

Self Care Coronavirus Innovations Award – Highly Commended

Supporting people’s self-care through You-Tube style videos at scale across a whole borough

Below are details of the highly commended entry for the 2020 Self Care Coronavirus Innovation Awards. The Self Care Forum is keen to spread ideas of best practice and we hope this will be helpful in providing tips to implement self care strategies that will benefit people in your community.

Title and contact details

Title of Initiative Supporting people’s self-care through You-Tube style videos at scale across a whole borough
Name of person/team/individual being nominated Kingston CCG GPs (The CCG is now part of South West London CCGs)
Contact name for entry Phil Moore
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Date submitted 31 st July 2020

Problem(s) and how you tackled them

What is the context of this study? We were aware that we needed to improve the support for local people to self-care. It has proved difficult to persuade local people to book onto lifestyle change courses, in common with nationwide experience.

Enhancing self-care is essential



King's Fund (2005)¹ - identified three key areas for service development:

- improving health professionals' skills to help patients manage their own conditions
- improving the provision of information about long-term conditions and the local services available
- increasing the flexibility of service provision to fit in with patients' other commitments.

- **BMJ** article (2017)²
- 'Self-management capability is associated with lower healthcare utilisation and less wasteful use across primary and secondary care'

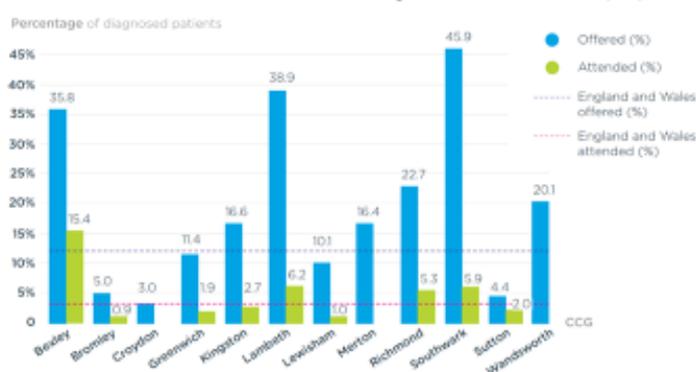


¹ https://www.kingsfund.org.uk/sites/default/files/field/field_publication_file/self-management-long-term-conditions-patients-perspectives-sara-corbes-rebecca-rosen-kings-fund-26-july-2005.pdf
² <http://dx.doi.org/10.1136/bmj-2017-007635>

Our local uptake on a course for new diabetics has been woefully low and attempts to improve this have proved ineffective. Partly this was because many new diabetics are working and do not have the time to attend a series of face to face meetings, again, in common with nationwide experience.

Diabetes structured education programmes

SE offered and attended rates across South London according to the National Diabetes Audit (NDA) data



National Diabetes audit data shows that as few as 12% of people with Type 2 diabetes are offered structured education with only 2% taking up the offer¹

¹ HSCIC. Health and Social Care Information Centre. National Diabetes Audit 2010-2011. Report into the data quality of Diabetes Structured Education. 2012

NICE quality statements

- Adults at high risk of type 2 diabetes are offered a referral to an **intensive lifestyle-change** programme
- Adults with type 2 diabetes are offered a **structured education** programme at diagnosis
- Adults with type 1 diabetes are offered a **structured education** programme 6–12 months after diagnosis

We have had several unsuccessful attempts to kick-start self-care and discovered Sound Doctor, a service of well over 400 3-5-minute videos on self-management of a variety of conditions. We had looked at this solution for some time and, finally, managed to get the small amount of funding approved from local charitable funds for a year's proof of concept. This occurred just before Covid-19 lockdown.

The lockdown created fresh perspectives. After several weeks to allow practices to settle into the new reality, we promoted the use of the videos as a way to engage people with long-term conditions who were less able to engage with their GP/consultant and those needing to improve their lifestyles during lockdown.

Please give a brief description of your self care innovation

The essence of the innovation is to provide access to high-quality, clinically designed, 3-5-minute YouTube style videos that can be used one at a time or binge-viewed, at a time and place the individual chooses. The videos are available through a website link or as a downloadable app, can be used by individuals or groups, and are available to any individual registered with a Kingston GP. If a local consultant wishes to refer a non-Kingston GP registered individual, video access may be purchased for £1-2 / month through the app.

The project was designed to provide automated access as the most effective enabler of extensive usage. This was achieved by creating access codes individual to each of the 21 practices for each area covered by the videos (diabetes, COPD, hearth failure, dementia, ageing well at home, keeping well at work and back pain) – a total of 168 codes! This design allows us to identify the

- individual (for new diabetic course enabling reporting or if using app)
- practice (if accessing through a practice link)
- total numbers (for people accessing through other links)

As we received approval just before Covid-19 lockdown, this required a re-think of how we deployed the videos and we opted to use iPlato to bulk-text practice-specific links for each suite of videos to each patient appropriate for the content (further details below). A single click takes them to the appropriate part of the website to start watching, except the new diabetes course which requires registration.

