

Faecal Incontinence Priority Setting Partnership: Promotion Guide

Key Information

Survey Dates: 1st March 2024 – 12th April 2024

How to complete the first survey:

Short link: <https://bit.ly/FIPriorities>

Full URL: https://imperial.eu.qualtrics.com/ife/form/SV_02JTE8hCWIXvq9E

QR Code to survey:



Website Link: <https://thepelvicfloorsociety.co.uk/professionals/research/jla.aspx>

Social Media

Here is some guidance to help you promote the survey across all your social media platforms.

Guidance for social media

- Include a link or QR code to the survey (see above)
- Include the hashtag #FIResearchPriorities
- Encourage followers to share with 'please share/RT'
- Tag participating organisations including your own for credibility, such as @TPFSuk @LindAlliance @BowelResearch
- Use the advert banner (examples below) for an image

Hashtag: #FIResearchPriorities

Social Media Handles

- X (formerly Twitter): @FI_Priorities
- Facebook: www.facebook.com/FIPriorities/

Example Adverts



Your opinion counts

The Pelvic Floor Society and the James Lind Alliance are collaborating to discover what research matters in **faecal incontinence**

If you or someone you care about is affected by difficulty with bowel control, or if you work in healthcare, we want to hear your views on what is important to you

Use the link or scan the QR code below to access our 10 minute anonymous survey and have your voice heard

Open from 1st March 2024 - 12th April 2024

bit.ly/FIPriorities



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The Pelvic Floor Society



James Lind Alliance
Priority Setting Partnerships

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@FI_Priorities

bit.ly/FIPriorities

Open from: 1st March 2024

www.thepelvicfloorsociety.co.uk



High-resolution version of these adverts (for printing) can be downloaded at:
<https://www.dropbox.com/scl/fo/gkylh5ymk23uhzb7e8y51/h?rlkey=35da9nd3hynwk4qfmm b3nm1l4&dl=0>

Suggested social media posts for healthcare professionals:

Help to influence the future of research into faecal incontinence in the UK. Tell us the questions you want answered in the @FI_Priorities survey with @LindAlliance here:
<https://bit.ly/FIPriorities> #FIResearchPriorities

Help faecal incontinence research to focus on what matters to you as a healthcare professional. Complete the @FI_Priorities survey with @LindAlliance here:
<https://bit.ly/FIPriorities> #FIResearchPriorities

Share the @FI_Priorities survey with your colleagues, patients, and carers so their questions about faecal incontinence are heard and represented in the future.
#FIResearchPriorities Survey open now: <https://bit.ly/FIPriorities>

Suggested social media posts for patients and carers:

What questions do you have about faecal incontinence or bowel accidents? Have your say on #FIResearchPriorities in the @FI_Priorities survey with @LindAlliance here: <https://bit.ly/FIPriorities>

Help future research into bowel accidents or faecal incontinence focus on what matters to you. Complete the @FI_Priorities survey with @LindAlliance here: <https://bit.ly/FIPriorities> #FIResearchPriorities

Flyer

- Print off the survey flyer (examples above)
- Pass the flyer to your colleagues, patients, and carers involved with, or suffering from, faecal incontinence
- Place copies in staff and public areas of your institution to promote participation

Newsletters and Websites

Wherever possible, please promote the survey by featuring an advert or by using the text provided in your newsletters and website.

An example advert is shown above. If possible, please include the link or QR code to the survey and a clear 'call-to-action' to take part.

Alongside the advert, you can use the text (provided below) on your website to communicate the survey to your networks.

Text for Websites

Faecal Incontinence Priority Setting Partnership

A survey has been launched to identify the top 10 research priorities for faecal incontinence, supported by The Pelvic Floor Society and the James Lind Alliance. It is looking for questions about faecal incontinence which could later be answered by research to improve the lives of patients and their carers. We are supporting the project to ensure as many different perspectives as possible are represented in the survey responses.

