

CTSI Coordinator Connect

A product of the Clinical and Translational Science Institute (CTSI) at the University of Pittsburgh



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RESEARCH RESOURCES |

The Trial Innovation Network Recruitment Innovation Center (RIC) Social Media Outreach and Recruitment Toolkit

The Recruitment Innovation Center (RIC) is a component of the Trial Innovation Network, an affiliation of Clinical and Translational Science Awardee sites across the country. The RIC's purpose is to develop successful, evidence-based recruitment and retention strategies in order to improve the quality of future clinical trials and raise awareness of the value of research, thereby increasing trial enrollment.

One of the RIC's latest developments is a Social Media Outreach and Recruitment Toolkit designed to help researchers learn about the benefits of social media and provide guidance on optimizing the use of social media to recruit participants for research studies. The Toolkit differentiates between organic posting (unpaid content posted to social media accounts), paid advertising, and outreach to existing accounts and explores the goals and expected outcomes of each kind of social media exposure.

The Toolkit also provides individualized strategies, best practices, and templates specific to advertising on Facebook, X, Instagram, TikTok, YouTube, and LinkedIn, and suggests budget amounts for each platform. Tips on day-to-day operations management, consistent content planning, audience engagement, effective moderation, and connecting with similar accounts to help maximize reach are also included.

The Toolkit describes both free and paid resources and tools for content management, scheduling, and analytics, including Meta Business Suite, Hootsuite, CoSchedule, Later, Planoly, and Loomly. Suggested data to collect for analytics purposes include impressions (the number of times your content was seen); clicks (the number of times followers click on your post); click through rate (the ratio of clicks on a specific link to the number of times a post is shown); number of followers and how they interact (likes, comments, etc.); and per thousand impressions - the total amount paid for 1,000 impressions.

The Toolkit also covers regulatory issues and emphasizes the need for campaigns to remain in compliance with HIPPA guidance and local institutional and IRB policies. Many helpful templates and links to videos and publications are embedded throughout the Toolkit, and the Trial Innovation Network will be providing a [webinar](#) overview on March 4th. All are welcome to attend. CTSI also offers consultation on social media campaigns; contact us at CTSI.pitt.edu.

TRIAL INNOVATION NETWORK



FUNDING OPPORTUNITIES

[CTSI Pilot Funding Opportunity](#)

CTSI is now seeking applications for the Implementation Lab Pilot Awards (ILPA), meant to facilitate connections between Pitt researchers and organizational Health Operations Partners (HOP) to better conduct Dissemination and Implementation (D&I) research. The goal of D&I research is to shorten the often-stated 17 year evidence to practice gap, getting priority evidence-based practices into clinics and communities sooner.

These pilot awards will support D&I research projects co-designed by researchers and around the HOP's priorities that examine some aspect of disseminating, adopting, implementing, or maintaining an evidence-based practice or program and other types of research co-designed projects (e.g. hybrid effectiveness-implementation studies).

[HEAL \(Helping to End Addiction Long-Term\) Initiative: Translating Research to Practice to End the Overdose Crisis](#)

The goal of this NIH sponsored opportunity is to support action oriented research that accelerates the translation of research to practice to address the overdose crisis. High priority areas are those that advance the goal of creating stigma free patient-centered systems of care such that people who experience addiction can recover and sustain their recovery over the long-term.

[Engagement Award: Capacity Building](#)

The Patient-Centered Outcomes Research Institute (PCORI) seeks proposals that help organizations and communities actively communicate pertinent PCORI funded research findings to their specific audiences, including patients, clinicians, communities and others in ways that are engaging and interest and encourage use of this information in their healthcare decision making.

CTSI UPDATES

Learn More About Dissemination and Implementation (D&I) Science and Human Centered Design

D&I Science: Check out the monthly virtual speaker series from CTSI's newest core, [IMPACT](#) (Implementation to Maximize Population and Community Translation): "Moving Your Research Beyond 'Bench to Bedside:' Dissemination and Implementation in Research and Practice."

The series features national leaders in the Dissemination and Implementation Science field, covering important topics like connections between health equity and sustainability, adaptation of evidence-based programs to local context, innovative mixed-methods, and development of engaging interventions. Events are held the fourth Monday of each month and are valuable for researchers seeking to learn more about the cutting-edge field of D&I, or to integrate Dissemination and Implementation concepts into their work.

On March 25 from 12-1, Monica Perez-Jolles, PhD, MA from the University of Colorado at Anschutz, will join us to speak about pragmatic tools for use in Implementation Research.

On April 22 from 12-1, Lucy Savitz, PhD, MBA, Professor, Health Policy and Management at The Pitt School of Public Health, will join us to speak about the interrelationships between Quality Improvement, Learning Health Systems, and Implementation Research.

