

# Health & Care Videos Consultation

November  
2019

Final  
Report





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# Background & Introduction

Health and Care Videos is a partnership with Torbay and South Devon NHS Foundation Trust. They have worked with a variety of organisations to produce libraries of educational health and care videos and helpful resources, including: Torbay Council, hospitals, 32 GP surgeries, pharmacies, 22 Voluntary Community and Social Enterprise organisations and both the paid and unpaid carer sector (these numbers are for Torbay & South Devon alone).

One organisation they have provided a library to is local independent healthcare consumer champion Healthwatch Torbay. Healthwatch Torbay hosted a video library on their website to benefit the Torbay residents they support to feedback about the health and social care services they use. The Healthwatch Torbay website has on average over 2,000 sessions (times where a user is actively engaged with the website) a month.

As an independent organisation, Healthwatch Torbay were requested by Health and Care Videos to conduct a consultation of how effective their online video libraries were to the people who use them and undertake an evaluation on the impact of Health and Care Videos' by:

- Designing complete surveys with Health and Care Video approval and guidance.
- Surveying the public, carers, patients, staff members and stakeholders.
- Promoting the surveys to existing contacts via as many different channels as possible.
- Providing a detailed report on the findings.

Healthwatch Torbay agreed to this, and this report forms the final point above.

The Executive Summary on the next page shows the brief findings of the consultation, the Methodology section (pages 5-8) shows the consultation process, and the results sections (pages 8 - 19) show detailed consultation findings. Evidence-based recommendations have been included on page 20.



# Executive Summary

From September 2018 to February 2019 and from May to October 2019, Healthwatch Torbay conducted an independent consultation with users of its Health and Care video library to find out what they really thought about the video resource. Therefore the population sample was drawn from those visiting the Healthwatch video library. The consultation surveys were heavily publicised online, on social media, via weekly email newsletters and at events. Despite extensive marketing and promotion, only 58 people responded to the surveys.

## Key Findings

1. Survey respondents were mostly positive of the video library, describing it as informative (95%, 22 people) and easy to understand (89%, 40 people).
2. Most respondents (86%, 39 people) said they would recommend the library to others.
3. All pre-admission patients responding (two people) said that the video library helped them to manage their condition and alleviate their anxiety about admission and discharge.
4. Most carers responding (66%, two people) said the library helped them to feel more informed and confident to carry out their role as a carer.
5. Fewer than half of patients responding (44%, 7 people) said that the videos removed the need for them to contact their GP.
6. Some respondents (20%, six people) suggested all the videos seemed very similar and could be improved by more videos of actual related activities or demonstrations led by named trained healthcare professionals rather than people talking about what to do.
7. Some respondents (17%, five people) said that the library would benefit from much greater awareness and publicity, particularly in GP Practices and other community organisations.
8. Other respondents (17% five people) also suggested that the videos would benefit from visual aids and subtitles, with some negative feedback around the narration audio.
9. According to five other respondents (17%), the search feature could be improved, categories could be updated and a wider variety of topics covered.
10. Although heavily publicised and marketed, people appeared reluctant to provide feedback about the health and care video library via the online surveys. (58 responses)

Based on this feedback, we have recommended the following actions, designed to increase the use of the Health and Care Video libraries:

- A new, extensive marketing and promotion campaign targeting GP Practices and front line public services, including the voluntary sector.
- A revamp of video content, including increased use of visual aids, demonstrations and local named experts providing advice.
- A wider follow up consultation to find out further information and user feedback.



# Methodology

The survey itself was created securely using Healthwatch Torbay's premium account with its online survey development cloud-based software service SurveyMonkey. Health and Care Videos agreed the 41 questions to be included on the survey.

From September 2018 to February 2019 Healthwatch Torbay conducted an independent consultation with users of its video library to find out what they really thought about it, using this survey. Users of the library were asked to browse the video library and view some of the videos most relevant to them before completing an extensive online survey. This survey was also shared on social media (including paid advertising) and via the Healthwatch Torbay website and its weekly email newsletters, discussed in greater detail further in this section. Despite the heavy publication and marketing discussed in the next few pages, people appeared reluctant to provide feedback about the health and care video library via the 41 question online survey, and a minimal response was received (34 people).

Healthwatch met with Health and Care Videos in March 2019 to discuss feedback about the survey, which included comments from some survey respondents that the survey itself was 'too long' and they found it difficult to comment on a video library when they had only seen one or two videos. It was agreed that the survey would be significantly shortened and a follow up promotional and social media campaign created to secure additional responses to the revamped eight question survey. This ran from May to October 2019, and produced a further 24 responses. This limited response does not seem to reflect the marketing and promotional efforts of both Healthwatch Torbay and Health and Care videos, nor does it reflect the higher response rate Healthwatch has received to other similar consultations.

That being said, the results section of this report will go into greater detail about the 58 responses we received to both consultation survey in the 11 months they were active. We believe there is enough feedback to identify trends, common themes and therefore also some evidence-based conclusions, all discussed at great length in the remainder of this report.

## Marketing Strategies

The marketing strategies we employed are summarised below:

### *Social Media*

This was our main focus as we were able to share examples of videos from the Healthwatch Torbay video library with our large online social media community, where we have various links and partnerships with other supportive local Facebook Groups that regularly share our posts such as *Spotted Torquay* (63,000+ followers) and *We Are South Devon* (26,000+ followers). We were also able to use different videos from the library topical to the time, e.g. flu videos in Autumn, looking after your health in January, etc. We also funded





sponsored advertisements on Facebook to target other potential users in the South Devon area. This may suggest that the results are from a cohort that are relatively new to the video libraries and are commenting based on fairly limited experience.

Our Facebook community is much more active than our Twitter, despite having less followers (1152 compared to 2965), we therefore decided to focus our activity here. In total, for the eleven months the surveys were active, 20 Facebook posts managed to reach 36,475 local people, and were engaged with 929 times, with 227 click throughs to the actual survey.

