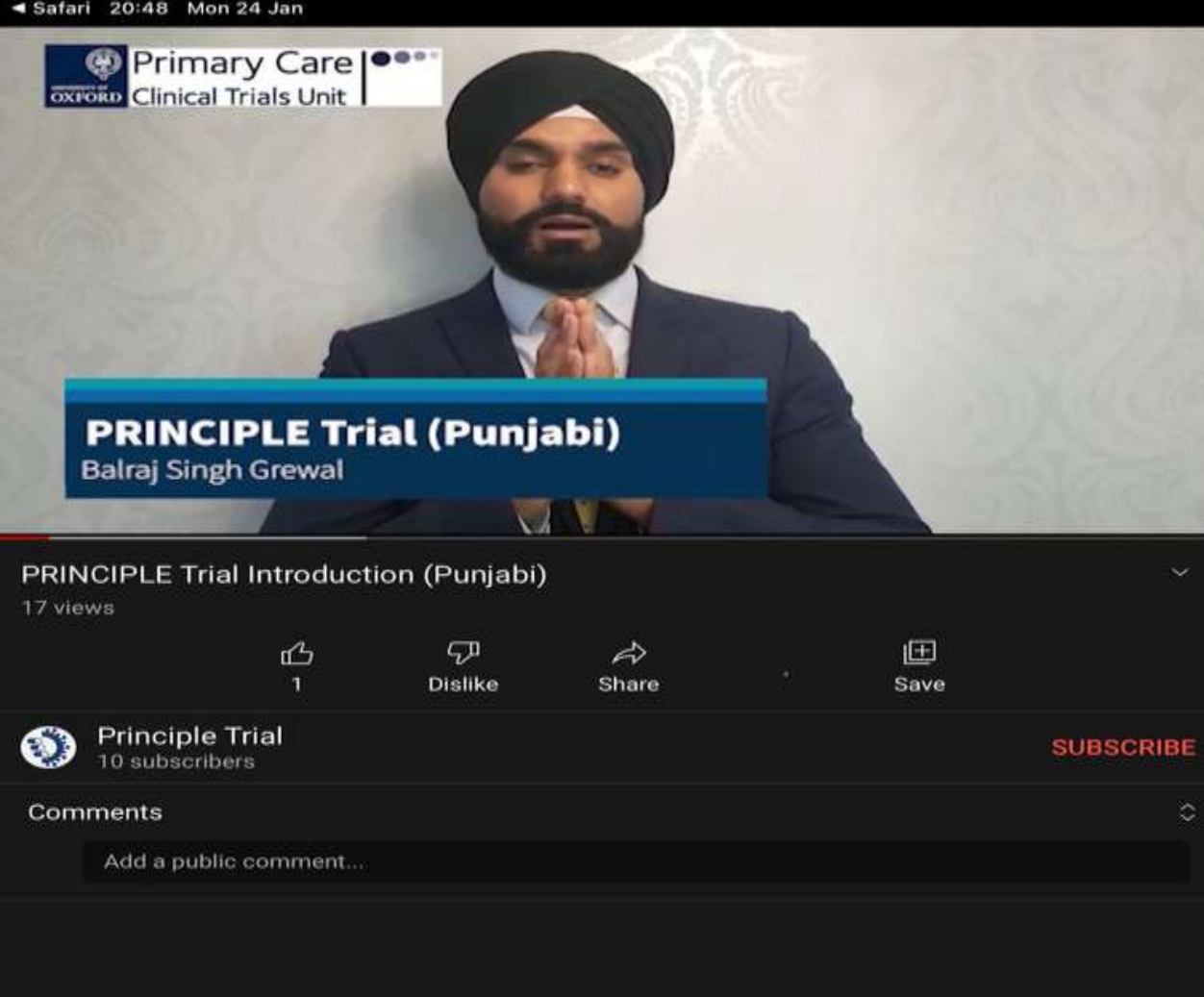
PRINCIPLE Trial Introduction
Olutayo Arikawe



PRINCIPLE Trial Introduction
Hindi

Principle Trial
20 views · 1 year ago

PRINCIPLE



Primary Care Clinical Trials Unit

PRINCIPLE Trial (Punjabi)
Balraj Singh Grewal

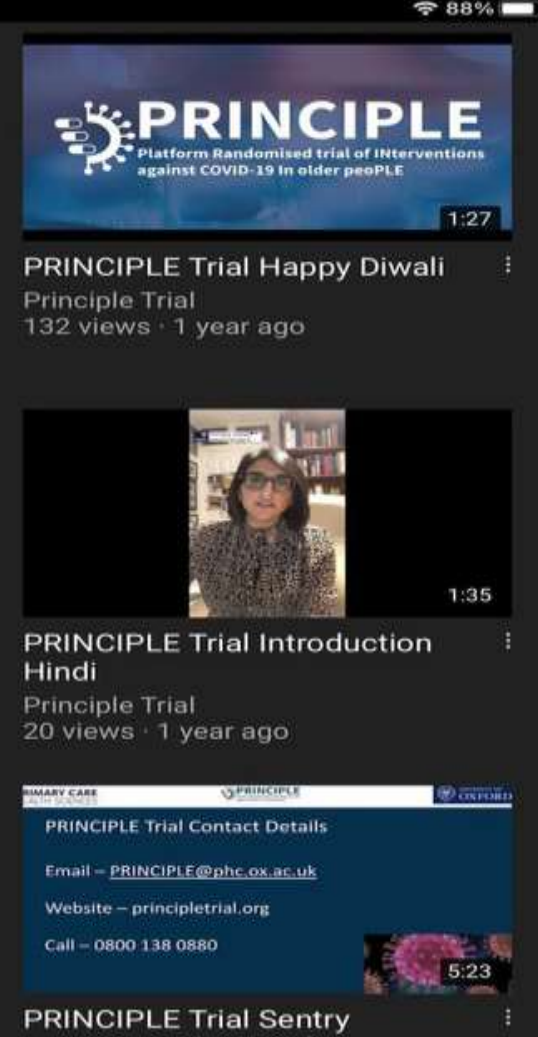
PRINCIPLE Trial Introduction (Punjabi)
17 views

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Principle Trial
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Add a public comment...



PRINCIPLE
Platform Randomised trial of Interventions
against COVID-19 in older people

PRINCIPLE Trial Happy Diwali

Principle Trial
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PRINCIPLE Trial Introduction
Hindi