What challenges or barriers were you faced with?

How did you solve the problems or overcome the barriers?

Once the funding had been agreed, which took almost 2 years, we took a presentation about Sound Doctor to our Council of Members, a monthly meeting attended by a GP from each practice. The presentation is attached. The original had example video clips from Sound Doctor, but these have been removed as it is too large to email. We can provide it, should it be required.

Then lockdown intervened and required a fresh approach. We had several meetings with two GPs and a Sound Doctor Director and created a plan to minimise effort for both patients and practices. The plan defined:

- the 168 specific access codes

- searches required to identify each patient cohort
- text to be sent for each video suite (had to fit within 480 characters allowed by iPlato)
- action to be taken by the practice manager
- phased texts across 4 weeks to avoid overloading patients or practice staff

A separate instruction leaflet was created for each of the 21 practices detailing the actions required to make it as easy as possible.

Some practices were slower to engage with texting than others and several reminders were sent to encourage tests to be sent, though one or two have remained slower and one decided only to provide the links to specific patients they had contact with.

The work was undertaken with the full support of Kingston CCG (and later the borough team after the new CCG was formed) and, after some effort, the support of the new SW London CCG.

[250]

Impact and outcomes

Who benefited from this initiative?

The specifically targeted groups are:

- Newly diagnosed diabetics
- People living with diabetes, COPD or heart failure
- People living with dementia or caring for them
- People with chronic back pain
- Anyone ageing, to assist in falls prevention, loneliness, isolation, alcohol use, hydration, etc.
- Those working through lockdown, either in their place of work or at home, to assist them in keeping well at work, including lifestyle, mental health, sleep, etc.

This list will have included many who are isolating or isolated or who are shielding. It also enabled us to target people irrespective of their ethnicity, deprivation, mental health or other characteristics that may have made it difficult to access care. It did not allow us to manage those who are digitally deprived but as and when lockdown lifts, there is potential to run small groups using the videos.

Our original presentation to the Council of Members, showed a full list of possible ways to use the videos, though most of these have been delayed because of Covid-19.

How we can use the videos

Mass texting / emailing for conditions

- Set up searches for conditions in each practice
- Send text to everyone with a particular condition in each practice with link to the library
- Follow up with further texts suggesting specific videos

Mass texting / emailing for lifestyle

- Could include almost everyone, especially of working age

Individual texting / leafletting

- After consultations – can this be automated?
- Add predetermined texts to AccuRx (Rosie will send examples that have been effective)
- Embed into referral pathways and routine reviews (e.g. CDM, LTCs, SMI, LD?, NHS Health Checks)
- Primary care certainly – consider secondary care / nurse specialists

Embed in Doctor Link

- Make contact with someone to do this

Prominent on websites

- NHS WiFi splash screen
- Practices
- KCCG
- Connected Kingston website
- RBK
- YHC

Practice waiting room

- Add lifestyle animations to screens (10 available)
- Leaflets for reception to hand out
- Posters??

Self-help groups

- Diabetes UK Kingston
- Breathe Easy
- Stay Well
- KCN
- Mind

Community services

- Pulmonary rehab
- Cardiac rehab
- Community matrons
- Community dementia service / memory service
- First contact physios
- Falls service
- Social prescribers
- Dieticians
- IAPT
- Kooth

Group consultations

- Disease specific
- With PPGs
- Working with voluntary sector

The next step is a reminder to each practice about possible ways they can use the links they have already received, particularly targeting:

- Following consultations – automated through AccuRx
- Embedding into referral pathways / routine reviews (e.g. CDM, LTCs, SMI, LD, NHS Health Checks)
- Community services
- Embedding in on-line consultations
- Making links prominent on websites
- Waiting rooms - lifestyle animations on screens, leaflets, posters
- Group consultations, using PPGs/voluntary sector

The main benefit was to enable better self-care, either of a condition or general lifestyle.

Were there benefits to you, your colleagues, your organisation or to a wider area such as the NHS? If so, what were they?

Managing to encourage self-care at scale.

In terms of the newly diagnosed diabetes course:

- Currently face to face take up is low, expensive and inconvenient
- Provides online, interactive, Qismet accredited, structured education
- Benefits:
 - access via an app or online
 - within the app, there are four modules containing 32 films, with quizzes after each one to ensure understanding

- access to The Sound Doctor library of diabetes films, over 60 in total, ranging from pre diagnosis to avoiding serious complications
- available to watch at any time and provide a valuable resource once the course is finished
- all diabetes content is also available for group consultations
- nudges are built into the course and data on retention and completion rates given

Evidence

If possible, please quantify potential benefits

So far, a number of people have texted back saying it was very helpful.

