

**Better Care Plan  
engagement report:**  
Evaluation of  
The Sound Doctor Films

6

Local health  
and care  
shaped by you

# Notes:

## Carers

Where we talk about carers in this report we are referring to unpaid carers:

“A carer is anyone who cares unpaid for a family member or friend who cannot always manage without their support. They might look after someone with a physical disability, long-term health condition, mental health issue or a problem with substance misuse.” (Carers Support Wiltshire<sup>1</sup>)

Where the report refers to paid care workers, we will make this clear, for example by stating “agency care worker.”

## References

<sup>(1)</sup> <https://carersinwiltshire.co.uk/are-you-a-carer/#amiacarer>

<sup>(2)</sup> Healthwatch Wiltshire report: ***Information provision for people living with long-term conditions***  
<https://www.healthwatchwiltshire.co.uk/wp-content/uploads/2018/03/BCP-long-term-conditions-report-finalr.pdf>

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# Background

This report is part of Healthwatch Wiltshire's Better Care plan workstream. Healthwatch Wiltshire is working with the Better Care Plan programme partnership (Wiltshire Council and the Clinical Commissioning Group), to assist in meeting its aim to see health and social care integrated by 2020. The vision for better care is based on the four priorities set out in Wiltshire's Joint Health and Wellbeing Strategy:

"I will be supported to live healthily, I will be listened to and involved, I will be supported to live independently and I will be kept safe from avoidable harm".

To be successful, services need to improve in these areas:

- admissions to residential and nursing care
- success of reablement and rehabilitation
- delayed transfers of care
- avoidable emergency admissions
- patient and service user experience

One of the main focuses of the Better Care Plan is to ensure that people are well informed and able to take responsibility for their own health, whether through preventing illness or managing it effectively with as little medical intervention as necessary. In order to achieve this people with long-term conditions need access to good quality, accessible information.

The Sound Doctor provides patient information through a library of over 200 films on a variety of long-term conditions such as diabetes, chronic obstructive pulmonary disease (COPD), dementia, heart failure and back pain. The Sound Doctor videos are 3-5 minutes long and contain tips from patients as well as doctors, nurses, consultants and other health and care professionals. A licence for Wiltshire people to access this video library has been purchased for one year (from April 2017) through the integrated Better Care Funding Stream. The information is online and people need to register, giving the name of their GP surgery. They are then able to view the videos online whenever they wish.



This work aims to evaluate the value of these videos from the point of view of those with long-term conditions, their unpaid carers, and health and care professionals. It is related to another project: **Information provision for people living with long-term conditions** <sup>(2)</sup>, the aims of which are to evaluate the current provision of information relating to long-term conditions and to identify the gaps in this provision from the point of view of those living with long-term conditions.

# What we did



Information about  
long-term conditions  
What's your experience?

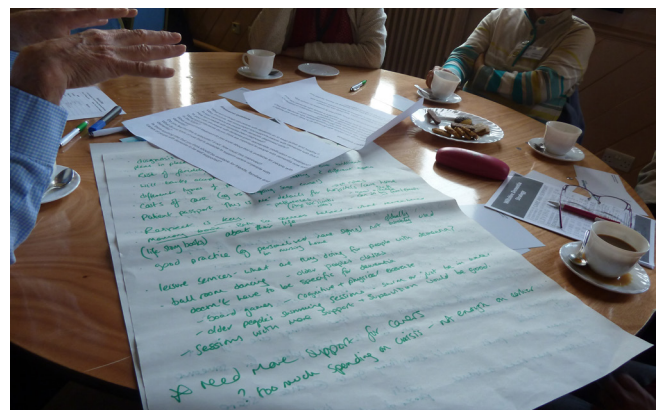


- We publicised the engagement through social media and our website, Your care, Your Support Wiltshire and through voluntary and community organisations.
- We sent information about the videos and our survey to Carers Support Wiltshire who shared it with their carers.
- Information was sent to care homes via Wiltshire Care Partnership.
- Information was shared with GP practices in Wiltshire and to Wiltshire Health and Care.
- We distributed written information about the videos and the survey to 202 people at 13 support groups.
- We shared electronic and hard copy information with two further groups where we were not able to attend.
- We held 3 focus groups where we showed some of the films to a total of 56 people.
- 4 people completed our surveys.
- We received email feedback from 2 people via Carers Support Wiltshire.

## Our volunteers

Healthwatch Wiltshire has a team of trained volunteers. Eight of our volunteers were involved and contributed a total of 30 hours of their time. They supported the engagement by:

- helping to promote the engagement
- supporting the visits to local groups and focused discussions
- promoting the online survey
- distributing hard copy information
- writing up the focus group notes
- proof reading and commenting on the report



# The key messages

Access to the videos via registration and internet streaming was thought to be a significant barrier to many viewing the videos. Most people we spoke to said that they would not view the videos for these reasons.

Some people who looked at The Sound Doctor website said that the registration process was confusing, and it led some people to think they had to pay to access the videos.

The majority of those who viewed the films said that they were clear, understandable, interesting and that they held their attention.

People felt that the information in the films was useful for learning about long-term health conditions both in terms of medical facts and information about living with a condition.

Many of those we spoke to said they thought that they would change their behaviour as a result of watching the films. They said that it would depend on the change they were making as to whether they would discuss this with a health professional first.

People had a few suggestions about how the videos could be improved, for example, with more use of diagrams.

## Accessing the videos

The majority of those we spoke to said that they felt the current method of accessing the films, through registering and then streaming over the internet, was a significant barrier to people viewing the films.