Principle Trial
20 views · 1 year ago

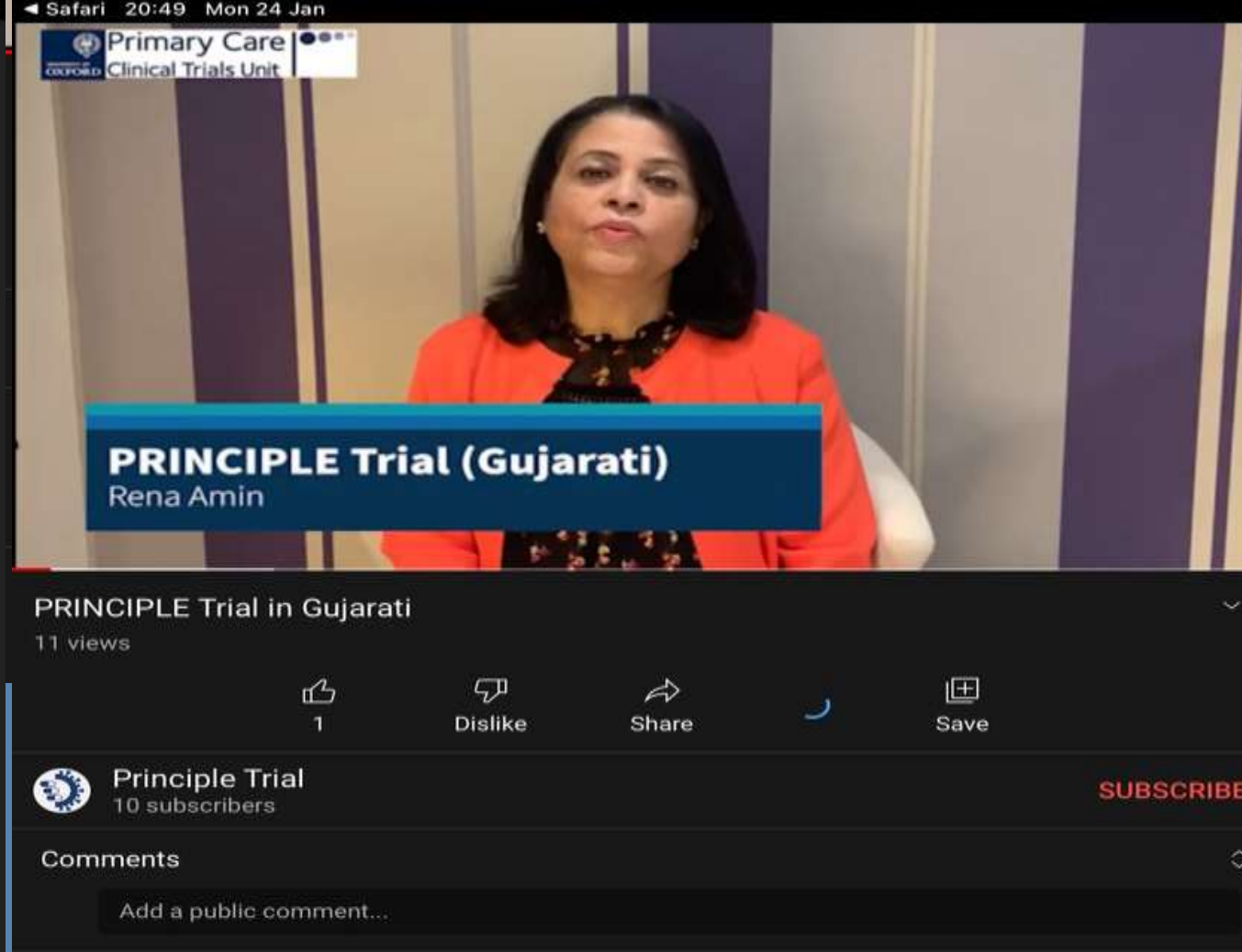
PRINCIPLE Trial Contact Details

Email – PRINCIPLE@phc.ox.ac.uk

Website – principletrial.org

Call – 0800 138 0880

PRINCIPLE Trial Sentry



Primary Care Clinical Trials Unit

PRINCIPLE Trial (Gujarati)
Rena Amin

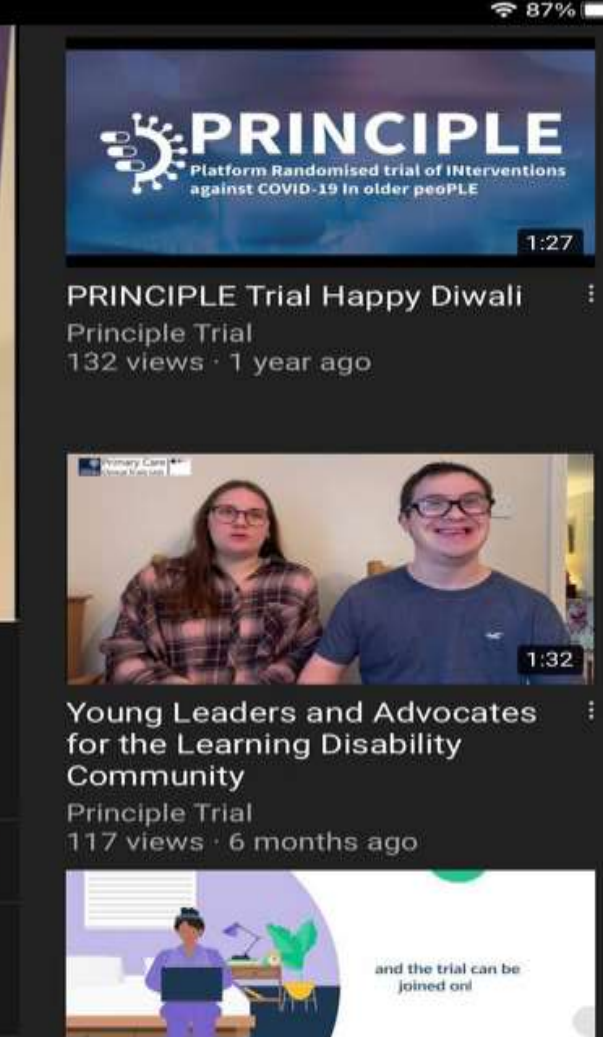
PRINCIPLE Trial in Gujarati
11 views

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10 subscribers

Comments

Add a public comment...




PRINCIPLE
Platform Randomised trial of Interventions
against COVID-19 in older people

PRINCIPLE Trial Happy Diwali

Principle Trial
132 views · 1 year ago

Young Leaders and Advocates
for the Learning Disability
Community

Principle Trial
117 views · 6 months ago



INFLUENCE OF PLACES OF WORSHIP

- Joined forces with a number of highly influential places of worship, such as the Neasdon Temple BAPS – the most influential Hindu temple in Europe.
- Such places worked with us in promoting the messages via slide presentations displayed through the regular sermons from the temple.
- The Neasdon Temple BAPS has over 200,000 members alone in the UK.
- The information was also played on YouTube and on their own website.



UNIVERSITY OF OXFORD

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NEWS & EVENTS

EVENTS ▾ SCIENCE BLOG ARTS BLOG OXFORD AND CORONAVIRUS OXFORD AND BREXIT NEWS RELEASES JOURNALISTS



Home > News > Britain's most influential Hindu temple spreads awareness of the PRINCIPLE trial among Indian community

Britain's most influential Hindu temple spreads awareness of the PRINCIPLE trial among Indian community

PUBLISHED
22 OCT 2020

SHARE THIS



RESEARCH CORONAVIRUS

Europe's BAPS Swaminarayan Sanstha, the largest Hindu temple outside of India, is supporting their community during the coronavirus pandemic by spreading awareness of the PRINCIPLE trial of Covid-19 treatments.



TOP NEWS UNIVERSITY OF OXFORD-WIDE





The collage consists of four news article screenshots:

- Top Left:** Deccan Herald article titled "UK's largest temple spreads Covid-19 treatment trials message to Indians". The sub-headline reads: "The key message is that those with Covid-19 symptoms can join the trial online from home or via general practitioner (GP) practices".
- Top Right:** The New Indian Express article with the same headline. It includes a stock market ticker at the top showing BSE at 57491.51 (-2.62%) and NSE at 17149.10.
- Bottom Left:** News 18 article with the headline "UK's Largest Temple Spreads COVID-19 Treatment Trials Message To Indians". It features a large "NEWS 18" logo.
- Bottom Right:** Miragenews.com article titled "Britain's most influential Hindu temple spreads awareness PRINCIPLE trial among Indian community". It includes a "Timeline" section with items like "Productivity Commission confirms worsening housing crisis" and "Bandits ready to cash in on livestock theft".





IMPACT: VISITS TO TRIAL WEBSITE OCT – NOV 2020

Visits by day



Three-fold increase on the 61 day average immediately following broadcast – and remained elevated



INFLUENCE OF FAITH LEADERS

News

28th March 2021

Bradford's Hindu community leaders on the vaccine



By **Natasha Meek** | [@journomeek](#)
SEO Journalist



FAITH, community and tireless efforts to promote the vaccine has helped guide Bradford's Hindu community through the most "challenging" months of the pandemic.

In an interview held by the T&A and leading healthcare professional Dr Mahendra Patel, members of **Bradford** Hindu Council and priests gathered to reflect on the pandemic which has seen many loved ones lost to the virus.

How faith is guiding Bradford's Hindu community in vaccine drive

Telegraph & Argus

His message was translated by Deepak who explained: "Scientists and doctors have been gifted with the talent of being able to save lives. In our [Hindu] scriptures a doctor or scientist, their job is to save lives not take lives so when a scientist steps forward we believe they have the power of God flowing through them.

"We take that as gospel. There's very few people who would turn round and not take that advice. We have to look after our villages, our towns, our societies. It's not down to one individual saying, 'I don't want to do this'.

"It's in our system, it's just like a moral obligation. He used a word called 'Dharma' - it's a given law or responsibility that you have to abide by."

Mahesh Mistry, the chairperson of Bradford Hindu Council, said they have been acting as a "funnel" for **coronavirus** updates.

"We've been asking round in our communities if there's anyone concerned about the vaccine or refusing to take it," he said.

"From our network, we don't know one family or person within the Hindu community that doesn't want to have the vaccine. They're probably crying out for the vaccine rather than the latter.

PHARMACY NETWORKS

- Using pharmacy networks and community pharmacies UK-wide to help reach out to people from all backgrounds
- Includes the larger pharmacy national multiples as well as local pharmacy organisations displaying posters throughout the branches – produced and disseminated at their **own cost**
- Additionally, reaching out to nationwide pharmacy networks across the four nations, Scotland, Wales, Northern Ireland, and England



C+D | Community pharmacy news, analysis and CPD | Est. 1859

Login Register for free

Lloyds asks its 1,400 branches help find COVID-19 trial volunteers

by Valeria Fiore 05/11/2020 | 0 comments | News

EXCLUSIVE

LloydsPharm

Lloydspharmacy will ask its staff to "engage with customers and patients" about the trial

Lloydspharmacy is encouraging its teams to help find suitable patients for an Oxford University COVID-19 clinical trial, C+D has learned.

pharmacy BUSINESS

Coronavirus symptom checker

HOME NEWS PB CONFERENCE 2020 OPINION BUSINESS AWARDS CONFERENCE RESOURCES EVENTS SHOWCASE FEATURES MULTIMEDIA

Breaking: Well Pharmacy joins Oxford trial for Covid-19 treatment to raise awareness

By Pri Mandav - October 27, 2020

PRINCIPLE

Platform Randomised trial of Interventions against COVID-19 In older people

Well Pharmacy has teamed up with an Oxford university trial for coronavirus treatment to support its most vulnerable and at-risk patients and members of staff.

Superdrug flags COVID-19 trial in its 200 pharmacies

04/12/2020 | 1 comments | News

Superdrug pharmacies and nurse clinics will display posters of the trial

Superdrug has become the latest multiple to support the Oxford University COVID-19 clinical trial, raising awareness in its pharmacy branches and nurse clinics.



USING THE PHARMACY INFRASTRUCTURE AND NETWORK

Oxford trial asks pharmacies to refer possible Covid patients

Pharmacy Magazine, 27 Oct 2020 ⌚ 1 Min Article



Community pharmacy teams are being asked to signpost patients to [PRINCIPLE](#), a nationwide trial run by Oxford University.

REACHING OUT TO ALL FOUR UK NATIONS

Scotland's 1,200 pharmacies encouraged to support COVID clinical trial

09 Dec 2020 | NEWS



by Valeria Fiore
@CandDValeria



CPS' Matt Barclay: Pharmacies can show their "vital role" in community healthcare

Community Pharmacy Scotland (CPS) is encouraging the 1,252 pharmacies in its network to signpost suitable patients to the Oxford University PRINCIPLE trial.





- COVID-19 Community Pharmacy ECHO Agenda

Subject: COVID-19 Knowledge and support sharing – Community Pharmacy Services 20/21
Date: 29th June 2021

Time	Item	Presenter(s)
19.30	Welcome, Introduction	Joe Brogan
19.35	Covid 19 – Northern Ireland Principle Trial University of Oxford	Professor Mahendra Patel



- CPW'S WORK
- FUNDING AND STATISTICS
- REGULATIONS AND IT
- DISPENSING AND SUPPLY
- SERVICES AND COMMISSIONING
- THE HEALTH LANDSCAPE
- CONTRACTORS AREA
- COVID-19

The Health Landscape

- About NHS Wales
- Chief Medical Officer Updates

PRINCIPLE study in community pharmacy

The PRINCIPLE platform study is an UPH study to find treatments for COVID-19. It is now a UK wide study, and the only national priority platform trial in primary care. The study is designed to test a range of treatments in the community, with treatment arms that can be stopped, replaced or added easily, as evidence develops. PRINCIPLE is currently evaluating usual care alone versus usual care plus azithromycin; or usual care plus doxycycline. The study is being run by the University of Oxford and is funded by UK Research and Innovation and the Department for Health and Social Care through the National Institute for Health Research.



