

# PRINCIPLE trial 2021 promotional materials

PRINCIPLE is an urgent national priority COVID-19 trial of treatments that can be taken at home. It takes places in communities across the UK and is led by the Primary Care Clinical Trials Unit at the University of Oxford's Nuffield Department of Primary Care Health Sciences.

These resources have been put together to support trial partners to promote across their networks, and are downloadable via the links provided.

For questions about these resources, please contact [principle@phc.ox.ac.uk](mailto:principle@phc.ox.ac.uk)

For press releases and researcher quotes to include in your own outreach, visit [www.principletrial.org/news](http://www.principletrial.org/news)

## 1. Logo



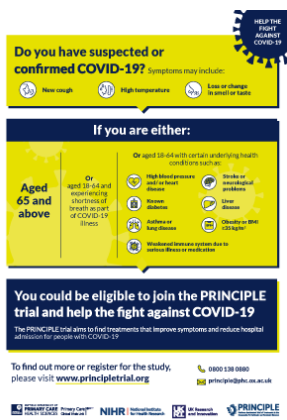
In June 2021, PRINCIPLE changed its name to the **Platform Randomised Trial of Treatments in the Community for Epidemic and Pandemic Illnesses**.

Various formats of the logo are available for you to use. Our brand guidelines outline how to apply the logo to your resources.

[Web quality .png](#)  
[High quality .png](#)  
[Reversed .png](#)  
[Brand guidelines .pdf](#)

[Small .png](#)  
[Small reversed .png](#)  
[PRINCIPLE 2021.eps](#)

## 2. Recruitment posters



[General recruitment poster .pdf](#)

[Pharmacy recruitment poster .pdf](#)



[A5 leaflet .pdf](#)

[Sticker .pdf](#)

[Landscape advert for social media and websites .png](#)

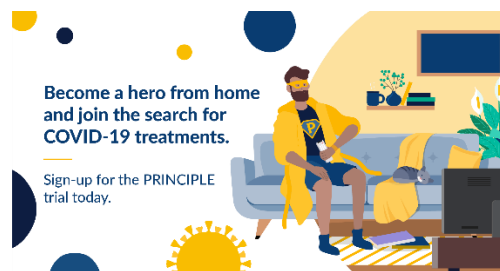
### 3. “Become a hero from home” – social media content

A range of new resources have been developed to support patient outreach on Facebook and Instagram, including ethics-approved accompanying text:

*Oxford University’s PRINCIPLE trial is looking for treatments that can help people with COVID-19 to get better quickly at home and reduce the need to go into hospital.*

*If you have been experiencing COVID-19 symptoms for 14 days or less then you then you may be eligible join the PRINCIPLE trial’s heroic volunteers in the search for new treatments.*

Visit [www.principletrial.org](http://www.principletrial.org)



[Download the resources here .zip](#)

**\*\*Two short, animated videos are in development and will be shared shortly in an updated version of this pack. Once they have been finalised, they will also be available through the link above.\*\***

If you would like to add your own translations to these resources, contact [principle@phc.ox.ac.uk](mailto:principle@phc.ox.ac.uk) for the .eps files.

### 4. Approved text



### **PRINCIPLE Trial – Social Media Post – version 1**

[Insert practice name] is taking part in the national PRINCIPLE clinical trial, which aims to find low-risk treatments for older people with COVID-19 that can be taken at home.

To be eligible to join the trial you will need to have experienced symptoms that are likely to be caused by COVID-19 for fewer than 15 days.

The trial is open to people aged 65 or over, or 18-64 years and experiencing shortness of breath as part of COVID-19 illness, or 18-64 years with certain underlying health conditions.

If you are registered at [Insert practice name] and would like more information, please contact us on [Insert practice telephone number]. You can also join the trial online, even if you are not currently registered with our practice. For full details, visit <http://www.principletrial.org>

### **PRINCIPLE Trial – Social Media Post – version 2**

PRINCIPLE is an Urgent Public Health clinical trial investigating treatments for people aged over 18, with COVID-19 symptoms. More details at [www.principletrial.org](http://www.principletrial.org) or click [HERE](#) to register as a patient from PRACTICE NAME.

*Platform Randomised Trial of Treatments in the Community for Epidemic and Pandemic Illnesses* **PRINCIPLE Social Media, Version/Date: v1.3 04Jun2021, EudraCT number:2020-001209-22 Professor Christopher Butler IRAS Project number: 281958 REC Reference number: 20/SC/058**

#### **VIDEO SCRIPT:**

Become a hero from home and join the search for COVID-19 treatments

COVID-19 has affected the lives of everybody. Finding safe and effective treatments that can help people recover at home has been the drive of some researchers at the University of Oxford and right now, you have an opportunity to help.

We are looking for people with suspected or confirmed COVID-19 to take part in a UK-wide COVID-19 treatment trial called PRINCIPLE.

To be eligible, you will need to be aged 65 years and over, or aged 18-64 years and either experiencing shortness of breath as part of COVID-19 illness or with certain underlying health conditions.

You will also need to be experiencing symptoms that are likely to be caused by COVID-19 and have had them for 14 days or less OR a positive test for COVID-19 and are unwell with symptoms within the last 15 days.

Taking part is easy. There are no face-to-face visits involved and the trial can be joined online or over the phone from your sofa, with a participant pack couriered directly to you at home.

You will receive a symptom diary, a COVID-19 home test kit and you may receive a treatment to take in the comfort of your own home.

Join the PRINCIPLE trial's heroic volunteers in the search for COVID-19 treatments by visiting [www.principletrial.org](http://www.principletrial.org)

PRINCIPLE - the world's largest trial of COVID-19 treatments for recovery at home.  
[www.principletrial.org](http://www.principletrial.org)  
0800 138 0880

#### **SHORT VIDEO SCRIPT FOR ADVERT**

COVID-19 has affected the lives of everybody. Finding safe and effective treatments that can help people recover at home has been the drive of some researchers at the University of Oxford and right



now, you have an opportunity to help. We are looking for volunteers aged 18 or over with COVID-19 symptoms to take part in a national priority trial of treatments to take at home for COVID-19. Join the PRINCIPLE trial's heroic volunteers in the search for COVID-19 treatments by visiting

The PRINCIPLE trial is funded by UK Research and Innovation and the Department of Health and Social Care through the National Institute for Health Research as part of the UK Government's rapid response fund.

[www.principletrial.org](http://www.principletrial.org)

*Platform Randomised Trial of Treatments in the Community for Epidemic and Pandemic Illnesses* **PRINCIPLE**  
**Video Infographic Script, Version/Date: v1.3 09Jun2021, EudraCT number:2020-001209-22 Professor**  
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