

Using short films to engage people in healthcare research and improvement

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Video is a useful way to engage patients and the public in a meaningful conversation about the merits of research and quality improvement.
To view our films visit www.clahrc.tv

1. What we did

15 films of approximately 5 minutes, created by healthcare research and improvement teams, were shown to a panel of 10 patient and community representatives who judged them against the following criteria:

- Does the film show the patient and staff perspective?
- Can you understand the main features and benefits of the project?
- Can you understand how patients have influenced the project?
- Are problems described in a way patients can understand?
- Does the film mention anything about patient experience, patient safety or clinical outcomes (e.g. better management of your condition)?
- Can you see the project continuing in the long-term?

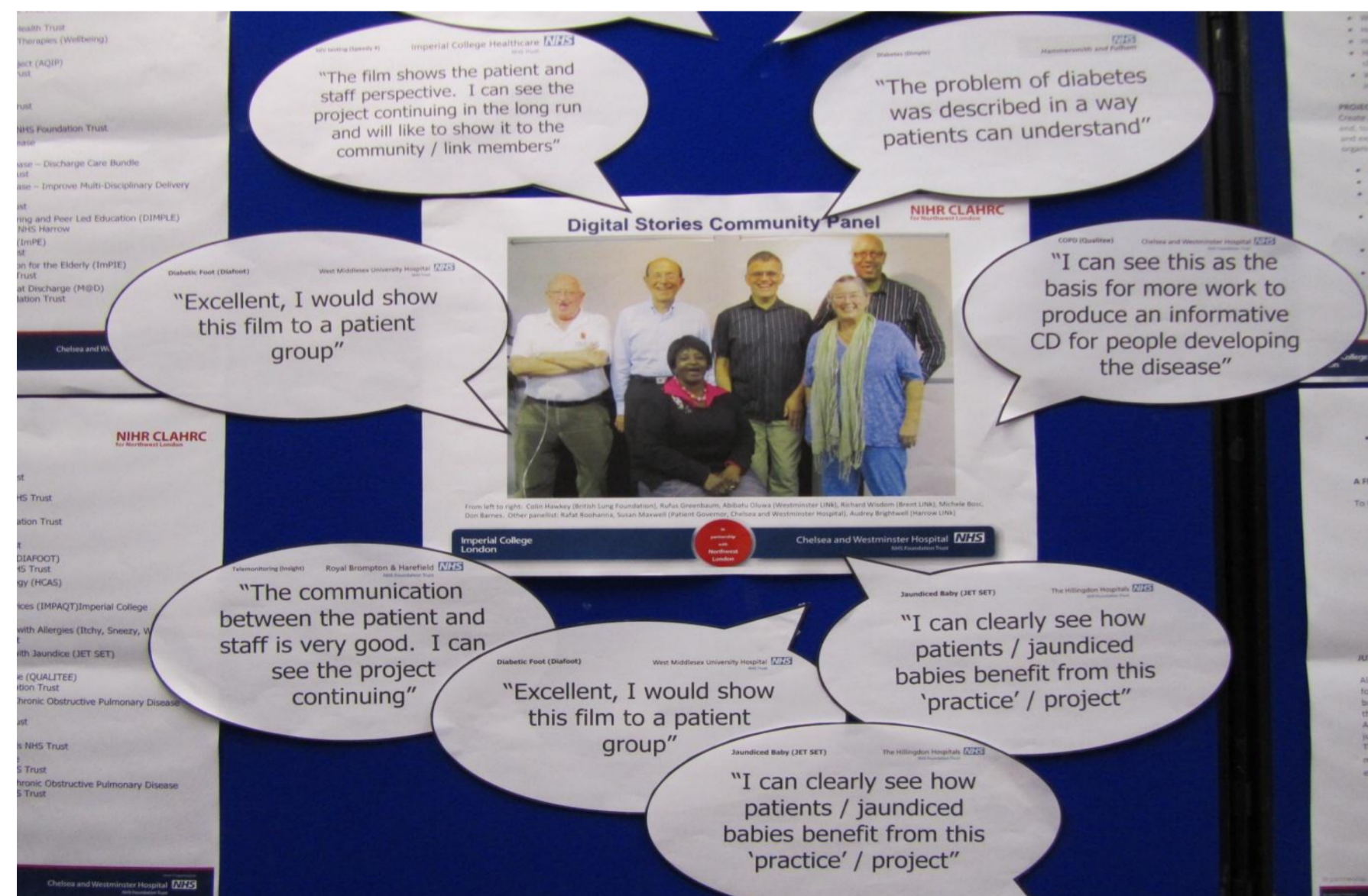
2. What we learned

There were positive comments and constructive observations

The films are really useful to show at a patient participation meeting. Much better than a power point presentation or 20 page document.

Excellent film – explains the equipment very well. A good promotion to get patients to put themselves forward. Good for carer focus groups

Did not make it clear what the difference is between hospital acquired and community acquired pneumonia.



Panel comments were used to report back to teams at a regular shared learning event

Short films are helpful because:

- They overcome literacy barriers
 - A public voting panel helps to link organisational activity with the wider community and supports shared learning
 - Research and quality improvement teams are challenged to communicate differently
 - Knowledge can be spread more rapidly through social media
- Tips – explain, explain and if in doubt explain again!**
- *Making films* – concentrate on 3-4 key messages, test them first with different audiences
 - *Convening a panel* – Keep the judging criteria simple, invite panellists to say what teams could do differently and the impact the film has for them and people they know