GP SITES RECRUITING

984 Practices signed up to assist with recruitment on PRINCIPLE

Other GP surgeries signed up to sign-post and direct to the trial team only

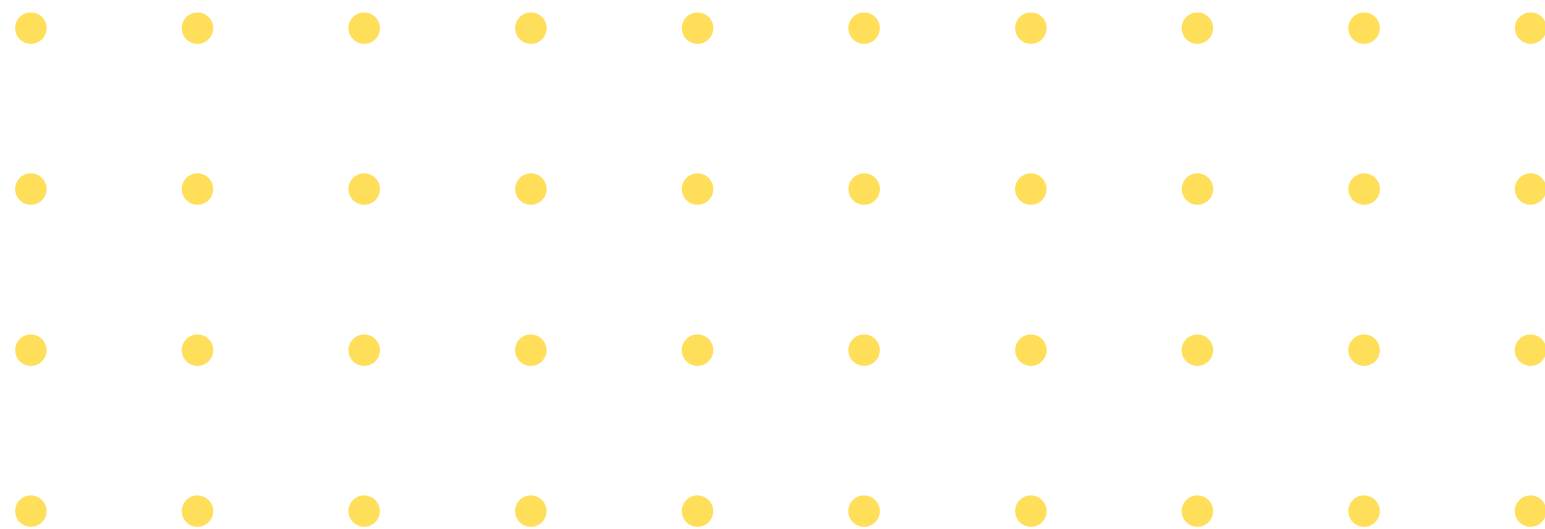


Green-lit surgery site map



PHARMACY NETWORK

Circa 8000+ community pharmacies UK-wide with footprints promoting engagement to PRINCIPLE



Map indicating pharmacy footprint



UNIVERSITY TOWNS AND CITIES

- Targeting university towns located in areas of high deprivation and communities of ethnically diverse backgrounds.
- University vice-chancellors working with us to promote the trials in their local communities through staff, students, their University websites with press coverage.

For example, working with the following places: Bradford, which has the largest proportion of people of Pakistani ethnic origin in England; Birmingham, which has one of the largest African and Caribbean populations in the UK; and Leicester, which has a diverse and concentrated population of South Asian communities



UNIVERSITY of BRADFORD

STUDY INTERNATIONAL STUDENT LIFE RESEARCH

COVID-19 Information: find out how we're keeping our campus and community safe

News Archive Experts Directory Media Relations University In Profile

University of Bradford News Archive 2021 PRINCIPLE trial

Drugs trial that could prevent hospitalisation from covid

Published: February 18, 2021



PRINCIPLE
Platform Randomised trial of INterventions
against COVID-19 In older peoPLE



NUFFIELD DEPARTMENT OF
PRIMARY CARE
HEALTH SCIENCES

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News

Students help to drive nationwide clinical study to find Covid-19 treatments for the over 50s

Students from De Montfort University Leicester (DMU) are the first in the country to help drive a nationwide clinical study to find Covid-19 treatments for the over 50s that can help speed up recovery.

Led by University of Oxford, the study known as the PRINCIPLE trial, is primarily evaluating whether treatment prescribed in the first 14 days of Covid-19 illness can speed up recovery in people aged over 50 and prevent the need for hospital admission.



PRINCIPLE
Platform Randomised trial of INterventions
against COVID-19 In older peoPLE

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University health expert urges Birmingham residents at high risk from Covid-19 to sign up for home treatment trials

UNIVERSITY NEWS | LAST UPDATED: 20 APRIL

Birmingham residents who are especially vulnerable from Covid-19 are being encouraged to take part in a UK-wide public health trial to find an effective treatment to help prevent people with the disease being hospitalised.

Professor Mahendra Patel, Honorary Visiting Professor in Advancing Diabetes Care at



UNIVERSITY STUDENTS

The University Of Bolton engaged in a three month initiative for students, trained by the Pharmacy, Inclusion and Diversity Lead, to go out into the community and share information about the trials.

Flyers, posters, leaflets, and videos were developed in a number of different languages and promoted in the university community, the local shopping malls, and vaccination centres.

Pop-up stands were displayed at these places, featuring students wearing hoodies showcasing both trials and identifying them as student advocates for the trials.



Health and care professional organisations

Engaging health professionals

We are currently working with a variety of health professional organisations. These have been organised along, profession, specialism, religious or community lines. This variety again is key to ensure we are informing as wide an audience as possible.

These organisations are comprised of our front line health workers and are critical to raising awareness among health care professionals. These front line workers are the very people we want to keep most informed of our work. By doing this we intend to raise awareness across the entire community, including those most vulnerable to COVID-19.



**ROYAL
PHARMACEUTICAL
SOCIETY**

ROYAL PHARMACEUTICAL
SOCIETY



DIABETIC SPECIALIST
NURSES



GUILD OF HEALTHCARE
PHARMACISTS



BRITISH ASSOCIATION OF
PHYSICIANS OF INDIAN
ORIGIN



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NHS and Local Government

Working with clinical commissioning groups and local councils

The PRINCIPLE Trial with Professor Mahendra G Patel, have been working with regional and local NHS organisations and councils across the country.

This helps to reach both the health professionals and the general public in these areas, leading to increased awareness about the trial in areas that are being particularly hard hit by COVID-19.



LANCASHIRE COUNTY
COUNCIL



BRADFORD CCG



MANCHESTER LPC



NORTH TYNE





GP SITES RECRUITING

984 Practices signed up to assist with
recruitment on PRINCIPLE

Other GP surgeries signed up to sign-post
and direct to the trial team only



Green-lit surgery site map



PHARMACY NETWORK

Circa 8000+ community pharmacies UK-wide with footprints promoting engagement to PRINCIPLE