All these posts were still shared with our 2965 Twitter followers however, with these achieving 8445 impressions, 37 engagements and 27 survey click throughs.

Examples of some of the posts are below:

Video

**Post**

Shares

See metrics for all video

**Healthwatch Torbay**  
Published by simon.culley@healthwatchtorbay.org.uk [?] · November 1, 2018 ·

This is one of the most watched videos on our Health & Care Videos Library, showing how YOU can look after yourself & your family at home. What do you think of videos like this? Helpful? Could be better? Please help & let us know by filling out our short online survey via [www.surveymonkey.co.uk/r/HCVideos](http://www.surveymonkey.co.uk/r/HCVideos).

WWW.SURVEYMONKEY.CO.UK

**Looking after you & your family: How ready are you?** [Learn More](#)

**9,024** People Reached

**204** Engagements

Boost Unavailable

Boosted on Nov 1, 2018 By Simon Culley

Completed

People Reached	<b>2.8K</b>	10-Second Video Views	<b>664</b>
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[View Results](#)

**Performance for Your Post**

**9,024** People Reached

**3,911** 3-Second Video Views

**31** Likes, Comments & Shares

<b>18</b> Likes	<b>11</b> On Post	<b>7</b> On Shares
<b>1</b> Comments	<b>1</b> On Post	<b>0</b> On Shares
<b>12</b> Shares	<b>11</b> On Post	<b>1</b> On Shares

**173** Post Clicks

<b>43</b> Clicks to Play	<b>10</b> Link Clicks	<b>120</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>1</b> Report as Spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

**Tweet activity**

**Healthwatch Torbay @HWTorbay**

Did you know? All your responses to our health and care video library consultation will be anonymous and used to help improve the resource for other people. Make a difference today by filling out a short online survey via <http://www.surveymonkey.co.uk/r/HCVideos1>

**#BoostTorbay** [pic.twitter.com/gFluGxgEwB](https://pic.twitter.com/gFluGxgEwB)

**Impressions** 510

**Total engagements** 10

Retweets 3

Likes 2

Detail expands 2

Profile clicks 2

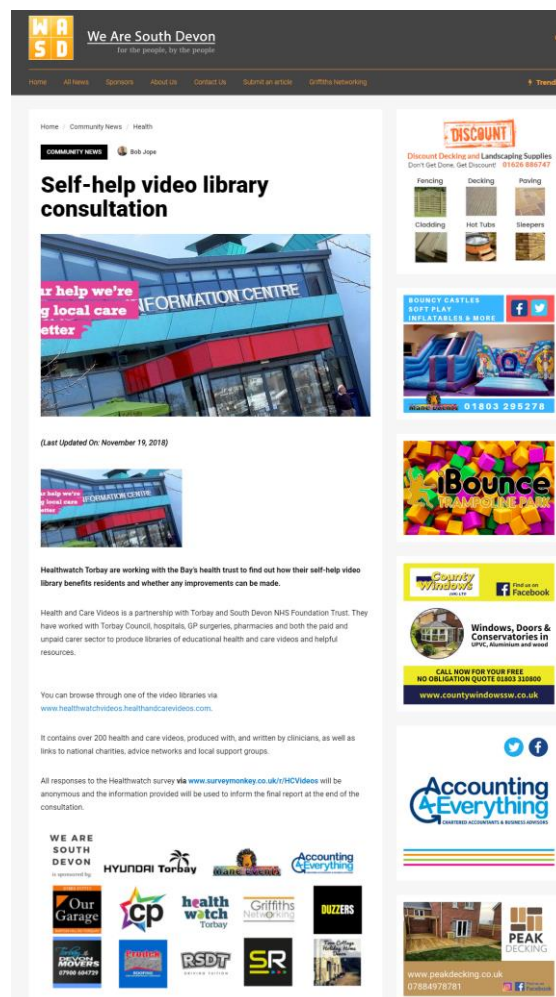
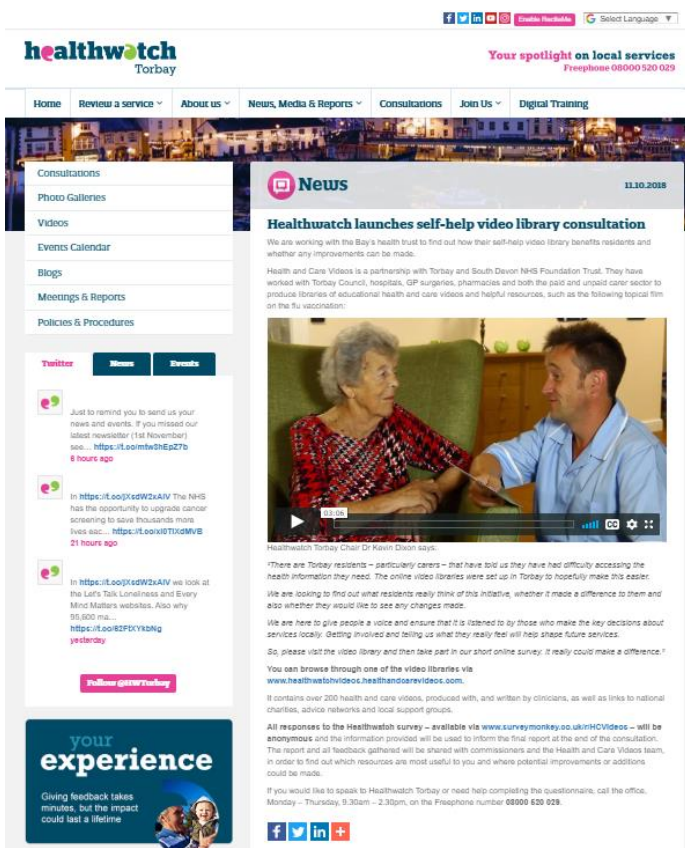
Link clicks 1



Following our meeting in March 2019 Healthwatch Torbay spoke with some people who had seen the social media posts but not filled out a survey. One of their main issues was that the posts were linking people to the libraries first, then the survey, and they weren't getting round to then completing the survey. Healthwatch Torbay then changed the style of their posts slightly to push the survey link directly with an accompanying video, sending alternating promoted social media posts out regularly, along with featuring on our website, in our E-News, and any public quarterly reports we distribute. Upon hearing this, Health and Care videos then created a special promotional video for us with a 'clickable' link to the survey at end of the video. This allowed us to create social media messages with no link in at all if need be as the survey link was covered at the end of the short video.