For more information/registration, please contact Lisa Lederer, the CTSI Facilitator for Dissemination and Implementation: lisa.lederer@pitt.edu.

Human-Centered Design: Human-centered design (HCD) is a structured yet flexible approach to problem solving that puts the people who will ultimately benefit from a solution at the center of the design process. It is a powerful and practical tool to enhance community-based participatory research, implementation research, and medical product innovation. Research team are using HCD at Pitt to co-create research questions and co-design studies, treatments, interventions, and technology with the community members, patients, and participants who will be most impacted by their research. CTSI and the Institute for Clinical Research Education offer a monthly Brown Bag series to educate the research community on HCD principles. Please [register](#) to join upcoming events:

March 1: Using HCD for Assessment with Mary Goldberg, PhD

April 5: When and Where to Incorporate HCD in Research with Robert Coulter, PhD, MPH

Courtesy of the HCD team, a [repository](#) of free HCD toolkits and health research literature is available by request to any party with a Pitt email address.

REGULATORY NOTES

Office for Human Research Protections Launches New Online Reporting System

In January, the Office for Human Research Protections (OHRP) announced a new online submission system for complaints related to compliance with federal regulations regarding human subjects research. For more information about OHRP's oversight responsibilities and the compliance system, please visit the OHRP [website](#).

Prior to submitting any complaint regarding potential violations to OHRP, researchers should act locally by contacting University of Pittsburgh Human Research Protection: askirb@pitt.edu. Researchers can also report and/or discuss any concerns about possible research misconduct by contacting the University Research Integrity Officer, Craig S. Wilcox, PhD, at 412-624-8270 or craig.wilcox@pitt.edu.

General workplace, academic, and misconduct issues can also be submitted for evaluation and guidance using [Pitt Concern Connection \(convercent.com\)](http://convercent.com).

UPCOMING EVENTS

Friday, February 29 | noon to 1 p.m.

[How to Partner with and Recruit in Schools](#)

Presented by the CTSI Responsible Conduct of Research
Center
Virtual Event

Tuesday, March 5 | 1 to 2:30 p.m.

[Research Data Sharing](#)

Presented by the University of Pittsburgh Health Sciences
Library System
Virtual Event

Monday, March 11 | noon to 1 p.m.

[Linguistic Justice in Research: Promoting Best Practices for
Equitable Inclusion of Linguistically Diverse Communities](#)

Presented by the CTSI Responsible Conduct of Research
Center
Virtual Event

Recorded Webinar

[Adaptive Designs to Improve Recruitment of Diverse
Populations to Clinical Trials](#)

Presented by the Trial Innovation Network

Recorded Webinar

[Intersection of Emerging Technologies & Research Ethics:
Challenges & Opportunities](#)

Presented by the Office for Human Research Protections

Recorded Webinar

[The Clinical Trial Challenge: Boosting Clinical Trial Appeal in
Patient Communities](#)

Presented by the Center for Information and Study on
Clinical Research Participation

DEAR CTSI,

Question:

What databases or other resources are available to help our research group search for funding opportunities?

Answer:

There are several resources available to help researchers find funding opportunities:

- [Grants.gov](#) is a comprehensive database of federally funded opportunities. Search features allow users to filter either broadly or by keywords and/or specific funding agencies. Grants.gov also offers multiple resources for understanding the grant application process and successfully submitting an application, including instructional YouTube videos, a community blog, and a mobile app.
- [PIVOT](#) is a database that includes funding opportunities from international, federal, state, non-profit, foundation, and institutional sources. PIVOT can be set up to provide users with individualized email alerts about new funding opportunities based on their areas of interest. PIVOT is subscription based, and Pitt users may access via the PIVOT login page or through MyPitt.
- The University of Pittsburgh's [Research Development Team](#) supports investigators by helping find funding opportunities for research, scholarship, and career goals. They also provide a weekly newsletter with new funding opportunities and research events around campus. Please contact the Research Development Team at researchdev@pitt.edu to arrange a meeting or learn about available resources.
- [The Office of Research, Health Sciences](#) maintains a website page with links to both internal and external funding opportunities.
- [The Carnegie Library of Pittsburgh Non-Profit Resource Center](#) provides free access to print and online resources on all aspects of managing, fundraising, and grant seeking within the nonprofit sector. The Center provides individual consultation with a librarian for first time users.
- CTSI offers periodic funding opportunities throughout the year; [subscribe](#) to our e-blasts to stay updated.

Questions for us?

We'd love to hear from you: ctsi@pitt.edu

Pitt+Me questions: ASKPPM@pitt.edu

Pitt CTSI
Clinical and Translational
Science Institute