

## PARTNER PUBLICITY STRATEGY

When the PARTNER study is ready to begin in a country, we would like to ensure that there is publicity for the study, to help with recruitment. We would like the strategy to be uniform across countries. This document is to set out that strategy and to provide National Co-ordinators with advice on what to do.

There is a leaflet and poster that have been produced to help with recruitment. These have primarily been produced to give to clinics to use in waiting areas. However, they will also be used in the wider publicity we plan.

There are three main elements to the publicity

1. A press release aimed at community press (i.e. gay press, press for black African communities). We propose that the press release is not sent to general national press, unless the National Co-ordinator believes in a specific instance that this would be helpful.
2. A web site (linked to CHIP web site) which is country specific, and which provides the information in the leaflet, and a list of participating clinics. The aim of this is to provide information to people that have seen a poster or heard about the study and want more information. It is not intended (at least initially) that this will provide any more information than that on the leaflet.
3. Circulation of posters to venues and organisations that may be willing to display them in waiting areas (e.g. community support organisations, gay venues bars/clubs, black African community venues).

### 1. Press release

The standard press release is attached below. A Q&A will also be produced. We would like this to be identical, except in language, across countries. We suggest that National Co-ordinators construct a mail list for this in conjunction with patient/community representatives and oversee the circulation of the press release. The press release should be accompanied by a leaflet. The press release will also be made available on the web site.

We propose that National Co-ordinators are the named first point of contact for queries about the study. Any substantive queries on the study design and proposed analysis, or those that touch on issues of ethics, legality or moral issues should be dealt with in writing by email, after consultation with the Executive Committee, rather than by talking with press. That way we can ensure that the message is uniform.

### 2. Web site

The web site will be developed centrally.

### 3. Circulation of posters to community venues

Again, we would ask National Co-ordinators to construct a suitable mail list for this in conjunction with patient/community representatives and oversee the circulation of the posters to these organisations.

## Timing

The publicity strategy should be implemented in a country only at the start of recruitment, when the clinics in the country are ready to start and, ideally, have in fact already started.