## Websites and E-News

There were 213 unique page views of our Healthwatch Torbay Health and Care video library consultation website news and consultation pages. The consultation was also reported on other local websites such as We Are South Devon. Screenshots of these are below:



Our weekly email-newsletter goes out to over 1,000 verified email accounts, including many from local community and statutory organisations. An article encouraging the public to share their feedback about the Health and Care video library was included in every other weekly email newsletters that the survey was live.

## Other Marketing and Promotion

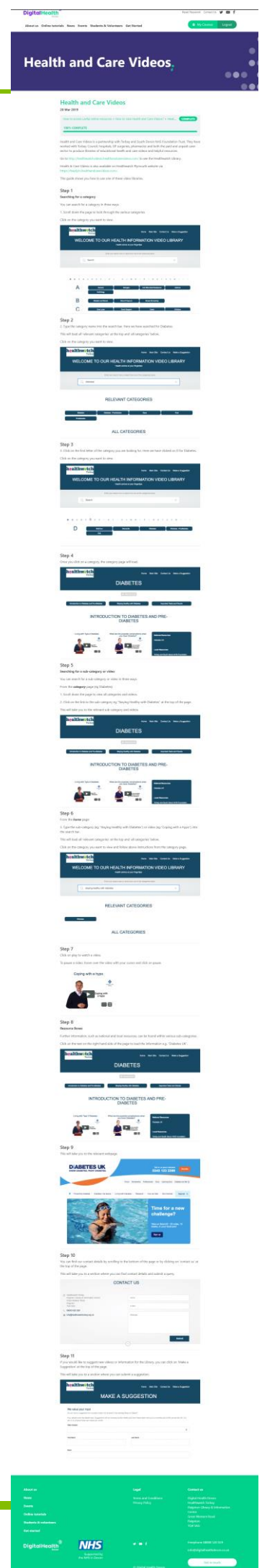
**Carers** - As the Health and Care Videos project lends itself perfectly to the lifestyle of carers, we linked up with Torbay Carers Services to promote the survey and the Healthwatch Torbay video library to their registered carers. Twice they featured news about the consultation in their Signposts for Carers magazine, which is sent out to over 4,000 registered carers in Torbay.

**Reports** - The story was also featured in our Healthwatch Quarterly Feedback reports in the months the consultation was live, distributed to over 100 key contacts in Torbay for circulation, including elected members, communications departments at various different providers and commissioners, plus our 29 Healthwatch Volunteers & 30 Healthwatch Community Champions to circulate to their contacts to encourage people to fill out the online survey.

**Digital Project** - In 2018 we ran a pilot project (funded by Ageing Well Torbay and the Big Lottery Fund) showing people exactly how they can use the internet to do things like book medical appointments, order repeat prescriptions, self-refer or share their feedback. An extension to this funding in 2019 allowed us to also launch a training e-learning website, which offers people the chance to complete a free online training course in their own time, from the comfort of their own device. A module on the Health and Care Video library was included in the 'Online self-help services and useful links' section (screenshot right), which included a link to the survey.

So far on the online training site we have 184 registered users who have completed over 500 individual training modules. There has also been over 3000 unique visits to the course pages (those you have to be registered to view), suggesting that registered users are sharing the training with other people. We have also delivered 82 'digital drop in sessions' throughout Devon, with a further 45 planned. The Health and Care videos project was promoted at each of these, as was the open survey.

**Other events** - Healthwatch attended many public engagement events including talks, coffee mornings, community group meetings & health and wellbeing events. The Health and Care videos project and the subsequent consultation survey was promoted at each of these by our core group of nearly 20 Healthwatch volunteers.



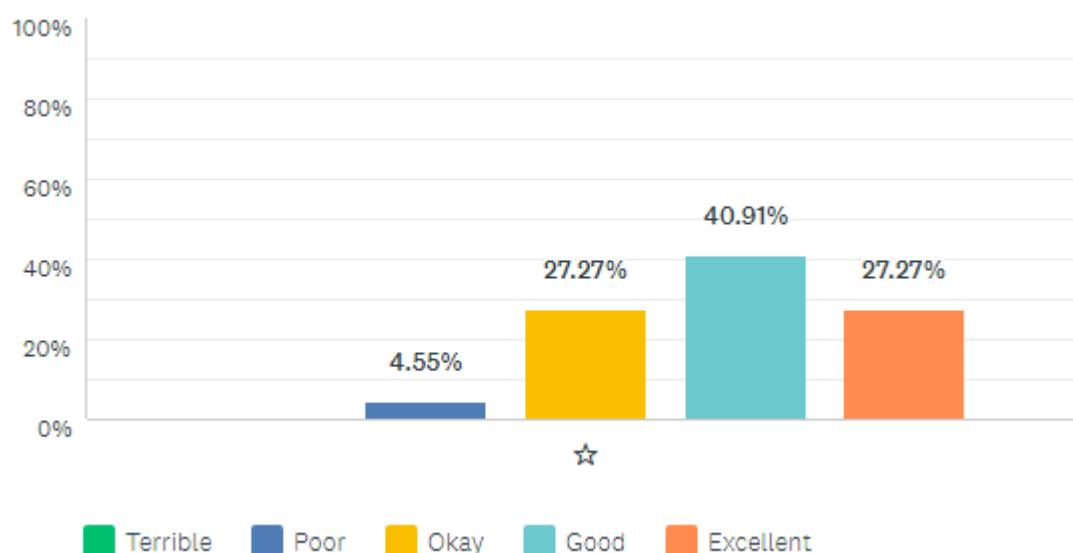


# Results - Original Survey (General)

This questionnaire was completed by 34 stakeholders, carers, patients, hospital staff, and members of the public. Below is a general summary of feedback and selected quotes, followed by a summary of each category.