These concerns had two aspects:

### 1. Use of the internet



At our focus groups people expressed concern that a considerable number of people are still not confident using the internet. This included people who do not use the internet at all and those who only use it a bit and may have difficulties with both the registration process and finding their way around The Sound Doctor website and viewing the videos. It was felt that these people would not be able to access these videos and there was concern that some of those who could most benefit from seeing them would be excluded.

It was suggested that this could be partially overcome by showing videos at support groups and promoting access to them at public libraries. It was also mentioned that people's families might be able to view the films and support them to access them. However, it was felt that it would be some of the most isolated people who would not be able to see them.



## 2. Process of registration

Both at our focus groups and in our survey, people told us that they did not like the idea of having to register to gain access to the video. Despite publicising the videos, and the registration process widely, we only spoke to one person who said they had registered without difficulty. The main reasons given were that people simply did not want to, or have time to, register for another thing.

“I am fed up with all the registrations and info-giving.”

“I had no problems watching the introductory sample but could get no further.”

“I can't afford to pay for this.”

Some people we spoke to had visited the Sound Doctor website and told us they had viewed the introductory sample films without difficulty. However, we were told that they then had difficulties registering. Some people could not find out how to register. Others visited the Sound Doctor registration page and then assumed they had to pay as it is the first thing on this page under the heading 'How to access the Sound Doctor'. Some of the difficulties people met when registering may have been because it was not clear that the way people should register in Wiltshire, not consistent with any of the ways listed on the Sound Doctor website registration page. This led to a lot of confusion.

## The content of the videos

We showed The Sound Doctor website and a selection of the films to three different groups of people, and then discussed the participants' views in a focus group. 56 people took part in these discussions. Additionally, four people gave their views about the content of the films in our survey and two people sent comments by email.

**The overall feedback about the content of the films was positive and a variety of different aspects were discussed as follows:**

### 1. Interest and clarity

People told us that the films were about the right length and it was felt that as they are relatively short, they retained the viewer's concentration all the way through. They said that the language used in the films was clear and that they understood either most or all the information that was presented in the films. It was felt that having different people and straplines interspersed helped to keep the viewer's attention. Some people told us that they thought they would need to watch the films more than once to take everything in.



Image: The Sound Doctor

In general, we were told that people trusted the information in the films. This was because they featured a number of different experts whose job roles were shown.

“Very useful as they provided a quick snapshot of the condition and I also liked the way you could dip in and out of certain topics.”

## 2. Learning information about health conditions

“Medical details are put in way that people can understand.”

People said they thought that viewing the films was a good way of learning more about health conditions. They said they thought that the explanations were clear even when quite complex aspects of medical conditions were being discussed. It was also mentioned that the films contained some useful information about how people could live well with long-term health conditions. For example, some said they had learnt about the links between diabetes and high blood pressure from the films, something they had not previously known about. Another person who had diabetes said that they had learnt about all the different foods that they could eat instead of carbohydrates.

“After diagnosis I was just told to give up carbohydrates without elaborating on this and then largely left to my own devices. The film gave more details about what else you could eat to replace these.”



## 3. Changing behaviour

We asked if people thought that they would change their behaviour because of watching the films. Many of those that we spoke to said they would. The changes that were most commonly mentioned related to diet, exercise and well-being. One group thought that the film about reducing the risk of dementia in particular might lead people to make some lifestyle changes which would also lead to other health and well-being benefits.



“After watching this film, I’m going to get out and dig my garden more.”



“If people had more knowledge about conditions, they could do more to help themselves - the films would help with this.”

The Sound Doctor films advise people to discuss individual circumstances with a health care professional before making changes to behaviour. When we asked people if they would do this they told us that it would depend on the nature of the change they were planning to make. For example, some told us that they probably wouldn't seek further advice for changes to diet or exercise, but that they would if the changes involved medication.

## Improvements regarding the content of the films

A few suggestions were made about the content of the films:

- It was felt that the films could be improved with greater use of pictures, colour and diagrams accompanying explanations. This was particularly mentioned by a group of people with learning disabilities who viewed the films.
- People said that they couldn't find a way to bring up subtitles on the films and felt that these would be useful.
- It was not always clear that the films were aimed at adults. It was felt that this should be made clearer as some of the information would be very different for children: for example, advice about managing diabetes.



## Videos in general as a source of information



In general, it was thought that videos were a useful resource for learning about long-term health conditions. Advantages mentioned were that people could view them in their own time and go back to them and that, for some, visual information was easier to take in. People we showed the films to, thought they might make changes towards a healthier lifestyle, however they said they probably wouldn't have watched them, had we not shown them. They thought that most people wouldn't view them prior to diagnosis.

However, people also said that they thought that there should be a range of different types of information available, which should include the option of individually tailored face-to-face information when required.

Further information about what people have told Healthwatch Wiltshire about this can be found in our report *Information provision for people living with long-term conditions* <sup>(2)</sup>.

## Recommendations

1. Good quality information videos such as those by the Sound Doctor should form part of a suite of different types of information about long-term health conditions.
2. Information which is available including videos should be widely publicised.
3. Access to information videos should be simple and straightforward.
4. Information videos should be made available to people who do not use the internet, for example through libraries and support groups.
5. People should still be able to access individually tailored face-to-face information.

## Next steps

We know that it is important to people to know what has happened as a result of them sharing their experiences with us. We will be working with commissioners to respond to the issues raised during this engagement. In due course we will publish an “Evaluation of The Sound Doctor - You said, we did” report which will bring together the key messages from this work and the action that is underway to address our recommendations.



## Thank you

Healthwatch Wiltshire would like to thank everyone who took the time to contribute their views and experience through the many engagement activities.

Thanks also to our dedicated volunteers and voluntary and community sector organisations who helped to support the engagement activity. Without them we would not have been able to reach the numbers of people that we did.

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## Why not get involved?



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