Map indicating pharmacy footprint

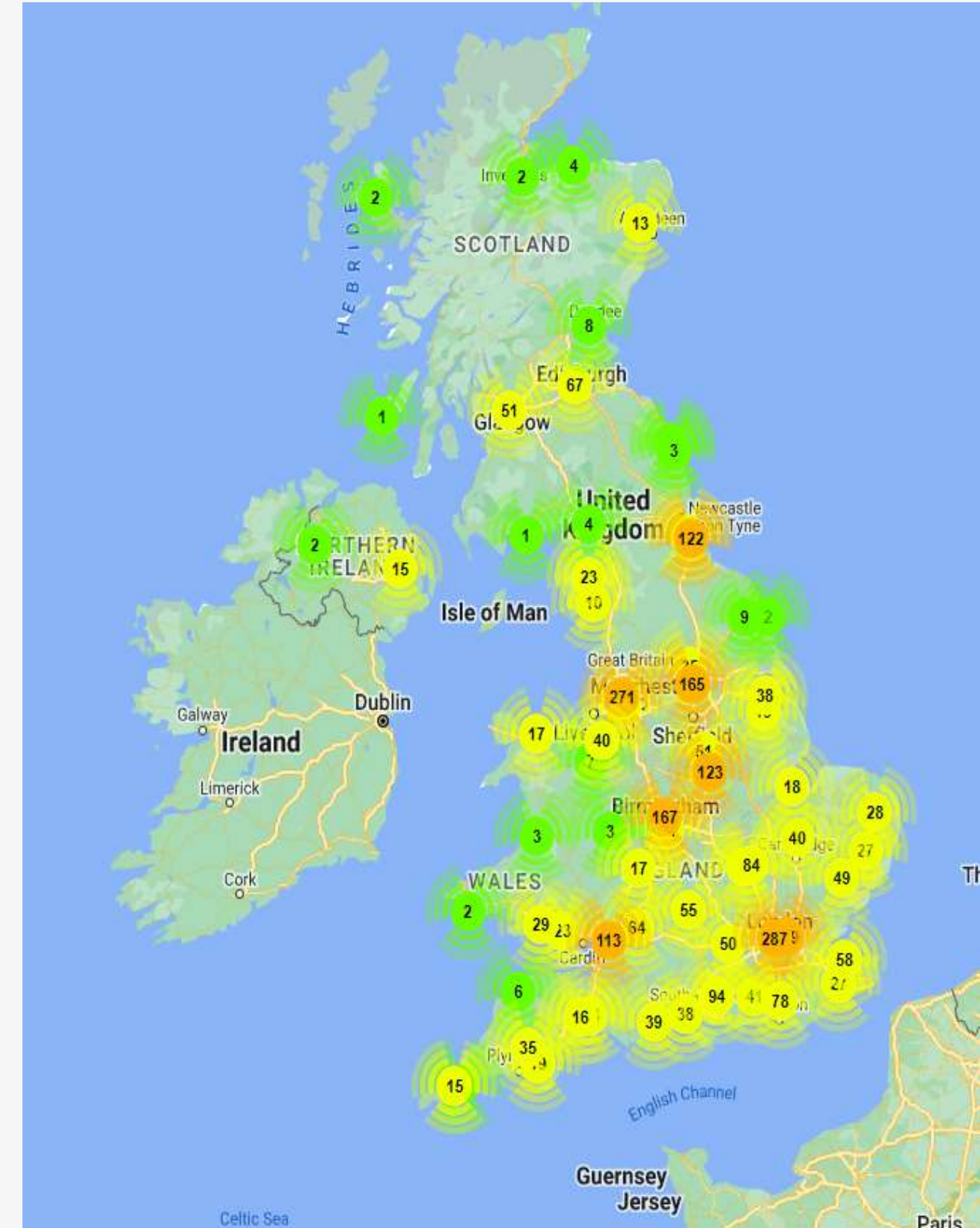


PRINCIPLE RECRUITMENT

GP sites mapped to
recruitment UK-wide



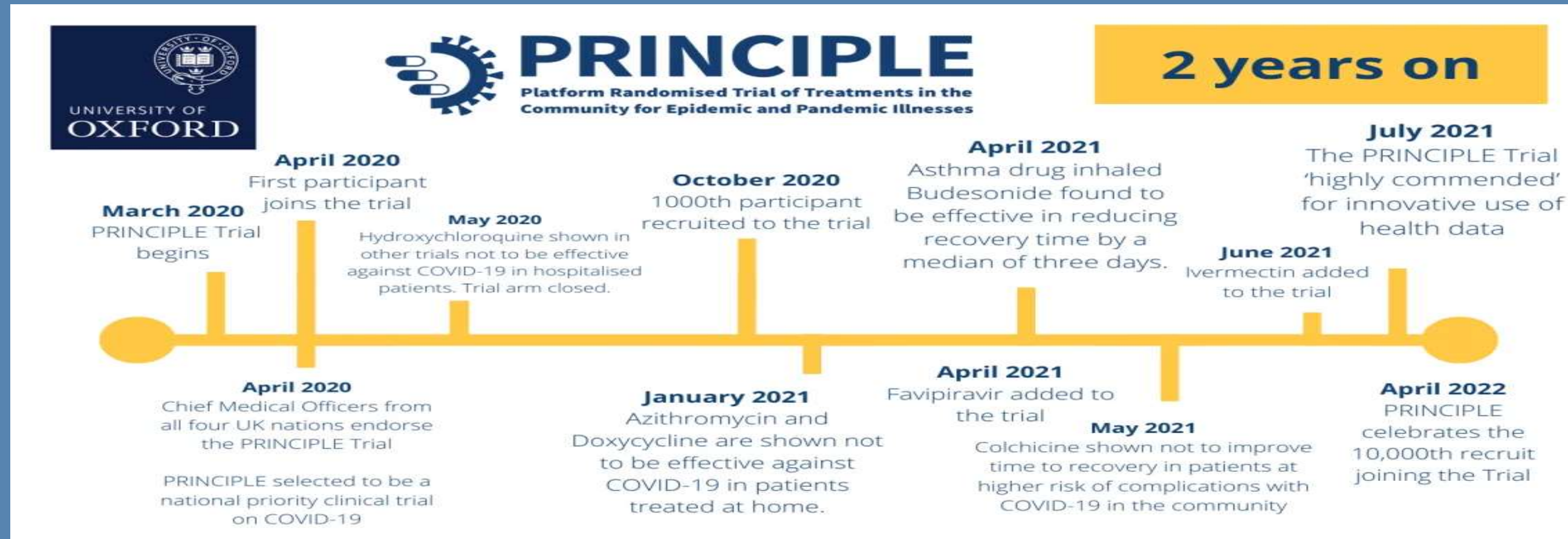
Map: Recruiting surgeries



Cluster map: PRINCIPLE recruitment



OUTCOMES AND IMPACT



Department of Health & Social Care

NHS

COVID-19 Therapeutic Alert

CEM/CMO/2021/003 28 January 2021

Antimicrobials (azithromycin and doxycycline) Not Beneficial in the Management of COVID-19 (SARS-CoV-2) Positive Patients

Recommendation

It is recommended that:

Azithromycin should NOT be used in the management of confirmed or suspected COVID-19 infection either within primary care or in hospitalised patients, unless there are additional indications for which its use remains appropriate (see Product Details).

Doxycycline should NOT be used in the management of confirmed or suspected COVID-19 infection within primary care, unless there are additional indications for which its use remains appropriate (see Product Details).

AIIMS/ ICMR-COVID-19 National Task Force/Joint Monitoring Group (Dte.GHS)

Ministry of Health & Family Welfare, Government of India

CLINICAL GUIDANCE FOR MANAGEMENT OF ADULT COVID-19 PATIENTS

22nd April 2021

COVID-19 patient

NHS

COVID-19 Therapeutic Alert

CEM/CMO/2021/011 12 April 2021

Inhaled Budesonide for Adults (50 Years and Over) with COVID-19

Recommendation

Inhaled budesonide is not currently being recommended as standard of care but can be considered (off-label) on a case-by-case basis for symptomatic COVID-19 positive patients aged 65 and over, or aged 50 or over with co-morbidities, in line with the published [Interim Position Statement](#)

Supporting Evidence

After completing an interim analysis, the PRINCIPLE trial has [reported](#) that inhaled budesonide (800 micrograms taken twice daily, for up to 14 days) can reduce recovery time by a median of 3 days in symptomatic COVID-19 positive patients aged 65 and over, or aged 50 or over with co-morbidities. A benefit in self-reported early sustained recovery at 28 days was also identified.

The analysis has not established whether budesonide can reduce hospital admissions or reduce mortality.

The interim results from PRINCIPLE build on the [findings](#) of the STOIC trial Phase II study on inhaled budesonide. This study suggests that early administration of inhaled budesonide reduces the likelihood of needing urgent medical care and reduces time to recovery following early COVID-19 infection.

COMPARABLE TO NATIONAL CENSUS



THE LANCET Log in 🔍 ☰


CORRESPONDENCE | [VOLUME 397, ISSUE 10291, P2251-2252,](#)
JUNE 12, 2021

Inclusion and diversity in the PRINCIPLE trial

[Mahendra G Patel](#) • [Jienchi Dorward](#) • [Ly-Mee Yu](#) •
[FD Richard Hobbs](#) • [Christopher C Butler](#) ✉ • on behalf
of the PRINCIPLE Trial Collaborative Group

Published: June 12, 2021 •

DOI: [https://doi.org/10.1016/S0140-6736\(21\)00945-4](https://doi.org/10.1016/S0140-6736(21)00945-4)

 PlumX Metrics

This strategy contributed to the inclusion of 55 (4.0%) South Asian and seven (0.5%) Black participants in our analysis of azithromycin for treatment of suspected COVID-19,² which was comparable to 3.7% Asian ethnicity and 1.6% Black ethnicity among people older than 50 years (PRINCIPLE's target age group) in England and Wales.³ The proportions of participants' in Index of Multiple Deprivation (IMD) quintiles were (from most to least socioeconomically deprived): 352 (26%) of 1375 in IMD1; 267 (19%) of 1375 in IMD2; 270 (20%) of 1375 in IMD3; 241 (18%) of 1375 in IMD4, and 245 (17%) of 1375 in IMD5. Overall, this shows good recruitment from socioeconomically deprived and minority ethnic communities.

PRINCIPLE's innovative approach now supports the recruitment of minority ethnic participants to other UK national trials. We recognise that

- Welcome
- August NIHR Learn Insights
- Welcome
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- How can we effectively enga...
- Patient and public perspecti...
- The role of digital in primary ...
- What's new to NIHR Learn co...
- What's new to NIHR Learn?
- Welcome
- Why do we need more resear...
- How can we effectively enga...
- How can we effectively engage diver...
- What prompted this research?
- What did you identify that needed to...
- What was your approach and what d...
- Tell us about the outcomes of this st...
- What impact are you seeing as a res...
- What did you learn from this experie...
- Patient and public perspecti...
- The role of digital in primary ...
- What's new to NIHR Learn co...

NIHR Learn Insights CPD resource



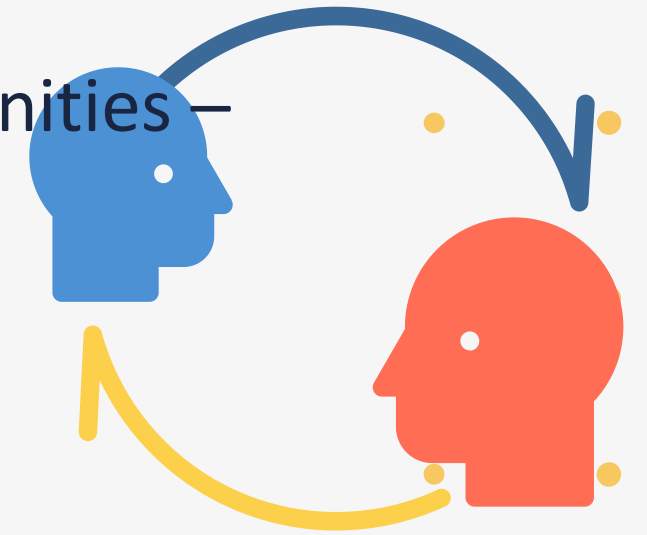
How can we effectively engage
diverse communities into research?;
Platform Randomised Trial of Treatments
in the Community for Epidemic and
Pandemic Illnesses
(PRINCIPLE Trial)



Prof Mahendra Patel
PRINCIPLE Trial
Co-investigator, and Pharmacy and Ethnic Minority
Communities Research Lead

SUMMARY: DIVERSITY AND INCLUSION

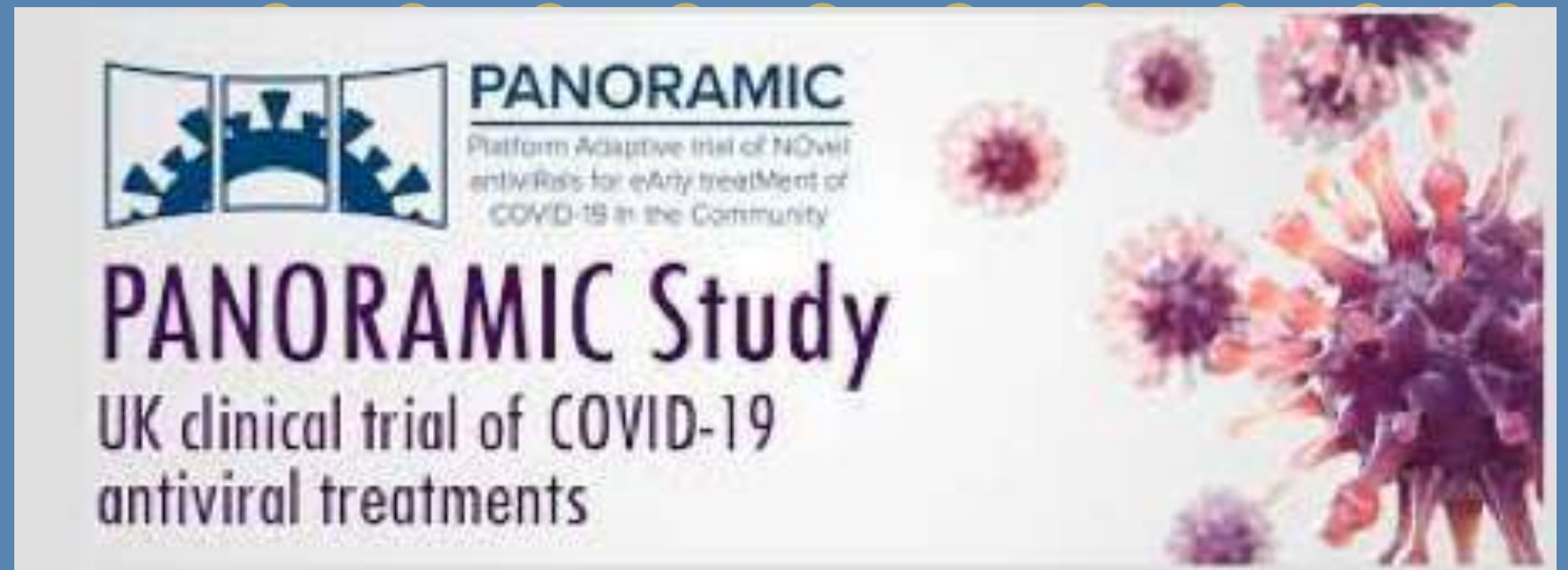
- Overall good recruitment from socioeconomically deprived and ethnic minority communities – comparable to national census data
- Pharmacy contributing to wider recruitment
- Inclusion of 4.0% of SAs in our analysis of azithromycin for treating suspected COVID-19 – comparing well to 3.7% SA ethnicity
- Proportions of participants' in Index of Multiple Deprivation (IMD) quintiles were (from most to least socioeconomically deprived): 352 (26%) of 1375 in IMD1; 267 (19%) of 1375 in IMD2; 270 (20%) of 1375 in IMD3; 241 (18%) of 1375 in IMD4, and 245 (17%) of 1375 in IMD5.
- Pharmacy has helped reach out to range of diverse communities and to areas of high deprivation – traditionally poorly represented in research





