

# Supplementary File 7 Examples of materials used for public advert recruitment pathway

## Advert embedded in social media notifications and within newsletters

Participant advert\_V1.0\_05.05.2020



### How should ambulances care for people with epilepsy? An online survey

University of Liverpool researchers are asking people with epilepsy and their family and friends for their views. Findings could help the NHS offer care to match what people want.

Those taking will be entered into a draw to win one of four £50 shopping vouchers.

#### Who can take part?

You can take part if you:

- Have a diagnosis of epilepsy
- Have been seen by an ambulance service in the last 12 months for epilepsy
- Are aged 18 years or over
- Are prescribed antiepileptic medication
- Are able to complete a survey in English by yourself
- Do not have a life-threatening illness or severe psychiatric condition
- Live in England.

You can also take part if you:

- Are a family member or friend of a person with epilepsy who is aged 18 years or over and who has been seen by an ambulance service for epilepsy in the last 12 months
- You are aged over 16, able to complete a survey in English by yourself and live in England.

#### Interested?

Please click [HERE](#) to find out more or take part.. If you have any questions, want to know more, or need help filling in the survey, you also contact a member of the research team: Email: [XXXXXXXX](#) Tel: XXXXXXXX

Example of advert placed within regional newspapers and magazine:



UNIVERSITY OF  
LIVERPOOL

**epilepsy** *action*



## How should ambulances care for people with epilepsy? An online survey

University of Liverpool researchers are asking people with epilepsy and their family and friends for their views.

Participants can win one of four £50 vouchers.

Findings could help the NHS offer care to match what people want.

Interested? Visit:

[www.tinyurl.com/ambulance-care](http://www.tinyurl.com/ambulance-care)

(V1.0\_05.05.2020)

## Example of social media notifications about study

**Epilepsy Society**  
21 October at 11:45 · 🌐

How should ambulances care for people with epilepsy?  
🚑 The Uni of Liverpool is carrying out a survey to find out what people with epilepsy, their family and friends think. Please help by giving your views at <https://bit.ly/37upm3A> ❤️

111 115 comments 51 shares

**Epilepsy Society**  
16 November at 11:45 · 🌐

How should ambulances care for people with epilepsy?  
🚑 The Uni of Liverpool is carrying out a survey to find out what people with epilepsy, their family and friends think. Please help by giving your views at <https://bit.ly/37upm3A> ❤️

76 101 comments 32 shares

← **Tweet**

 **Epilepsy Action** ✓  
@epilepsyaction

How would you like to be cared for if someone called an ambulance after you had a seizure? 🚑

Share your answers in our short survey - it could make a big difference 🗑️ [epilepsy.org.uk/research/take-...](https://epilepsy.org.uk/research/take-...)



