

# The effectiveness and acceptability of multimedia information when recruiting children and young people to trials: the TRECA meta-analysis of SWATs

Peter Knapp,<sup>1,2\*</sup> Jacqueline Martin-Kerry,<sup>2,3</sup>  
Thirimon Moe-Byrne,<sup>2</sup> Rebecca Sheridan,<sup>2</sup>  
Elizabeth Coleman,<sup>4</sup> Jenny Roche,<sup>4</sup> Bridget Young,<sup>5</sup>  
Steven Higgins,<sup>6</sup> Jennifer Preston,<sup>7</sup> Peter Bower,<sup>8</sup>  
Carrol Gamble<sup>9</sup> and Catherine Stones<sup>10</sup>

<sup>1</sup>Department of Health Sciences and Hull York Medical School, University of York, York, UK

<sup>2</sup>Department of Health Sciences, University of York, York, UK

<sup>3</sup>School of Allied Health Professions, College of Life Sciences, University of Leicester, Leicester, UK

<sup>4</sup>York Trials Unit, University of York, York, UK

<sup>5</sup>Institute of Population Health, University of Liverpool, Liverpool, UK

<sup>6</sup>School of Education, University of Durham, Durham, UK

<sup>7</sup>NIHR Alder Hey Clinical Research Facility, Alder Hey Children's Hospital NHS Foundation Trust, Liverpool, UK

<sup>8</sup>NIHR School for Primary Care Research, University of Manchester, Manchester, UK

<sup>9</sup>Centre for Medical Statistics and Health Evaluation, University of Liverpool, Liverpool, UK

<sup>10</sup>School of Design, Clothworkers' Central, University of Leeds, Leeds, UK

\*Corresponding author [peter.knapp@york.ac.uk](mailto:peter.knapp@york.ac.uk)

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## Plain language summary

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## Plain language summary

Clinical trials are important to National Health Service care, but it can be difficult to recruit enough people. We do not know enough about how to improve recruitment, especially when trying to recruit children and young people.

People are normally told about a trial through printed information, which is often long and complex. Multimedia information (text, audio, cartoons and video) might be a better way of telling people.

It is important to test whether multimedia interventions can help. One way of doing this is to run a 'Study Within A Trial' where people receive information in different ways.

We created two multimedia interventions, one for parents and young people being asked for consent, and a simpler one for younger children. Some content applied to all trials, and some about the specific trial people were being asked to consider. We designed these by working closely with children and young people, parents and healthcare staff.

We tested the multimedia information in six trials (although only three gave us enough data). Children, young people and their parents saw either standard printed information or our multimedia information. We then collected data on their decision-making, trial recruitment and whether people stayed in the trial.

Children and young people who saw multimedia information were more likely to be recruited than those who received standard printed information. Once recruited to a trial, people given multimedia or printed information were similarly likely to remain in the trial. People's views on multimedia and printed information were also similar, but this finding could have been affected by small numbers of people returning questionnaires.

Our study provides evidence that multimedia information can be used in trials with children and young people and that it increases the number of people who agree to take part, but further work is needed.



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