PANORAMIC

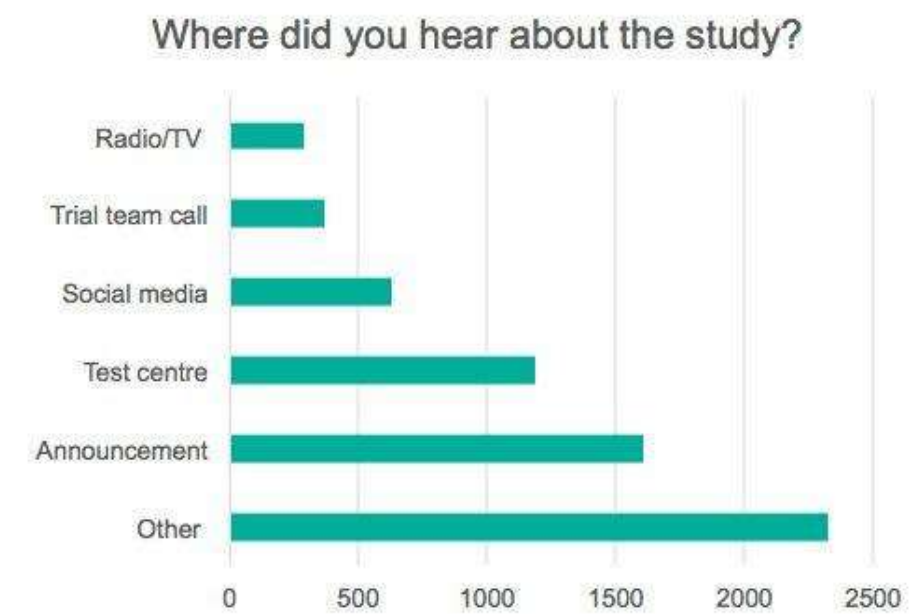
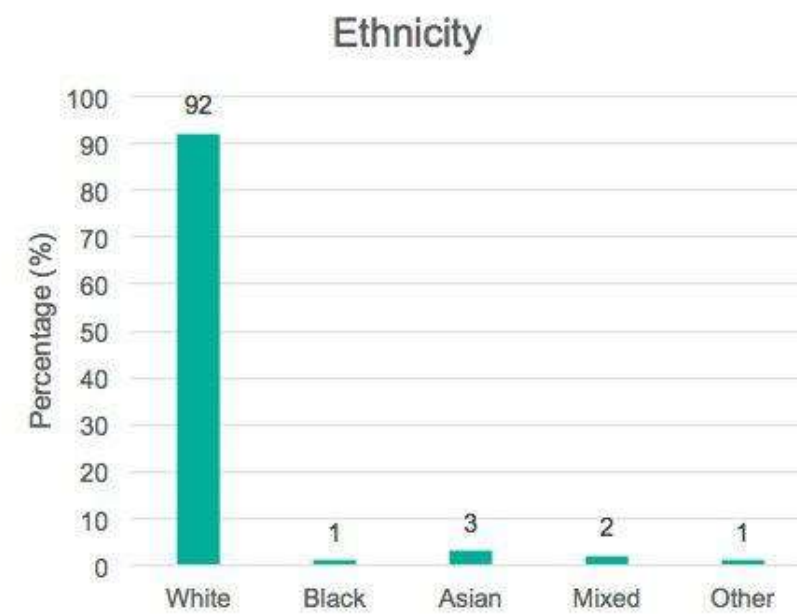
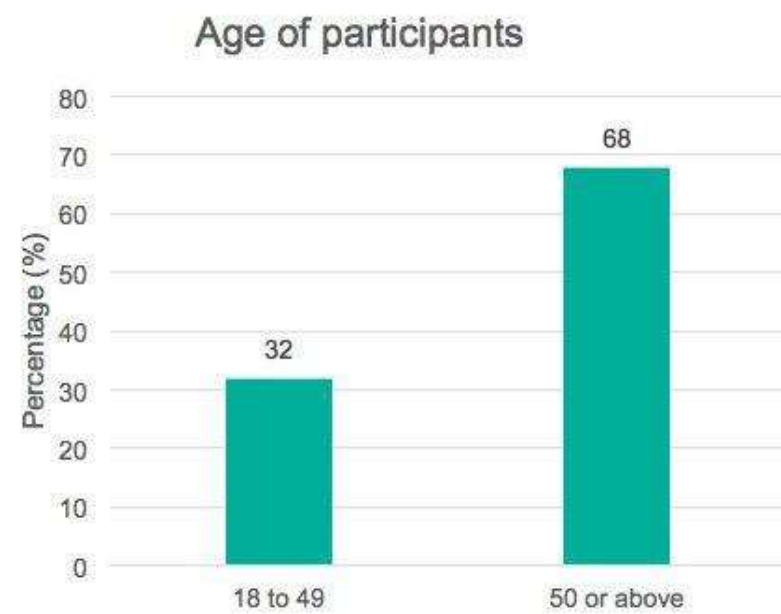
- Investigating novel and licensed antivirals Study opened
- 8 December 2021





PANORAMIC Update

Patient Demographic information (patients screened: 15,210, patients recruited: 2,564)





DHSC WEBINARS JAN/FEB

Senior Cabinet Office staff and ministers supported by hosting four high-level interactive webinars – w/c 31 Jan 2022

- Chaired by the Pharmacy, and Inclusion and Diversity Lead
- Aimed at pharmacists, nurses, doctors, and the public health community
- Reaching out to Wales, Scotland, Northern Ireland, and England



Department
of Health &
Social Care





PANORAMIC RESOURCES



NUFFIELD DEPARTMENT OF
PRIMARY CARE
HEALTH SCIENCES

PANORAMIC
Platform Adaptive trial of NOvel
antivirals for eArly treatMent of
COVID-19 In the Community

PANORAMIC RECRUITMENT FLYER

To personalise and insert own
organisation logo at bottom

We can't do it without you!

+ You

Finding new effective antiviral
treatments for COVID-19

- ✓ Tested positive for COVID-19 and are experiencing symptoms, starting in the last five days?
- ✓ Aged 50 or over? Or 18 or over with an underlying health condition?

Then you could join the PANORAMIC Study and help to find new treatments for COVID-19.

PANORAMIC aims to find antiviral treatments to improve symptoms early and reduce hospital admissions for people with COVID-19.

Find out more www.panoramictrial.org
or register at: **08081 560017**

NHS

NHS COVID-19 PANORAMIC Antivirals Launch
Campaign toolkit
Launch date: 25 th January 2022

INSERT PORTRAIT PHOTO HERE

Department of Health & Social Care

INSERT YOUR LOGO HERE

Have you received a *positive test for COVID-19?*

Do you *feel unwell with symptoms that started in the last five days?*

Are you over 50, or 18-49 with an underlying health condition?

Sign up now at www.panoramictrial.org



NUFFIELD DEPARTMENT OF
PRIMARY CARE
HEALTH SCIENCES

Primary Care Clinical Trials Unit

PANORAMIC
Platform Adaptive trial of NOvel
antivirals for eArly treatMent of
COVID-19 In the Community

VIDEO SCRIPT:

Intro: I am Mr/Miss/ Dr/ Prof etc XXXX from name of ORGANISATION or practice

COVID-19 has affected the lives of everybody. We need to find safe and effective treatments that can help people to recover at home, without the need to go to hospital.

Researchers at the University of Oxford are trying to do this right now, and you have an opportunity to help.



EXAMPLES OF OUTPUTS



DOCTOR ORGANISATIONS



BAPIO
North-West
CPD Session

Topic:
**Inclusion and diversity: COVID -19
treatment in the community -
The PANORAMIC Trial**

Date- 21. 01. 2022
Time- 19:00 hrs.



Prof. Mahendra G Patel, OBE,
Pharmacy Lead BAPIO



Prof. Chris Butler
Chief Investigator
(PANORAMIC),
University of Oxford



Eddie Gray,
Chair
ATF Committee, DHSC

Click [here](#) to join the link
Please Register in advance



NUFFIELD DEPARTMENT OF
PRIMARY CARE Primary Care
HEALTH SCIENCES Clinical Trials Unit



Department
of Health &
Social Care

PANORAMIC is
now CPD
accredited!





MUSLIM DOCTORS CYMRU

Muslim doctors Cymru helped prepare various materials in different languages, which were then promoted to communities in Wales and wider.






MEDICAL SCIENCE WITH FAITH



Post-Jumma Announcement



+ You

Finding new effective antiviral treatments for COVID-19

Assalaam'alaikum dear brothers and sisters,

Allah says in the Quran -
"whoever saved one life, it is as if they saved the whole of humanity" 5:32


There is a study taking place in Oxford which is seeking to find cures - not vaccines, but actual treatments - for COVID

They have participants from all backgrounds but need more Muslims to take part and support the study


The trial is UK-wide and led by the University of Oxford

IF you have pre-existing health condition
have COVID positive test in the last 5 days
AND having symptoms

Visit www.panoramictrial.org and help be part of world leading research which may save the world.