Faecal incontinence is a broad term covering several symptoms including:

- Uncontrolled leakage of liquid or solid stool or mucus
- Uncontrolled passage of wind
- Faecal urgency, where individuals rush to reach the toilet to avoid a bowel accident
- The fear or anxiety of potentially experiencing any of these symptoms which may lead to situations where an individual makes modifications to their lifestyle that limits their ability to travel, work or socialise

People living with faecal incontinence, their family, friends, volunteers, and professionals involved in their care are invited to take part to have their questions heard. The survey takes approximately 10 minutes and can be completed here: <https://bit.ly/FIPriorities>

We also encourage you to circulate the survey to others who may wish to take part.

Further information about the survey can be found here:
<https://thepelvicfloorsociety.co.uk/professionals/research/jla.aspx>

Below are two email templates that can be sent to healthcare professionals involved in the care of patients with faecal incontinence, or to patients and carers. You can insert your organisation's name and tailor accordingly by adapting the language to suit your audience.

Before circulating the survey by email, please ensure you are complying with GDPR. See GDPR guidance at the end of this document for more information.

These email templates can also be used and amended as necessary for newsletters and websites.

Email text to send to healthcare professionals involved in the care of patients with faecal incontinence.

Dear [INSERT NAME]

A chance to influence the future research into faecal incontinence

A survey has been launched to identify the top 10 research priorities for faecal incontinence, supported by The Pelvic Floor Society and the James Lind Alliance. It is looking for questions about faecal incontinence which could later be answered by research to improve the lives of patients and their carers. We are supporting the project to ensure as many different perspectives as possible are represented in the survey responses.

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- The fear or anxiety of potentially experiencing any of these symptoms which may lead to situations where an individual makes modifications to their lifestyle that limits their ability to travel, work or socialise

As a professional involved in the care of patients with faecal incontinence you are invited to take part. The survey takes approximately 10 minutes and can be completed here:

<https://bit.ly/FIPriorities>

We also encourage you to circulate the survey to your colleagues and others you work with who may wish to take part.

The Pelvic Floor Society is working with the James Lind Alliance in a Priority Setting Partnership (PSP) to identify to top 10 research priorities for faecal incontinence. Further information about the survey can be found here:

<https://thepelvicfloorsociety.co.uk/professionals/research/jla.aspx>

Together we can improve the lives of patients suffering with faecal incontinence by identifying the most important questions to be answered through research.

Thank you for your assistance.

Email text to send to individuals living with faecal incontinence and their carers.

Dear [INSERT NAME]

A chance to influence future research into faecal incontinence (bowel accidents)

A survey has been launched to identify the top 10 research priorities for faecal incontinence supported by The Pelvic Floor Society and the James Lind Alliance. It is looking for questions about faecal incontinence which could later be answered by research to make a life-changing difference to those living with faecal incontinence and/or their carers. We are supporting the project to ensure as many different perspectives as possible are represented in the survey responses.

Faecal incontinence is a broad term covering several symptoms including:

- Uncontrolled leakage of liquid or solid stool or mucus
- Uncontrolled passage of wind
- Faecal urgency, where individuals rush to reach the toilet to avoid a bowel accident
- The fear or anxiety of potentially experiencing any of these symptoms which may lead to situations where an individual makes modifications to their lifestyle that limits their ability to travel, work or socialise

Why we need you

You may have some unanswered questions about faecal incontinence that may be something you, or your loved ones are experiencing, something you wish you had known earlier, something you are unsure about in the future, or something you wish was generally known about. If so, we want to hear from you by taking part in the survey and share your questions about faecal incontinence to help guide future research.

The survey takes approximately 10 minutes and can be completed here:

<https://bit.ly/FIPriorities>

Who we are working with

The Pelvic Floor Society is working with the James Lind Alliance in a Priority Setting Partnership (PSP) to identify the top 10 research priorities for faecal incontinence. Further information about the survey can be found here:

<https://thepelvicfloorsociety.co.uk/professionals/research/jla.aspx>

Your real-life experiences and questions about faecal incontinence are at the heart of this project.

Thank you for your help.