

RANDOMISED CHOCOLATE TRIAL



AIM

Celebrate International Clinical Trials Day

Raise profile of research in healthcare

Nurture partnership with Research
Department

... in a way that is fun, innovative and
non-traditional

PLANNING

Literature search

Research protocol

Questionnaire

Participant information sheet

Randomised Chocolate Trial: How it works



STEP 1	Read the Participant Information Sheet
STEP 2	Decide whether you are eligible to take part by examining the inclusion and exclusion criteria. Ask any questions you have about the research.
STEP 3	Read and sign the Participant Consent Form.
STEP 4	Randomisation! You will be randomised to consume either white or milk chocolate
STEP 5	EAT THE CHOCOLATE!
STEP 6	Complete a short questionnaire about your chocolate eating experience



Victoria Treadway @Librarianpocket · May 19

We recruited 100 @WUTHstaff to our Randomised Chocolate Trial in celebration of International Clinical Trials Day #ictd2017 #iamresearch



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Victoria Treadway @Librarianpocket · May 19

Overheard at Randomised Chocolate Trial Part 2: "Do you get paid to do this?" 🙄🙄🙄 🍫🍫🍫 #ICTD2017 #IAmResearch

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Victoria Treadway @Librarianpocket · May 19

Overheard in our Randomised Chocolate Trial: "This is the best day ever!" #ICTD2017 #iamresearch #freechocolate

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You Retweeted



Melanie Maxwell @ThompMelMelanie · May 19



@WUTHstaff . Randomised chocolate trial in full swing. Celebrating research
#Internationalclinicaltrialsday



RESULTS

98 Trust staff and students on placement took part in the trial

66% of staff felt that after eating the chocolate their wellbeing either greatly or slightly improved

68% of staff felt that after taking part in the randomised chocolate trial their understanding of clinical trials either greatly or slightly increased

IMPACT

01

Shortlisted for an Academy of Fabulous Staff award

02

Active engagement across all staff groups

03

Event replicated in local primary school to educate students about health research

04

Learning disseminated via Clinical Librarians blog and LIHNNK Up

05

Strengthened partnership working leading to further initiatives

LEARNING

WHAT WORKED

- Partnership working
- Utilising gregarious Library Assistant
- Incentivising with a chocolate prize draw
- Infection control measures

CHALLENGES

- Executive invitation
- Health and Wellbeing buy-in

TAKE HOME MESSAGE

It's difficult to keep a straight face when a senior doctor signs his consent form as 'Willy Wonka'