## 1. How would you rate your overall experience of using the video library?

23 respondents answered this question and 11 skipped it. 6 respondents rated their experience as “excellent,” 9 respondents rated it as “good,” 7 respondents rated it as “okay,” and 1 respondent rated the experience “poor.”



## 2. Do you feel the videos were informative?

22 respondents answered “yes” to this question and 1 answered no. 11 respondents skipped the question.

## 3. Do you feel the videos were easy to understand?

22 respondents answered “yes.” 1 respondent answered no and 11 skipped the question.

## 4. Would you recommend the video library to others?

20 respondents said “yes” and 3 respondents said “don’t know.” 11 skipped the question.



## 5. What do you like about the video library?

There were 22 responses to this question, with 12 people skipping it.

Respondents liked that the video library was easy to navigate and use (“Videos clearly categorised and labelled for easy navigation and access”), and that the videos offered good advice and information (“clear and easy to understand information that has helped me feel more confident in managing my condition”). A selection of verbatim responses is included below and continues on the page overleaf.

*They were easy to understand, helpful and useful, liked watching them*

*You can find things that you need*

*Better than a leaflet*

*I have been involved with the creators of these videos from the start (before they'd been issued to GP practices) and feel they are a superb resource. It is just a shame that they are not more widely available and adopted by all GP surgeries.*

*Clear and easy to understand information*

*Streaming and I (sic) informative*

*Videos clearly categorised and labelled for easy navigation and access*

*easy to find the Videos I need*

*The videos were not too long*

*It's clear and easy to understand information that has helped me feel more confident in managing my condition and actually I feel I don't need to bother my GP with an appointment anymore!*

*Some really helpful things on this site, but they're could be so much more!*

*Some great tips and advice in some of the videos*

*There looks like lots of different videos but I can't hear what anyone is saying!*

*There are lots of different videos*

*Easy to listen to*

*With specific reference to Sight issues I would like to see the creation of a Pathway Video in Torbay for people affected by Sight loss or on the pathway.*



*The videos are clearly categorised and titled. Each topic is broken down into several short and simple videos rather than a single long video. There are many different categories and topics covered.*

*It's great as a community organisation to be able to signpost people to useful resources like this. They're really helpful and informative. The public seem to love them.*

*Feels like someone is speaking to you in person, rather than having to find a leaflet*

*It's great to remind me of things that I was told in hospital but have since forgot!*

*Very useful. Why has my GP not told me about these?*

*Really clear information that I can watch anytime, anywhere*

## 6. How could we improve the video library?

There were 19 responses to this question, with 15 people skipping it.

Three main themes emerged in the responses to this question: **raising awareness, usability and accessibility, and information.**

Two respondents believed that the video library should be better publicised (“Raise awareness of the library to the public! Difficult to do, but I really think the more people know about this service, the more it will be used and expanded further.”)

Several respondents suggested that the library needed to be made more easily usable, for example, by adding subtitles to the videos (“I can't see where to click to make the subtitles appear on the video! I have hearing problems, so really need this”) or making the buttons bigger (“they were a little difficult to read all on the same page”).

One user suggested that the videos could be made more interesting (“There seems to be lots of talking to the camera, but not a lot of people showing exactly how things are done”).

Respondents also suggested topics for future videos to cover, such as learning difficulties, autism in adults, and post-discharge care. A selection of verbatim responses is included below and continued on the page overleaf.

*Videos could be bigger when you first click on them*

*Put more pictures in*

*Patient stories*

*Make them available to a wider area of GPs*

*More mental health videos*



*Topics need to be varied...*

*I looked at Learning Disabilitys, Autism. It covered Children, and I felt only covered the basics, at no point was challenging behaviour, or speech difficulties, which some autistic people have mentioned, and I feel it would be helpful. It video only refers to children, and at no point mentions adults.*

*Better sharing/promoting that it exists*

*You have a discharge section, but there isn't anything about housing, benefits, how to apply for a care assessment or extra help and support. Would be great to add these in. Maybe even go down the wellbeing side of things too and add videos like older people's yoga to help with recovery. Just a thought!*

*Bit more information on who people in the video are - captions maybe? For example the alcohol video starts with "we want to help you cut down" but it doesn't say who "we" is? Bit patronising too.*

*Subtitles! I can't see where to click to make the subtitles appear on the video! I have hearing problems, so really need this! Especially as most of the videos are just people talking to camera!*

*There seems to be lots of talking to the camera, but not a lot of people showing exactly how things are done. Like the flu jab one, it could have had more diagrams, or a demonstration of exactly what to expect when you go in, but it was mainly someone talking. Almost like they were reading a leaflet out. There are a few others like that. Would appreciate something more exciting!*

*Raise awareness of the library to the public! Difficult to do, but I really think the more people know about this service, the more it will be used and expanded further. Maybe a mailshot or local ad campaign or something.*

*Would be good to have more videos showing you how to do other things on the internet like booking appointments because I always forget*

*Might be better if the buttons were bigger or more colourful as it they were a little difficult to read all on the same page*

*Include some patients talking about their experience as well as information*

## 7. How would you identify yourself?

31 respondents answered this question and three skipped it.

13 respondents identified themselves as patients, 4 respondents identified themselves as informal/unpaid carers and 3 respondents identified themselves as stakeholders.