The Muslim Council of Britain



BRITISH ISLAMIC MEDICAL ASSOCIATION



PANORAMIC
Platform Adaptive trial of NOvel
antivirals for eArly treatMent of
COVID-19 In the Community

MCB

The Muslim Council of Britain



**British Islamic
Medical Association**

British Muslim organisations support PANORAMIC ahead of Ramadan

31 March 2022

The Muslim Council of Britain (MCB) and the British Islamic Medical Association (BIMA) joined forces in March to help promote the PANORAMIC trial as part of a series of outreach activities ahead of the Muslim holy month of Ramadan, enabling greater outreach to diverse communities across Britain.





- Some of our public health colleagues, AHPs, and health charities

The collage includes the following logos and images:

- hospiceUK**, **HSC Health and Social Care**, **Project ECHO Northern Ireland**, **PRIMARY CARE Primary Care Health Sciences**, **PANORAMIC**, **N.D.A (U.K.) Established 1985**, **NHS Lincolnshire Partnership NHS Foundation Trust**, **BRITISH INDIAN PSYCHIATRIC ASSOCIATION**
- BAPS**, **University of Bolton GREATER MANCHESTER**, **afno**, **N.A.A (U.K.)**, **BINA**, **Diabetes Specialist Nurtal Forum UK**, **BRITISH INDIAN PSYCHIATRIC ASSOCIATION**
- Working Together NNAUK ESTD - 2008**, **BRITISH INDIAN TAMIL REGION**, **oberoi consulting**, **BIRMINGHAM CITY University**, **BINA**, **World Council of Hindus (UK) Vishwa Hindu Parishad (UK) Registered Charity No: 262684**
- PSNC**, **meCG**, **UNIVERSITY of BRADFORD**, **NATIONAL HINDU STUDENTS' FORUM (UK)**
- Dr Nasibu Mwanje, Speciality Doctor, Emergency Medicine**, **TUHEDA**, **PANORAMIC**, **"This is a very important study in the fight against COVID-19. PANORAMIC trial having a panoramic vision. Diversity. Community inclusion and diversity will make this a very powerful study"**, **Dr Nasibu Mwanje, Speciality Doctor, Emergency Medicine**, **Tanzania UK Healthcare Students Association (TUHEDA) Vice-Chair**
- MCB The Muslim Council of Britain**, **APNA South Asian Heritage NHS Leaders Staff Network**, **BAPIO British Association of Physicians of Indian Origin**, **SIGMA independent-together**, **SOUTH ASIAN HEALTH FOUNDATION**
- MDC**, **BRITISH ISLAMIC MEDICAL ASSOCIATION**, **GHP**

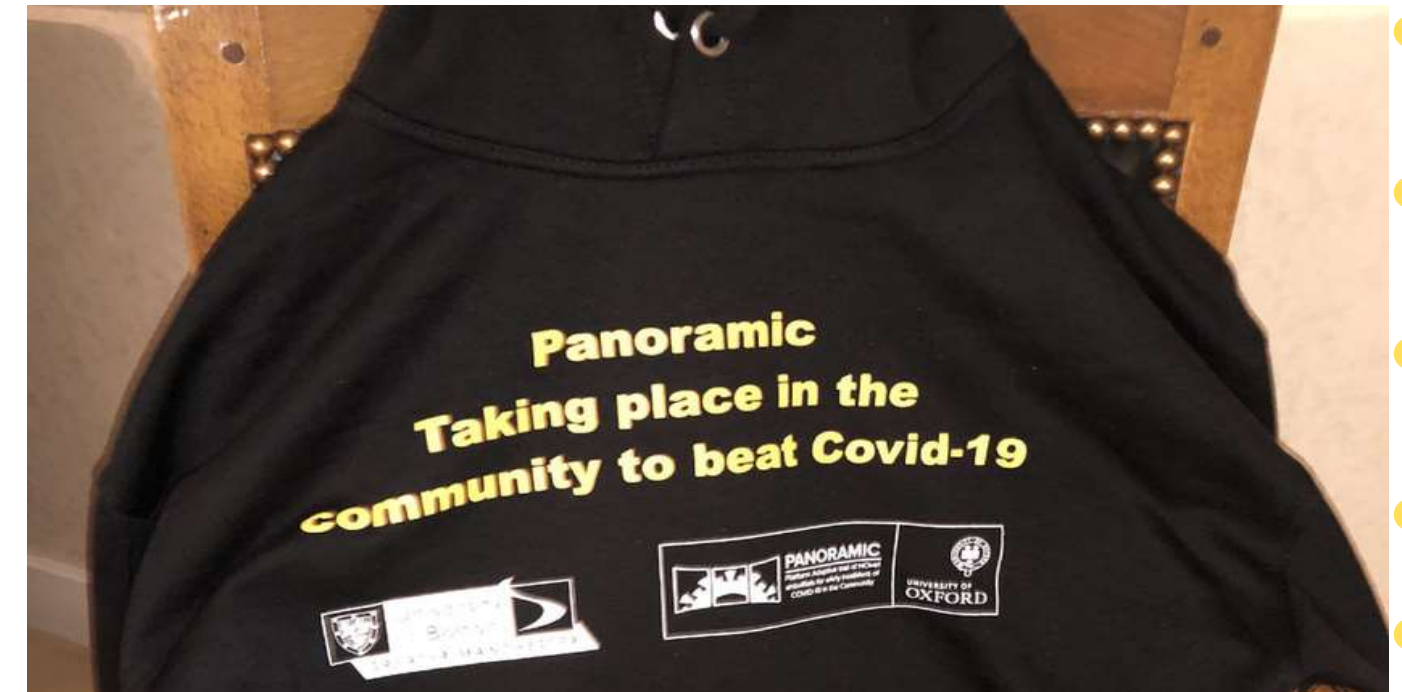


STUDENT ADVOCATES (II)

Student Champions from the University of Bolton who have helped to recruit volunteers through community outreach work for the world's largest trials to treat Covid-19 have been congratulated for their hard work.



Prof Mahendra Patel thanking students for their help at the the University of Bolton





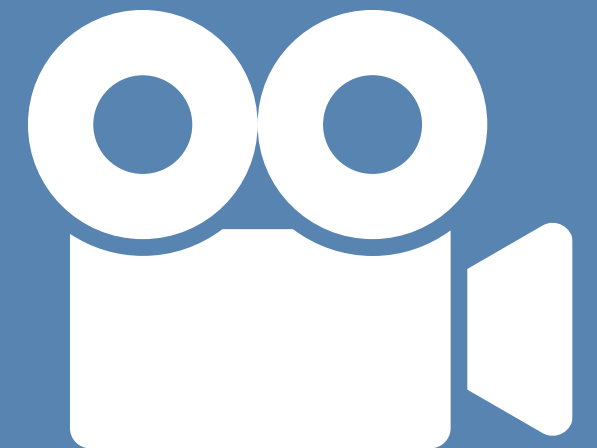
NURSES AND NATIONAL NURSING ORGANISATIONS



NATIONAL CHIEF NHS OFFICERS

The UK Government's Chief Nursing Officer for Wales produced videos to share through their networks and their countries, and encouraging their counterparts to do same.

Likewise, with the Chief Pharmaceutical Officer for NHSE & I





REGULATORS: PHARMACY

Gaining the support from the pharmacy regulatory body to help promote the trial through their own website to all the registrants within the profession – one of the first of its kind.





General
Pharmaceutical
Council

Regulate

Search Regulate

Regulate | Blog | GPhC home



PANORAMIC study: help find effective early treatments for COVID-19

17 February 2022

We're raising awareness about PANORAMIC – a UK-wide clinical study looking at new antiviral treatments for COVID-19, to help make sure everyone has the opportunity to take part in the trial

The Covid-19 pandemic has undoubtedly exacerbated and further exposed the scope and scale of inequalities in society and in healthcare outcomes.

Through our new strategy *Delivering equality, improving diversity and fostering inclusion*, we have committed to tackling discrimination and supporting the reduction of health inequalities through the work that we do, as well as using our influence to support or work with other stakeholders to do this.

We're taking this opportunity to raise awareness about PANORAMIC – a UK-wide national priority clinical study, to find out how effective new antiviral treatments are in the UK population, so that the NHS can develop plans for making these treatments more widely available to people who would benefit from them the most, by getting better sooner and reducing the need for hospitalisation.

The UK's medicines regulator, the Medicines and Healthcare Products Regulatory Agency (MHRA), is the first in the world to approve an antiviral agent for the treatment of early symptoms of COVID-19, and it is also approved by the Health Research Authority.



Article Feed

We promoted the PANORAMIC study through our **website**, our **Regulate newsletter** and through our **Twitter** pages

On average, about **500,000** visits to the GPhC website each month

Total registrants as at **1 January 2022** – **85,506** (Regulate sent to everyone who opts in)

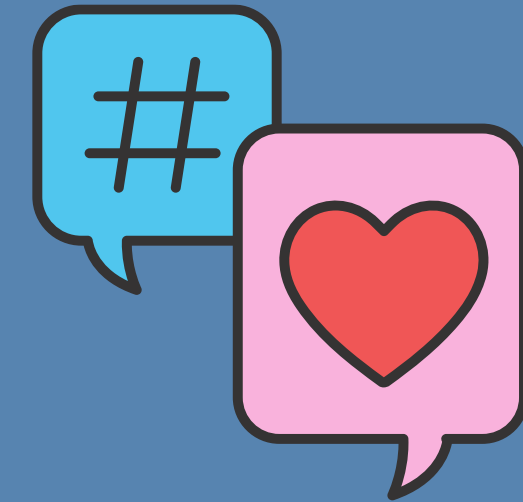
3,703 views of Regulate between 16 February and 16 March 2022



KEY INFLUENCERS

Working with key individuals having established audiences to reach tens of thousands of people over social media.

For example, Lady Anne Welch held an informative live Instagram interview, sharing news of the trials to her audience, most of whom are from Black and ethnic minority communities.





CELEBRITIES: MR MOTIVATOR!





