



# Update Report for Torbay Council

## Health and Care Videos Enhancing Resources in the Community

Prepared for: John Bryant, Head of Integration and Development, Torbay Council

Prepared by: Hugh Kelly, Project Manager, Health and Care Videos

6th February 2019

## About the Torbay Community Carers Project

In September 2018, Torbay Council, as part of the Better Care Fund, commissioned Health & Care Videos, a partnership with Torbay and South Devon NHS Foundation Trust, to undertake a community-based project that better supports carers & voluntary organisations across Torbay through the provision of a high quality health and care information video and resource library.

Health and Care Videos have produced over 1100 patient, carer and staff-facing videos which are held in online libraries tailored to the primary, secondary and care sectors. The videos have been developed by clinicians and specialists who work in the health and care sectors and have been shown to reduce costs, increase capacity time and improve the user experience.

The use of healthcare related video information has proven to make an impact on care, enabling patients and carers to take more control of their care in the home setting without the need to engage with health care professionals. There is a significant intention that, as carers and those delivering care access the videos and information they contain, there will be a reduction in hospital admission and a reduction in the need to increase the number of care packages.

Information from Torbay Council's Joint Strategic Needs Assessment states that "Torbay's total population is estimated to grow by around 4.9% between 2015 and 2025 (7.3% in England), Torbay's over 70 population is expected to increase by around 28.1%, from 24,000 to 30,700 by 2025 (29.2% in England). Overall, Torbay has an ageing population; with proportionately more older people compared to England."

Data for Torbay shows that a higher proportion of older citizens have co-morbidities and therefore require a higher level of care and support. This means that Torbay is facing a major strategic risk of rising cost per population for health and care support in comparison to the English national average and in comparison to neighbouring council areas such as Devon or Plymouth.



## Project Aims

- Support patients and their carers through pathways of care in order to better inform them whilst living with a long term condition, before a potential admission, and help to prepare them for discharge
- Create and improve the local resources to support voluntary sector organisations, unpaid carers, and care workers
- Give the voluntary, community and social enterprise (VCSE) sector in Torbay access to these resources on their own websites without charge, so that they can play a significantly increased role to support those patients and carers who need better signposting
- Provide significant and tangible support to the “Proud to Care” campaign by providing unpaid carers with resources so that they can accredit their learning and see the opportunity for deployment of their skills in the paid care sector, in order to increase capacity
- Engage organisations to help influence changes in the attitude and behaviour of patients and their carers in using health information
- Deliver on the demands within the Care Act 2014 by supporting family and long-term informal carers with resources to enable them to fulfil the roles they have undertaken

- 
- In conjunction with Torbay and South Devon NHS Foundation Trust, support the roll-out of the video- based Care Certificate programme across Torbay in order to raise and standardise skill levels amongst the Private, Voluntary and Independent Care Sector
  - Support the Torbay Information and Advice Strategy in order to increase capacity and capability
  - Evaluate the effectiveness of the resources that have been offered to the community and the impact on the service

## Project work to date

### Video Libraries

The introduction of the Informal Carers Video Library to the carer community, working closely with social, charitable and local care businesses, is at the heart of this project. Local care organisations are given a personalised video library that is connected to their own website so that the people they engage with see it as an extension of that particular care organisation's support to them.

Nineteen of these personalised video libraries have been set up across the community, Torbay Council (<https://torbay-council-videos.healthandcarevideos.com>) and voluntary sector versions include Brixham Does Care ([information.brixhamdoescare.co.uk](http://information.brixhamdoescare.co.uk)) and Torbay Community Development Trust ([torbaycdt.healthandcarevideos.com](http://torbaycdt.healthandcarevideos.com)). Four further organisations are due to go live soon, pending updates of their own websites, meaning the total number of libraries set up (21) will surpass the original goal of 20.

James Sparks from Brixham Does Care says "We're delighted to be up & running with the video library on our website. We see it as a vital resource that our carers will definitely benefit from, & are keen to be part of shaping the service."

Brixham Does Care and others have seen a positive benefit with over 1300 people having already accessed and used the interactive video library. This clearly demonstrates the usefulness and need for continued spread of this technology across the Torbay region to support carers.

All of the Voluntary Organisations that have signed up can be found here:  
[www.healthandcarevideos.com/torbay-community-project/partners](http://www.healthandcarevideos.com/torbay-community-project/partners)

## Carers Knowledge Hub



Having digitised the Care Certificate for paid workers working in Torbay and South Devon NHS Foundation Trust we were able to take specific sections from the course to build a condensed version for informal carers across Torbay. The resource is free for the end user and gives carers the chance to sign up to several courses and empower them to care for their relatives and friends with the confidence of having trained on the subject. The hub also signposts carers to opportunities in skilled worker occupations such as health care assistants and nursing through the Apprenticeship Programme and Proud to Care.