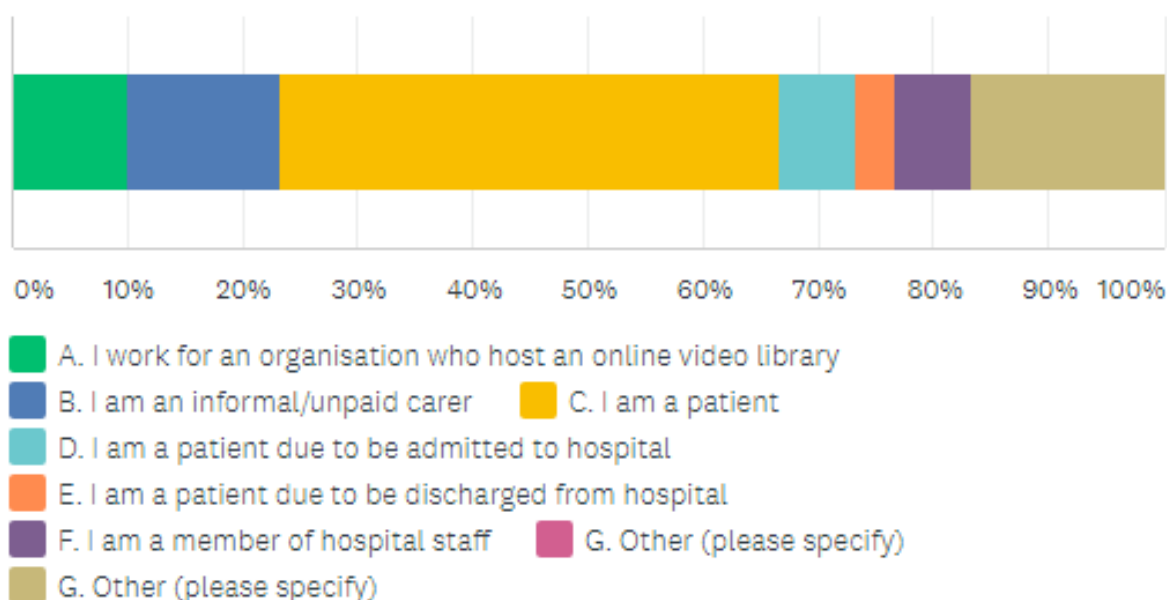




Two respondents described themselves as a patient due to be admitted to hospital, one respondent described themselves as a patient due to be discharged from hospital and two respondents described themselves as hospital staff.

Six people selected “other” and identified themselves as either a member of the public, a parent of a disabled child, a local person or offered no further clarification given

The information above is displayed more pictorially in the chart below:



## Results - Original Survey (Specific Groups)

This section summarises the feedback of each group from the chart above.

### Section A: Stakeholders

Stakeholders were very positive about the video library; all said they found the videos informative, easy to understand, and that they would recommend the video library to others.

Most said that the library had a positive impact on the service they delivered. Two

respondents elaborated that *“it was useful to be able to signpost carers and members of the public to information and advice that they were not able to give”*.

Responses also mentioned that the library would benefit from greater publicity, and that it could be improved by covering a wider variety of topics.

*There were three respondents in this category; they were mostly male*



*(67%). Two respondents were aged 26-50 and one was aged 51-64. Respondents gave their postcodes as TQ1, TQ4, and TQ5. One respondent considered themselves to have a long-term disability.*

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## Section B: Carers

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Carers were mostly positive about their experiences in the video library; they felt that the videos were easy to understand and informative. One respondent said the videos were easy to listen to whilst another liked the variety of videos available.

Most respondents said that the video library made them more confident and informed to carry out their role as a carer, and most said they would recommend the library to others. One respondent suggested that the videos would benefit from more diagrams and visuals, and that the videos had too much “talking to the camera.”

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*There were four respondents in this category; one respondent skipped all the questions and was discarded from the data set. Another respondent skipped all but two of the questions. Of the respondents who answered all questions, one was a male aged 26-50 from the TQ5 postcode area and one was a female aged 51-64 from the TQ3 postcode area.*

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## Section C: Patients

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Patients were mostly positive about their experiences with the video library; ten out of eleven said that the videos were

informative and easy to understand, and nine of eleven said they would recommend the video library to others.

**All respondents said the library helped them manage their health and almost half said the videos removed the need for them to contact their GP.**

Patients suggested that the library could be improved by covering a wider variety of topics, and that the library needs greater awareness among the public. One respondent mentioned that they found the sight difficult to read and that the navigation buttons could be bigger and more colourful.

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*There were thirteen respondents in this category; two respondents skipped some of the questions. Six respondents were female, five were male, and two did not give their gender. Five respondents were aged 26-50, two respondents were aged 18-25, two were aged 51-64 and two were aged 75-84. Five respondents gave their postcode as TQ1, one as TQ3, three gave their postcode as TQ5, and two gave their postcode as TQ4. Three respondents considered themselves to have a long-term disability.*

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## Section D: Pre-admission Patients

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The respondents in this category were mostly positive about the video library; both said that the videos made them better prepared and less anxious for hospital admission, and that the videos removed the need for them to contact their GP or nurse.



One respondent said that the videos were easy to understand, informative, and that they would recommend the library to a friend; the other respondent skipped these questions. The respondent elaborated that the videos were clear and informative, but that the videos should cover a wider variety of topics.

Neither respondent provided any demographic information.

## **Section E: Pre-discharge Patients**

This category had one respondent, and this respondent skipped the first section of questions. However, the respondent was mostly positive about their use of the library; they felt the videos helped them to manage their health, removed the need for them to see their GP, and helped them to feel less anxious about being discharged.

The respondent did not elaborate on any of their answers and provided no demographic information.

## **Section F: Hospital Staff**

The respondent in this category was mostly positive about the video library, they felt that the videos were informative and easy to use, and would recommend the library to others.

They also felt that the videos made a positive impact on their service and that patients were better prepared for admission and discharge after watching the videos. They said that the videos were “better than a leaflet” and that the videos

could be improved by including “patient stories.”

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*The respondent identified themselves as a female aged 26-50 who lived in the TQ1 postcode area. They did not consider themselves to have a long-term disability. Another respondent in this category answered almost none of the questions and was discarded from the data.*

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## **Section G: Other**

Respondents in this category included members of the public and a parent of two disabled adult children. Most respondents said that the video library was informative and easy to use, and that they would recommend the library to others.

