



The National Alliance
of Research Associates Programs

Enhancing NARAP Communications

By Julia Whalen, NARAP Public Relations Manager

NARAP is on the move with respect to our communications. In October 2016, we rolled out the new NARAP logo (see above) that visually reflects the modern brand that we are building for the future of our Research Associates (RAs) and Affiliates.

In fact, we have an aggressive growth plan in place to expand our presence this year to 15 additional Affiliates to cover more geographic areas across the United States. The more Affiliates, RAs and Emergency Department (ED) patients and visitors we can enroll in our studies, the more robust our clinical research data becomes. And that drives new insight and value for the benefit of many patient disease populations as well as giving our RAs valuable patient engagement experience.

NARAP Affiliate Map (as of March 2017)



NARAP Affiliate Locations
16 Current Affiliates

Enhancing NARAP Communications continued...

Affiliate Program Director Survey

In January, we surveyed the NARAP Affiliate Program Directors seeking their input on communications best practices and communication channel preferences.

This is a topline of what we found out from our survey:

- Our Affiliate Program Directors are experienced with most being part of NARAP for 1-4 years.
- Affiliate Program Directors prefer to receive information about NARAP via these communication channels.
 1. Email for immediate information
 2. Newsletter to keep informed of news across the organization
 3. Website for in-depth information
- Affiliate Program Directors also indicated that they wanted NARAP to provide an enhanced RA Training Program and patient counseling materials that they could use for their RA programs.
Good news! All is in the works.
- Affiliate Program Directors would also like a summary of completed NARAP clinical studies to share with their Research Associates. We are working on some great posters to summarizing our studies that we will be sharing shortly. And going forward, we plan to create presentations of our completed study data to share with our Affiliates.
- And, the best of all, our Affiliate Program Directors rated the NARAP Clinical Research Program 4 stars out of 5 as a good clinical research program for both the students and the patients.
Our plan is continuous quality improvement, so next time we're shooting for 5 stars.

Thank you for your feedback!

NARAP Website Refresh

The web site has been completely refreshed with new content and supporting visuals with the goal of enhancing the user experience and providing students with more in-depth information on becoming part of NARAP. We also want to make the user experience interactive and insightful, making connecting with the right people at NARAP easy.

Have you visited the NARAP Website lately at <http://www.thenarap.org/> (Visit and Bookmark)

National Public Health Week (#NPHW)

Don't forget that April 3-9th is National Public Health Week. We will be posting interesting NARAP statistics to the NARAP Facebook page at <https://www.facebook.com/thenarap/> (Visit and Bookmark). Use the hashtag #NPHW to see how other Public Health organizations around the US are celebrating.

The American Public Health Association (APHA) also has a great website chock full of useful information for all. <https://www.apha.org/>