WORLD WOMEN'S DAY WEBINARS

Reached out to Bangladeshi communities and the Nepalese communities – graced with representation by High Commission Offices

**BRITISH BANGLADESHI WOMEN:
PAST, PRESENT & COVID**

(Co-host) Her Honour Judge Khatun Sapnara **Women's History Month 1- 31 March 2022** (Co-host) Ripon Ray Founder of BritBanglaCovid

Jusna Begum (Muslim) Deceased Body Washer
Julie Begum Founder Swadhinata Trust
Tanzila Zaman Engineer & Author of Mother Tongue
Ummul Choudhury Founder FrontLine Aid

Hasina Momtaz Ex -adviser to Boris & Ken & Soul Gems LDN
Meghna Uddin Community Action & Development
Rukeya Miah Deputy Director Nursing
Rezna Khatun Domestic Violence writer & Survivor

Force, arranged or love marriage
Veil or no veil
Early Covid Treatment
Lockdown and Mental Health

Loss of loved ones and Covid
13 March 3pm
Brought to you by... & supported by...

Prof Mahendra Patel OBE
Panoramic Trial
University of Oxford



PARTNERING WITH THE LARGEST SOUTH ASIAN MEDIA COMPANY IN UK

Gaining the support of Asian Media Group, the largest South Asian media company in the UK to help reach out to the South Asian communities in raising the awareness of the trials.

Reaching
British Asians





Hazel Kirwin @H... · 26/01/2022 ...
Please consider signing up to the
[@PANORAMICTrial](#)

It couldn't be easier!!

[gov.uk/government/new...](#)
[@drmahendrapatel](#)

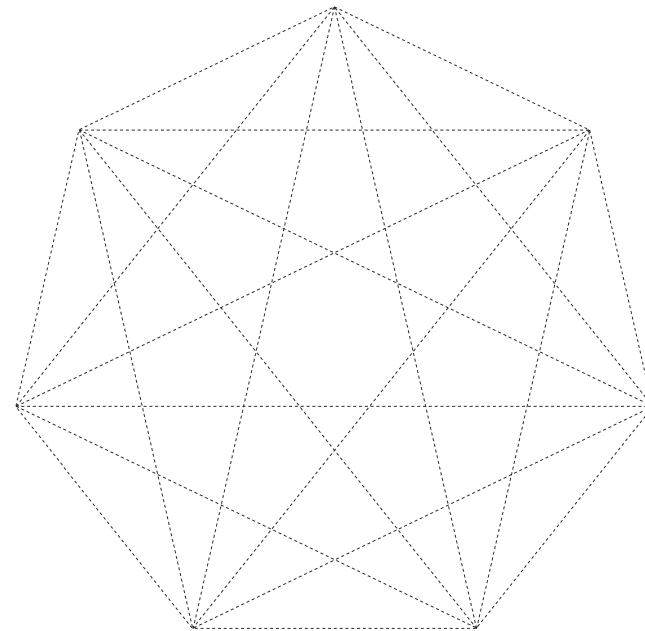
“ I'd really recommend anyone who's eligible for the trial to sign up – why would you not if we can help others and ease pressure on the NHS.”

Hazel, a pharmacist from Whitley Bay, got COVID-19 early in January and so signed up to the trial immediately to help find antiviral medicines to treat the virus. Hazel said:

“ I enrolled online when I got COVID-19 and the process was really simple. I got a call from a nurse right away who took me through everything and since then I've just had to keep a short online daily diary which takes less than a minute to do.

“ The process really couldn't be simpler, and it's so exciting to be part of this world leading effort to find a treatment for COVID-19.

“ Both as someone who got COVID-19 and as a pharmacist, I know the damage this virus can do and would urge anyone eligible to visit the website and really consider getting involved as it could save lives.”



CALL FOR CASE EXAMPLES



“

The whole process was so simple – a courier delivered the capsules the next morning and I began taking the course straight away. While I'm still testing positive and remain in isolation, my symptoms eased daily and I feel much better. I'd really recommend anyone who's eligible for the trial to sign up – why would you not if we can help others and ease pressure on the NHS.

Mr Harkishan Mistry
General Secretary of Bradford Hindu Council

➕ Sign up now at www.panoramictrial.org



CREATING HISTORY

The fastest and the
largest recruiting
primary care clinical
trial – in the world

**Over 20,000 of you have stepped forward to help find
community-based treatments for acute COVID-19**



We couldn't have done this without you

The PANORAMIC study aims to find antiviral treatments to improve symptoms early and reduce hospital admissions for people with COVID-19.