However, most of the respondents said that the videos did not remove the need for them to contact their GP or nurse, and less than half were sure that the videos helped them to manage their health. One respondent described their experience of the video library as “poor” and elaborated that they could not hear the videos and there were no subtitles. Others responded that the library should cover a wider variety of topics and that topics should be covered in greater detail.

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*Three respondents in this category were aged 51-64 and one was aged 18-25. Three were female and one was male. Two respondents gave their postcode as TQ3, one gave their postcode as TQ1 and one gave their postcode as TQ4. One respondent considered themselves to have a long-term disability.*

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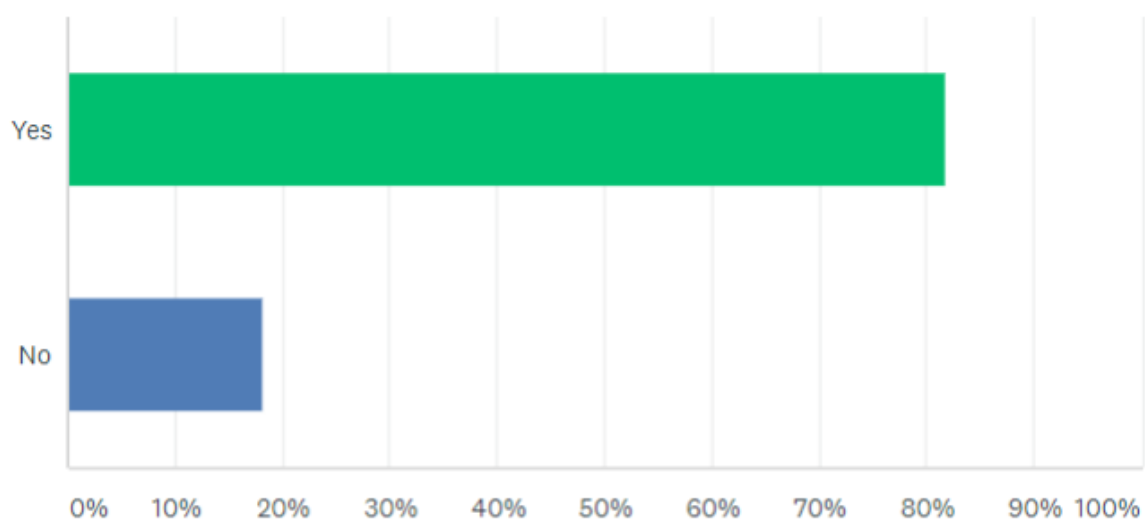


# Results - New Survey (General)

This questionnaire was completed by 24 people. Below is a general summary of feedback and selected quotes, followed by a summary of each category.

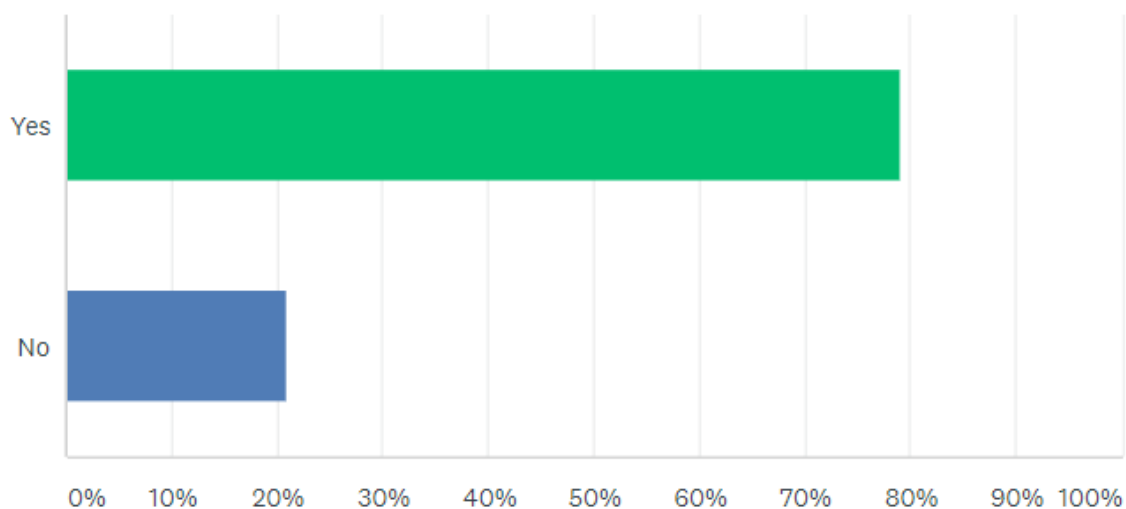
## 1). Did you find the videos helpful and easy to understand?

22 respondents answered this question and 2 skipped it. 18 respondents rated it “Yes”, it was “helpful and easy to understand”, and 4 respondents rated it as “No” when it came to whether or not it was helpful.



## 2). Would you recommend the videos to others?

19 respondents answered “yes” to this question and 5 answered “No”. 0 respondents skipped the question.

