

# AD HOC NIHR Programme

## Online peer support for asthma in London



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### The rationale behind the study

***AD HOC aims to help people with troublesome asthma to better control their symptoms and improve their quality of life, by engaging with other people with asthma in an online community (OHC)***



### Overarching outcomes from the study

1. **Co-develop an intervention by primary care clinicians to promote engagement with the Asthma + Lung UK OHC**, and a questionnaire to identify and recruit study participants.
2. **Co-develop the methods to evaluate the intervention**
3. **Optimise safety and effectiveness of patients' engagement and OHC moderation process**
4. **Test feasibility and acceptability and**
5. **effectiveness and cost effectiveness of the intervention**

### Impact which has occurred as a result of this study

1. Dissemination of ethical and Information Governance Considerations for Promoting Digital Social Interventions in Primary Care
2. Recommendations to moderators of ALUK OHC to enhance the safety and effectiveness of patients' engagement in OHCs.
3. Sentiment analysis methods application to health social media data: sentiment change as mediating factor for the effect of OHC engagement on self-management behaviour and eventually outcomes.
4. UK Collaborations and further funding: QMUL Centre for Preventive Neurology; NIHR PDG funding bid submitted *A digital social intervention to modify the risk of developing Parkinson's disease*
5. International Collaboration: University of Milan Bicocca (Italy).
6. Capacity building : involvement of three SSC4 QMUL medical students, two SSC4 medical students from the University of Cambridge, 1 GP Clinical Research Fellow, a MSc student from International University (Milan).