Find out more or register at: www.panoramictrial.org

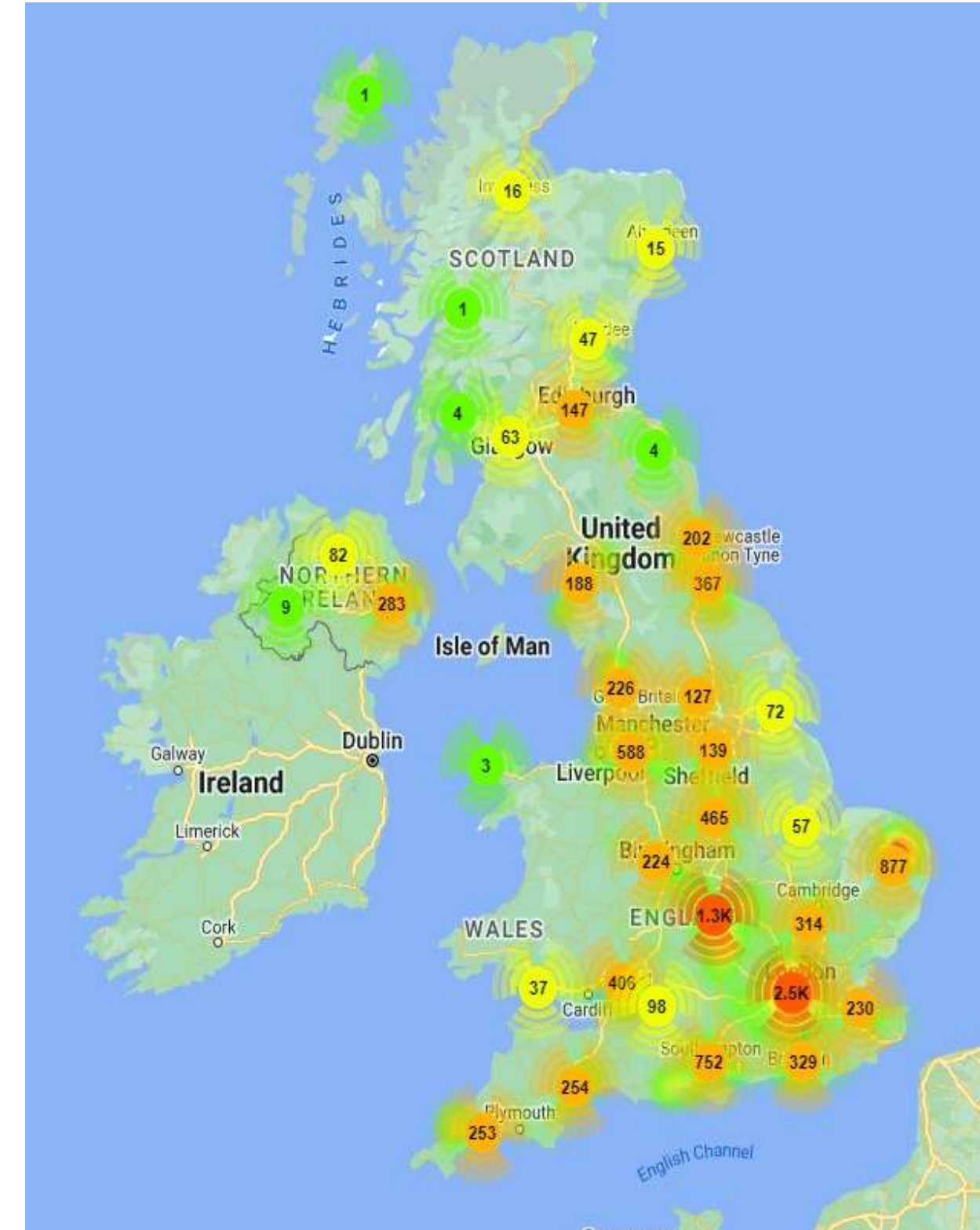


RECRUITMENT MAP

Displaying the scale
and reach
of recruitment within
the first **FOUR** months



Each point shows GP Site with at least one participant

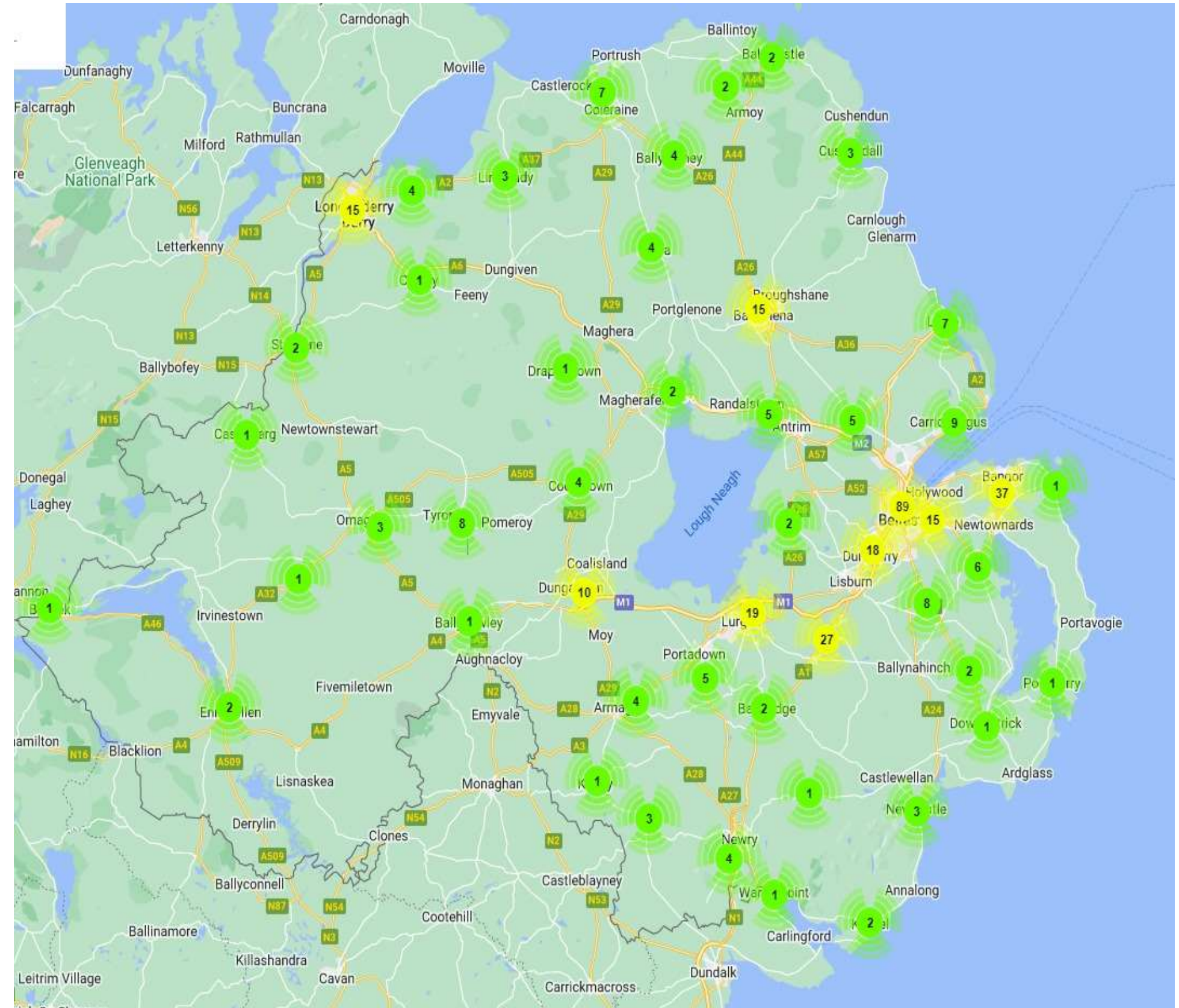


Cluster map: showing recruitment numbers



NORTHERN IRELAND

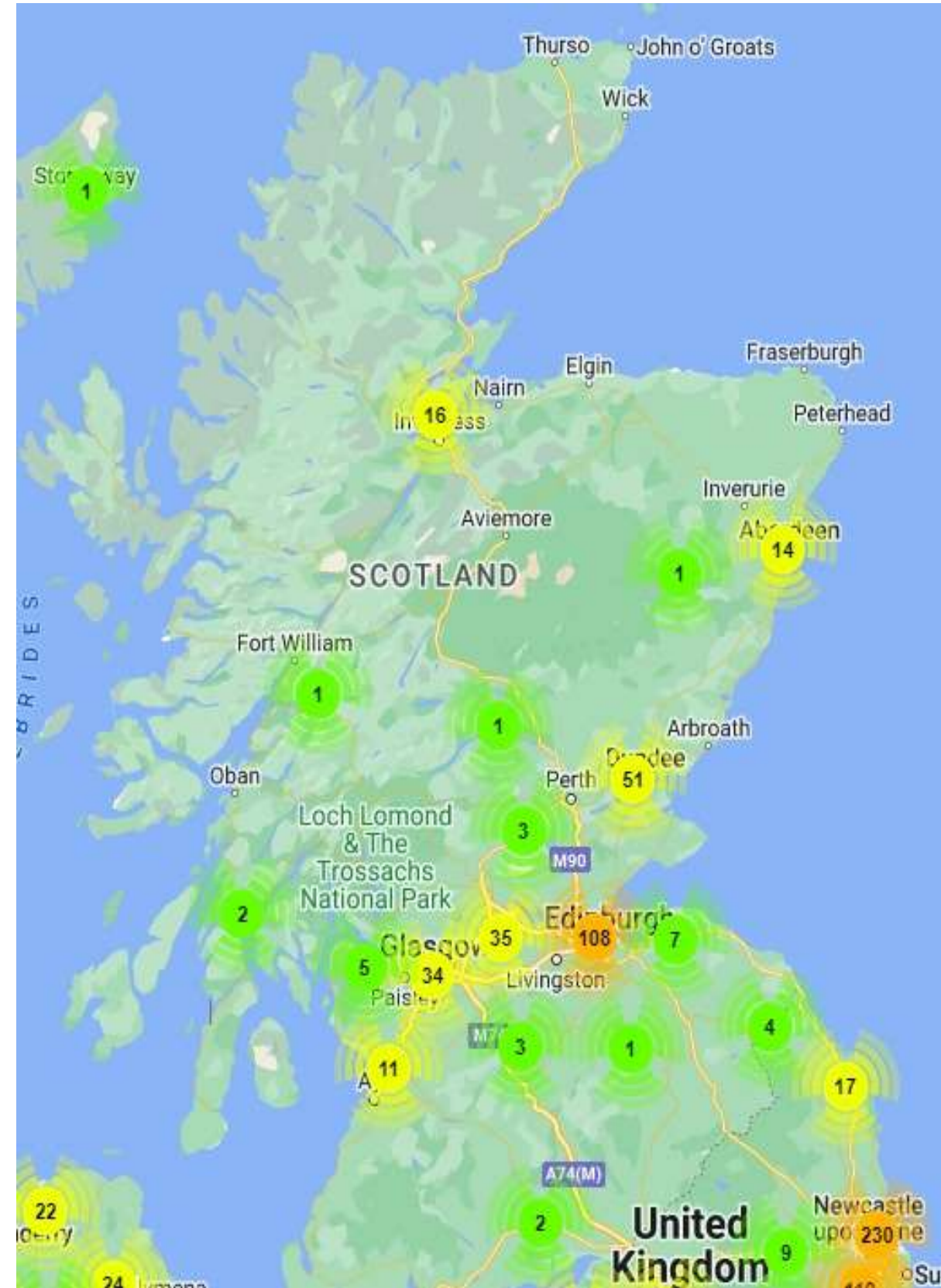
Historically, it has been tougher to engage with practices across the devolved nations



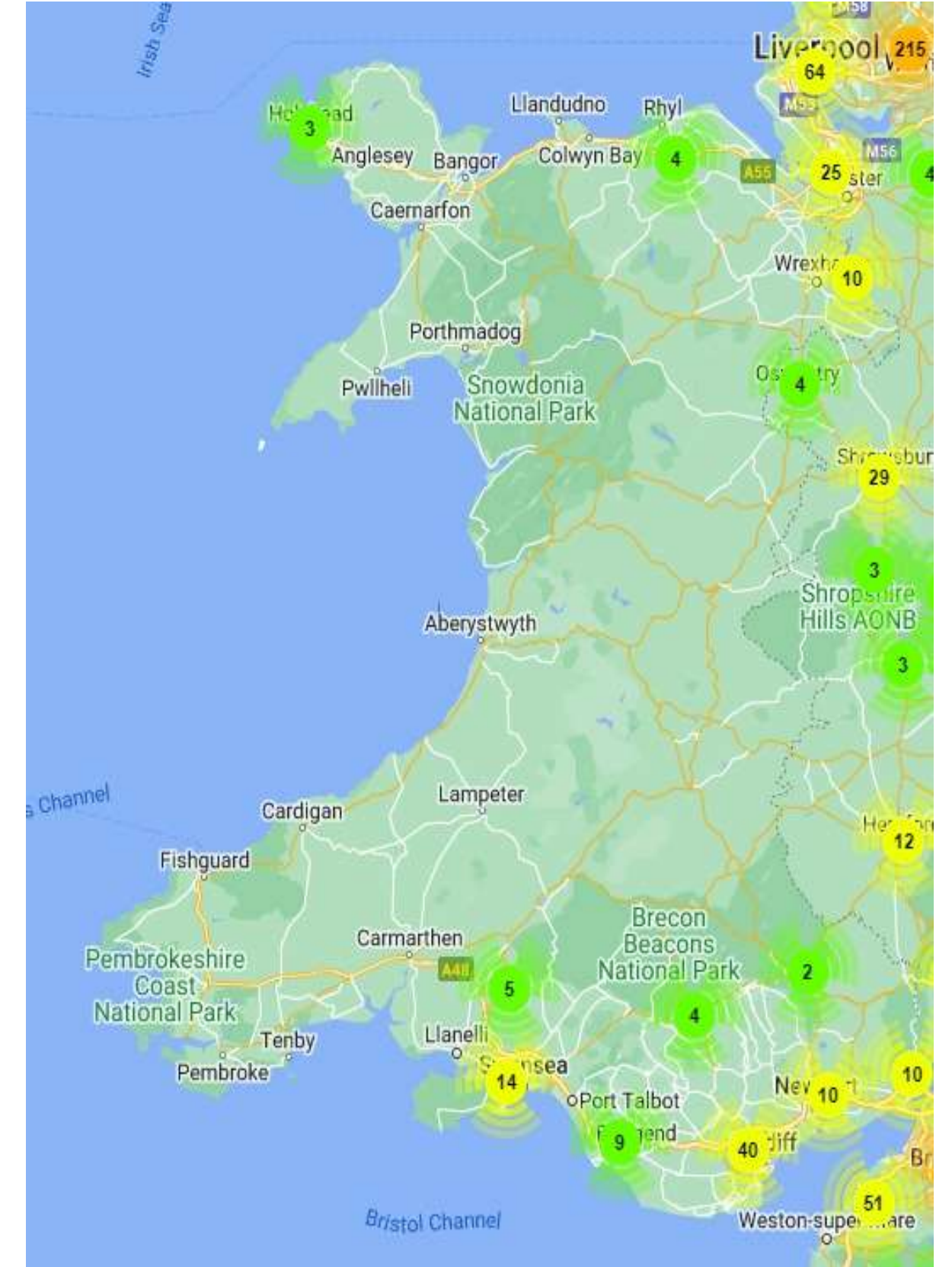
Cluster map: showing recruitment numbers in Northern Ireland

SCOTLAND AND WALES

A closer look at
current recruitment
in the devolved
nations



Cluster map: showing recruitment numbers in NI



Cluster map: showing recruitment numbers in NI



PHARMACY NETWORK

Showcasing the different stage and progression of the Pharmacy Network across the UK.

Even this struggles to cover the support provided with over 8000 sites signed up to help signpost.



SCAN ME





BARRIERS

- Goodwill has limited life
- Lack of dedicated investment and support
- Establishing sustainable, long term, relationships of trust with organisations and their leaders – not just one-offs
- Creating a sense of belonging and urgency
- Limitations of trial team / site team



SUMMARY AND LEARNINGS

Pharmacy plays vital role in supporting future clinical trials and helping to achieve many **historical** milestones

Uniquely working with **cabinet and senior government office staff**

- **Pharmacy** staging at the **world's leading university** and research centre – Nuffield Department of Primary Care University of Oxford
- Science and faith combining together at this level – **HISTORIC**
- Gaining support from regulators (GPhC) – **FIRST of its kind**
- University students engaging in community outreach work
- One size doesn't fit all

Future considerations: Cost analysis of largely goodwill-based strategy?

Carbon footprint? Sustainability?



THANK YOU – LET'S ALL MAKE A
DIFFERENCE

TOGETHER



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mahendra.patel@phc.ox.ac.uk