- **20 of 21 practices have sent texts:**
 - Practice 1 has not engaged at all but still 7 videos have been watched!
 - Practice 2 has only sent out diabetes texts and 34 videos have been watched
 - Practices 3 & 9 have only sent out COPD but have had very good take up so we hope they will send out more!
- **Total videos viewed: 6369**
- **Number signed up for newly diagnosed diabetes course: 52**
- **Videos watched by title:**

MEDICINES YOU MAY COME ACROSS	136
Understanding Diabetes	928
Beginning to take control	435
Diet and Exercise	420
Staying in control	190
Patient stories	121
Diabetes - course	51
EXERCISES	61
OVERVIEW	315
LIVING WITH HEART FAILURE	235
Thinking about Surgery	12
UNDERSTANDING COPD	384
GETTING STARTED	185
EXACERBATIONS AND BREATHLESSNESS	323
GETTING THE BEST OUT OF YOUR INHALERS	156
LIVING WELL WITH COPD	147
Medicines	41
Complications	141
UNDERSTANDING DEMENTIA	154

THE SYMPTOMS OF DEMENTIA	56
DISCOVERING YOU HAVE DEMENTIA	53
Lifestyle choices	52
ASTHMA	23
PLANNING AHEAD	59
CARING FOR SOMEONE WITH DEMENTIA	97
Hydration	38
Nutrition	34
Oral hygiene	15
Alcohol	121
End of Life discussions	55
Having Care at home	13
Loneliness and Isolation	182
Falls	137
LIVING WELL WITH DEMENTIA	53
MINDFULNESS AND RELAXATION TECHNIQUES	101
Sleep and our health	52
Sleep FAQs	23
UNDERSTANDING BACK PAIN	117
COPING WITH BACK PAIN	109
THERAPIES THAT MAY HELP	34
CASE STUDIES	21
SYMPTOMS	58
TREATMENTS AND PREVENTION	124
PATIENT STORIES	121

- **Videos watched by practice:**

Practice	Number of films watched per practice to 1 st July	Number of films watched per practice to 30 th July
1.	7	7
2.	7	34
3.	9	60
4.	93	99
5.	119	124
6.	136	210
7.	159	166
8.	160	164
9.	171	354
10.	190	190
11.	249	271
12.	251	383
13.	295	340
14.	338	358
15.	356	362
16.	380	403
17.	387	418
18.	390	431
19.	444	445
20.	601	603
21.	940	950
Total	5682	6369

We do not have any formal evaluation yet, but other areas have used this in the past and their feedback suggests we can expect good outcomes:

Evidence from West Leicestershire CCG

Have a better understanding of their condition	96%
Feel more confident about managing their condition	96%
Have a better understanding of their medication	88%
Feel more confident about what to do if their condition gets worse	72%
Have changed their self-management technique	93%
Agree that the sound doctor has been a useful addition to their healthcare	99%
Have visited their GP less frequently	93%
Have been to hospital less frequently	62%

Survey of 121 patients conducted December 2016

Evidence from Wolverhampton CCG

Have a better understanding of their condition	95%
Feel more confident about managing their condition	98%
Feel more confident about what to do if their condition gets worse	88%
Have visited their GP less frequently	88%
Have been to hospital less frequently	49%

Survey of 46 patients conducted November 2018

What was the cost of this initiative in terms of time, money, or other resources?

A year's use of Sound Doctor, including access to the course for those with newly diagnosed diabetes (normally an additional charge) cost £15K (April 2020 to March 2021).

The time of those involved was not funded.

Do you have any images, materials or weblinks to supplement your application?

Please find attached:

- Presentation to the Council of Members but with no videos embedded due to size – the full version can be provided if required
- The format for the instructions to each practice plus an example from one practice (Central Surgery – with their permission)
- The business plan presented to Kingston CCG

And, finally...

Are there any lessons you learned or top tips that you would like to share? (max 200 words)

Keep it easy for both practices and patients

Did you use any of the Self Care Forum or other organisation's resources? If so, please specify

We have previous experience of and contact with the forum, but no specific resources were used on this occasion.

Why do you think this initiative deserves to win the award?

The project provided total CCG (218,000 people) at-scale promotion of targeted, high-quality, clinically designed, self-care through 3-5-minute You-Tube style videos to be used at a time and place the individual chooses, with high take-up at a time of lockdown and individual vulnerability, assisting them to maintain their care and improve their lifestyle. The level of watching of videos is immensely gratifying.