

MID-Frail: up and running!

By Gareth Cuttle, Niche Science & Technology Ltd.

Welcome to the first issue of the MID-Frail newsletter! This essential reading brings you a round-up of news on the latest events in this exciting pan-European study on diabetes in older people. In this issue...

- ***MID-Frail 'Focus on Training' DVD***
- ***Growth of the MID-Frail brand***
- ***Next MID-Frail meeting in Tudela***

'On location' with MID-Frail

The University of Bedfordshire in the UK was the venue for two very busy days of filming on 13–14 March as MID-Frail Scientific Co-ordinator, Professor Alan Sinclair, played host to an international cast and crew. Niche Science and Technology (NST), in association with video production specialists, Tallboy Communications Ltd., coordinated the filming for two MID-Frail training DVDs, one aimed at investigators and the other at patients and carers.



**Professor Leo Rodríguez Mañas
in rehearsal**

The DVDs, which will be distributed at the upcoming meeting in Tudela, Spain, feature an introduction to the MID-Frail study, presented by both Professor Sinclair and Professor Leo Rodríguez Mañas (MID-Frail Project Co-ordinator; Getafe, Spain). Further details on the



Diabetes patient Mike Woodroffe puts the machines through their paces

multimodal intervention programme are then presented by Prof Mikel Izquierdo (Tudela, Spain) and Prof Andrej Zeyfang (Stuttgart, Germany). Andrej and Mikel were very keen to contribute to this project. They flew in to specially record demonstrations of the exercises and provide descriptions of the nutritional and educational interventions, as well as present background information on the importance of exercise and good nutrition in older people with diabetes.

Both Andrej and Mikel gave enthusiastic presentations on the value of the MID-Frail study. Dr Marta Rodríguez Castro (Getafe, Spain) joined Prof Rodríguez Mañas to give demonstrations on how MID-Frail subjects will be assessed for

frailty using established criteria (the Linda Fried Criteria and the Short Physical Performance Battery [SPPB]). Three patients had volunteered to take part in the demonstrations and recorded testimonials that will be used in the 'Patient and Carer' DVD.

MID-Frail training and educational DVD

"...this study is really one of those that changes clinical practice"

Professor Leo Rodríguez Mañas

The 'Investigator' DVD will support the work of the MID-Frail partners as they begin to prepare Training Workshops for research groups and Training Sessions for participating centres. It is hoped that the 'Patient and Carer' DVD will serve as a useful source of information during the difficult process of patient recruitment, providing answers to many of the questions patients or their carers might have about the study.



Professor Andrej Zeyfang preparing for filming

The study leaders have made every effort to dispel any fears that patients or their carers might have about participation.

The team are certain that this is the first time an academic study has received such an investment, which is both a reflection

of the importance of the themes under investigation and an indication of the level



Professor Leo Rodríguez Mañas (right) discusses scripts with Professor Alan Sinclair

of prestige being attached to the MID-Frail project.

MID-Frail training and educational DVD

"[MID-Frail]... will bring about fundamental changes in the way older people with diabetes are managed."

Professor Alan Sinclair

The first copies of the Investigator DVDs will be distributed at the upcoming MID-Frail meeting in Tudela, Spain, in April (further details below).

Early indications are that the DVDs will be high quality products that will further underline the professionalism of the team. It is certainly proof that the MID-Frail franchise is gaining momentum as we move towards site initiation and patient recruitment.

The MID-Frail training and educational DVDs will play an important role in the on-going development of the MID-Frail

brand, raising the profile of the MID-Frail study within the medical community and among the general public.

Serving as the perfect host, congratulations are due to Prof Alan Sinclair and his staff for extending a very warm welcome and helping to make the experience so enjoyable for all involved. It was their hospitality that enabled the creation of a professional and informative product.

The MID-Frail brand continues to grow

The importance of the MID-Frail study must be reflected in the development of a strong brand identity. Brand-defining activities that are already underway include construction of the MID-Frail homepage at www.midfrail-study.org, and a presence on Facebook at www.facebook.com. The MID-Frail training DVDs will compliment these activities by improving cohesion among partner organisations and helping to ensure consistency in approach across study centres, both of which are essential to the development of a strong brand.

Further development of the MID-Frail profile will involve engagement of all partners and MID-Frail participation in selected congresses and key media opportunities, as well as strategic initial publications.

MID-Frail: the Tudela meeting

MID-Frail study leaders will gather in Tudela de Navarra, Spain from 16–19 April to review progress and plan further development of the study. This meeting will define the timetable for activities in 2012, including training for participating centres and clinical trial initiation.

Keep up to date on all that is happening in MID-Frail: watch out for the next issue of MID-Frail News later this year.

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