The launch of this hub was held at the Paignton Library in Partnership with Healthwatch Torbay. Since the launch there have been several drop-in days held across the bay encouraging the community to sign up. The resource hub can be found by following the link below:

[care-certificate-lite.healthandcarevideos.com](http://care-certificate-lite.healthandcarevideos.com)

## New Video Content

Further patient and informal carer support has been added to the library following community engagement events. These aim to tackle the issues that carers face on a daily basis. An interesting series is the 'I am a...' package which will be developed through the year. It explains all the usual job titles you will likely come across during a visit to hospital and also what they may be called informally such as OT for Occupational Therapist.

I am a...

- Discharge coordinator
- Pharmacist
- Physiotherapist
- Surgeon
- Health Visitor
- Consultant
- Dietician
- OT
- SALT
- HCA
- Community Nurse
- Registered Nurse
- Junior Doctor

Hospital Discharge Package

- Your medicines and going home
- Looking after you and your family
- Helping care for someone with constipation
- The importance of mouth care
- How to look after a catheter
- How to spot a UTI

Hospital Admission Package

- Preparing for Admission
- Your Hospital Stay
- Being Discharged
- What is an anaesthetic and what are the risks

## Mental Health

- How to deal with Anxiety
- Top tips for fighting depression
- How to cope with loneliness

## Learning Disabilities

- Advice for caring for someone with Autism
- Employment for adults with learning disabilities

We have also created a video called 'Life as a carer' which is a series of interviews with informal carers about their experience, the challenges they have faced and how they overcame them. The aim of the video is to provide informal carers with peer support and advice wherever and whenever they need it. Lots of carers express difficulty finding the time to attend support groups so the video offers an alternative option to access support quickly.

All of these videos are available on all libraries across Torbay including the Torbay Council Video Library which can be found by following the link below:

[healthvideos.torbay.gov.uk](http://healthvideos.torbay.gov.uk)

## Progress against the Criteria for Assessment

### 1. User Feedback. RAG Rating - Green

By surveying users of the information library we aim to evidence that 70% of informal carers state that they feel more confident and better informed to care as a result of the portals. Working with Healthwatch Torbay a full and independent appraisal of the library content is currently being undertaken with a report due at the end of February 2019.

Initial responses to the survey in the informal carers libraries suggests 75% of users feel more confident and better informed to care as a result of the support offered by the portals.

## 2. Usage of the portals RAG Rating - Amber

The project aim is to reach 10,000 views of educational carer information within 12 months. The libraries have currently reached 1339 unique users who have watched an average of 4.1 videos per visit totalling 5490 videos watched. This is the most challenging of the assessment criteria, but the ongoing marketing programme and increasing profile of the service indicates that we will achieve this target by the year end.

We now have a more advanced analytics capability. The below data shows the analytics of the library users from 1.6.18 to 30.1.19.

Most popular libraries:

1. Torbay Council
2. Healthwatch
3. Headway Devon
4. Purple Angel
5. Torbay Community Development Trust

Most popular pages:

1. Alcohol
2. Bladder and Bowel
3. Mental Health
4. AMU
5. Dementia

Most popular categories:

1. Mental Health



2. Inflammatory Bowel Disease
3. Top Tips (alcohol)
4. Falls Prevention
5. Important tests and checks (diabetes)
- 6.

Most clicked videos:

1. Life as a Carer
2. Advice for caring for someone with Autism
3. Expectations of AMU
4. Flu Jab
5. An introduction to Dementia

Most clicked resources:

1. Torbay and South Devon NHS Foundation Trust Healthy Lifestyles
2. Torbay and South Devon NHS Foundation Trust Continence Advisory Service
3. South West Water - WaterSure Tariff: Help with water bills
4. Changing Places - Accessible toilets
5. Drink Aware - Alcohol Support Services

Age of users:

1. 45-54 - 24%
2. 55-64 - 20%
3. 65+ - 18%

4. 25-34 - 18%
5. 35-44 - 16%
6. 18-24 - 4%

### 3. Usage of the free e-learning courses available. RAG Rating - Green

Fifteen informal carers have signed up to the resource with all of those starting the Care Certificate Lite and one member completing the course. We aim to push a separate marketing campaign to increase the number of people signed up and completing the course.

### 4. Impact on the Healthcare System. RAG Rating - Green

Having targeted to signpost 80% of the GP Surgeries to the informal carer support tools the project has successfully achieved this across 30 of the 32 (93.7%) GP Practices across Torbay and South Devon.

### 5. Impact on the Healthcare System II. RAG Rating - Amber

Due to difficulties engaging with the appropriate persons at Torbay and South Devon NHS Foundation Trust, we are only now starting to implement a pilot of the Discharge package onto wards at Torbay Hospital. We will be evaluating the effectiveness of the package on service users, their carers and the hospital staff providing the service.