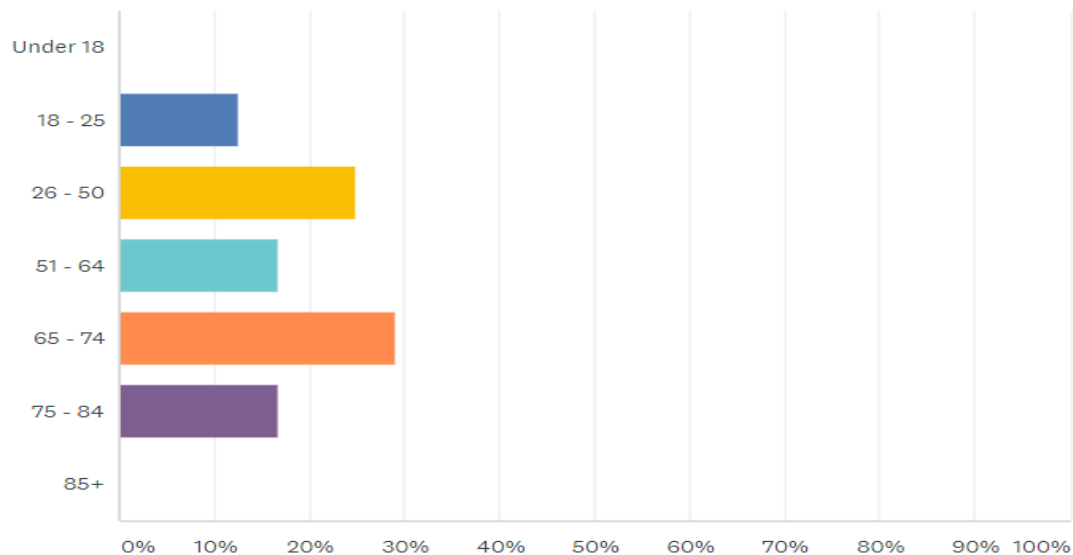






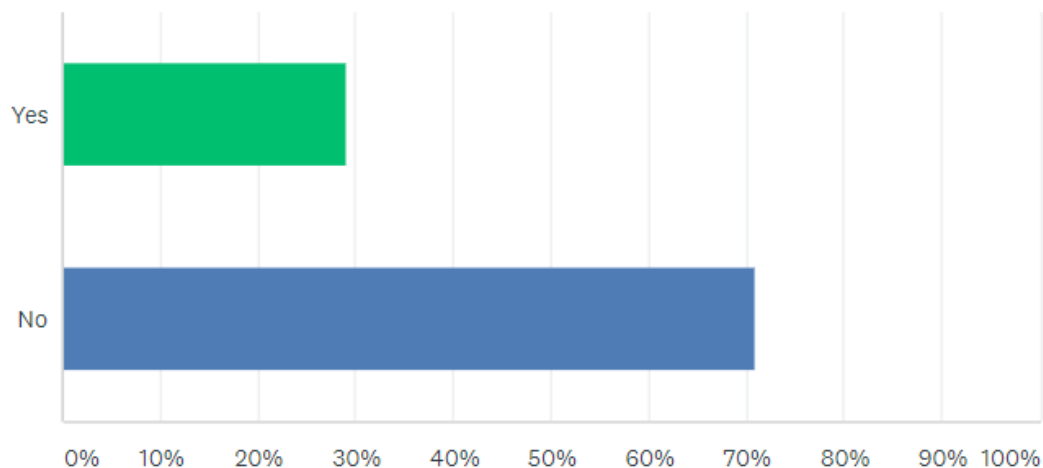
### 3). What age group are you in?

24 respondents answered this question. 0 respondents answered in the 0-18 range, 3 respondents answered in the 18 to 25 range, 6 respondents answered in the 26 to 50 range, 4 respondents answered in the 51 to 64 range, 7 respondents answered in the 65 to 74 range, 4 respondents answered in the 75 to 84 range and 0 skipped the question.



### 4). Do you care for a friend or relative as part of your daily/weekly routine?

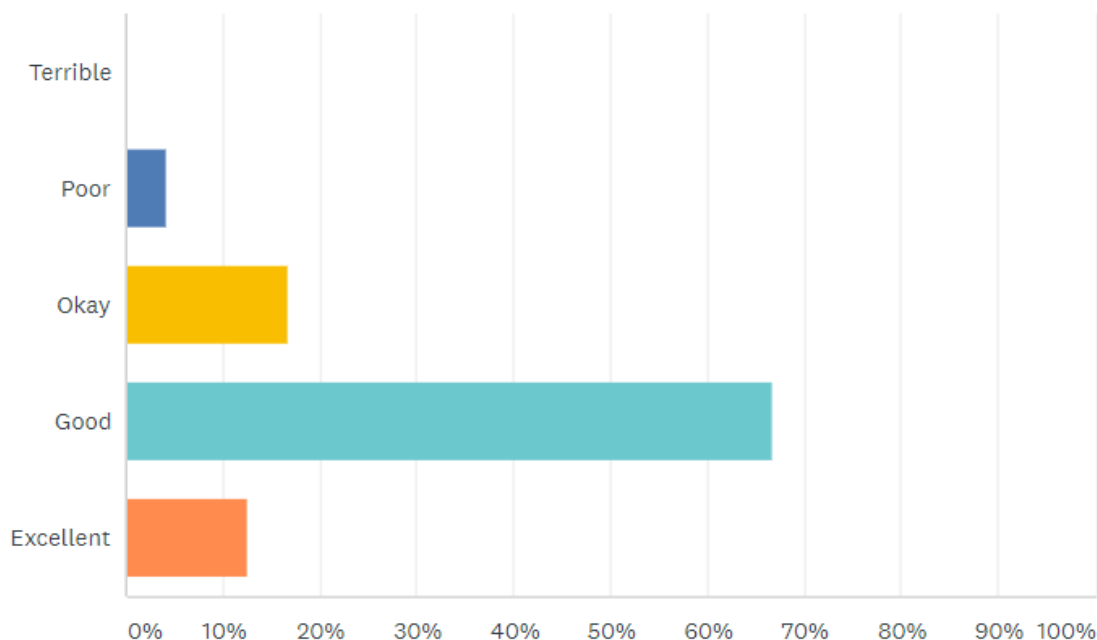
7 respondents said "Yes" and 17 respondents said "No." 0 respondents skipped the question.





## 5). How easy was the library to use

0 respondents answered “Terrible”, 1 respondent answered “Poor”, 4 respondents answered “Okay”, 16 respondents answered “Good” and 3 respondents answered “excellent”. 0 respondents skipped this question.



## 6). Do you have any other comments about the Health and Care Video Library?

There were 17 responses to this question, with 7 people skipping it.

Some respondents seemed to like the videos themselves but others found them difficult to follow. A selection of related verbatim comments and feedback is included below and continues on the page overleaf:

*Didn't know where to start or what to press. There's too much going on, it was confusing.*

*They all look the same. I started to lose attention after the first one.*

*Good facility*

*As a sufferer from severe hearing loss, I have to say I found the video's narration rather poor and garbled in places. The message was 'delivered' far too rapidly and, even with headphones on, there are passages I still cannot understand, even after several listens.*

*Perhaps link up with the College and the Torbay Film Festival folk to utilise filming and arts techniques. (The Just Ask anti-suicide video was seen by 130,000 people in 2 weeks)*



*They are good videos, but who are the people speaking? They would work a lot better if the people speaking were Doctors or experts, then you would trust them more.*

*I found it hard to watch the videos but then I am not very good at using the computer*

*Library was easy to use. Videos were easy to follow and informative.*

*Theres lots of just talking to the camera. Could be more actual videos of people doing things. Suppose it's just like going to your doctor though.*

*Videos should be larger, difficult to read the text in some of them*

*Saw the looking after your family video on facebook and I went to the pharmacist instead of bothering my GP and they really helped. Thank you*

*So much better than a leaflet! I was able to show Gerry the video about how to treat an injury at home to stop him running around on his sprained ankle and making it worse!*

*Really useful if you know what you are looking for but some searches didn't give any results when they probably should have. (e.g. 'breath' showed asthma, copd etc. in the relevant categories, but breathing and breathlessness didn't show any. Might put people off at the first hurdle.)*

*I think the layout could be better for the videos. Some categories seem a little odd e.g. Teenagers, Travel, Who am I? Don't quite fit the health categories and I'm not sure if people would be looking for these categories.*

*Hard to tell at a glance if the thing you are looking for is in the library.*

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# Overall Summary of Results (both surveys)

## Positive Feedback

- Survey respondents were mostly positive of the video library, describing it as informative (95%, 22 people) and easy to understand (89%, 40 people).
- Most respondents (86%, 39 people) said they would recommend the library to others.
- All pre-admission patients responding (two people) said that the video library helped them to manage their condition and alleviate their anxiety about admission and discharge.
- Most carers responding (66%, two people) said the library helped them to feel more informed and confident to carry out their role as a carer.
- Fewer than half of all patients responding (44%, 7 people) said that the videos removed the need for them to contact their GP.

## Suggested Improvements

- Some respondents (20%, six people) suggested the videos all seemed very similar and could be improved by more videos of actual related activities or demonstrations led by named trained healthcare professionals rather than people talking about what to do.
- Some respondents (17%, five people) said that the library would benefit from much greater awareness and publicity, particularly in GP Practices and other community organisations.
- Other respondents (17% five people) also suggested that the videos would benefit from visual aids and subtitles, with some negative feedback around the narration audio.
- According to five other respondents (17%), the search feature could be improved, categories could be updated and a wider variety of topics covered. (*“e.g. ‘breath’ showed asthma, copd etc. in the relevant categories, but breathing and breathlessness didn’t show any.”*)
- Although heavily publicised and marketed, people appeared reluctant to provide feedback about the health and care video library via the online surveys (just 58 responses). This could be for a variety of reasons that may need to be explored further.



# Recommendations

Although the number of responses is limited, and despite extensive marketing and promotion, we believe there is enough feedback to identify trends and common themes. We can therefore also draw some evidence-based conclusions. Based on the feedback of the 58 people who responded to the surveys, we would recommend the following actions, designed to both improve the video libraries and increase their use by the general public:

- *A new, extensive marketing and promotion campaign targeting GP Practices and front line public services, including the voluntary sector.*

Many people have commented that the video library is a very useful resource that should be more widely available, specifically mentioning GP Practices. Having the libraries available to view at each GP Practice, perhaps via each of their websites, would allow patients to see the benefit others have. One person we showed the library to at an event even said that online GP consultation services (e.g. eConsult) should actively refer patients to a Health and Care Video Library in the triage process. This ‘social prescribing’ could be replicated by other services and those in the voluntary sector who deal with people on a daily basis who would benefit most from the video library. The marketing campaign could use quotes from real life people who have used the libraries discussing how it has benefitted them (could also include quotes from this report, for example “*It’s clear and easy to understand information that has helped me feel more confident in managing my condition and actually I feel I don’t need to bother my GP anymore!*”)

- *A revamp of video content, including increased use of visual aids, demonstrations and local named experts providing advice.*

Some commented that the videos would be improved by using visual aids, such as showing people exactly how to do something (e.g. actually show people what an epileptic seizure is and what to do in that situation, don’t just tell them). Many of these people still felt that most of the videos were very informative, but not as ‘visually stimulating’ as they could be. Some also cited concerns with who was actually providing this information, suggesting a need to include names and job titles of people speaking, and ensuring they are local clinical experts (E.g. Dr John Smith from XX GP Practice in Torquay). Some others also mentioned a need to check and add specific search terms of each category to ensure people can find what they are looking for.



- *A wider follow up consultation to find out further information and more user feedback*

Although heavily publicised and marketed, people appeared reluctant to provide feedback about the health and care video library via the online surveys. There were just 58 responses despite at least 467 known 'click throughs' to the actual survey link page and tens of thousands of people reached through marketing and promotion. This could be for a variety of reasons that may need to be explored further, perhaps after the changes above have been actioned so a new perspective can be discovered. Also, as mentioned previously in this report, we funded sponsored advertisements on Facebook to target other potential users in the South Devon area. This may suggest that the results are from a cohort that are relatively new to the video libraries and are commenting based on fairly limited experience. It is therefore possible that attitudes may change over time. Ideally, with a new consultation, data would need to be gathered on how long the respondents had been aware of the library and how many times they had visited it prior to completing the survey.

## Recognition

Healthwatch Torbay would like to thank the Health and Care Videos Team at Torbay and South Devon NHS Foundation Trust and all the survey respondents who contributed to this report.

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