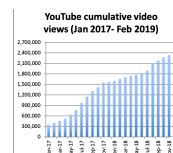




**12 NEW  
HOSPITAL VIDEOS**



**32 HEALTH  
CENTRES IN UK  
USING VIDEOS**



**2.5 MILLION  
VIDEO VIEWS**

# WHAT? WHY? CHILDREN IN HOSPITAL

## 2018-2019 ANNUAL REPORT

### Facts about the charity

- The What? Why? Children in Hospital Charity (WWCIH) is a Scottish Charitable Incorporated Organisation (a SCIO)
- Registered on 19 February 2015 with registration number SC045436
- The management committee consists of 5 trustees
- Our mission is to develop videos showing hospital procedures and healthcare information to prepare children for hospital and reduce anxiety in children and parents



### Achievements

This year (2018/2019) was a great success for the charity. We developed 13 new hospital and information videos, which all received excellent feedback. This year we focussed on developing hospital videos about invasive procedures, marketing and sharing information about the work of the charity with families and hospitals. A large increase in engagement of young people, parents and healthcare professionals on YouTube, Facebook and Twitter was recorded.

32 hospitals and health centres across the UK now use the WWCIH videos to prepare children for hospital procedures.

### Engagement with families and healthcare professionals

The charity worked with Digital Mum trainee, Lissa Blomley, to do a SuperStar campaign to share stories about children who were brilliant stars when undergoing treatment in hospital and a ThankYou campaign to thank NHS staff members nominated by families for their exceptional support and kindness. This work resulted in a large increase in posts and engagement on

Facebook. In 2018/2019 the number of Facebook followers nearly tripled from 502 to 1300. Last year our videos were viewed 10,000 times on Facebook and this year that number increased to 76,000 views. Analysis of the demographics show that more than 90% of the people engaging with our Facebook page are women aged 25-54. Facebook is an excellent way of reaching families in the UK and making them aware of the resources available. In 2018/2019 we set up a Twitter account. We now have 350 followers.

In 2018/2019 900,000 people viewed our videos on YouTube, taking the total cumulative views to 2.5 million views. This year our YouTube channel gained nearly 2000 subscribers, reaching a total of 3615 subscribers by February 2019. Many people use YouTube to find information as they prefer or need visual information instead of written information. Demographics analysis and feedback shows our videos are viewed on YouTube by slightly more women (56%) than men (44%). In 2018/2019 the distribution by age was: 13-18 years (10%), 18-24 (28%), 25-34 (27%), 35-44 (21%), 45-54 (10%) and over 55 (4%). It is excellent news our videos are reaching young people and families and help to improve their health literacy and reduce anxiety about their hospital visit.

### Hospital appointment letter insert leaflets

In March 2016 we started the development of insert leaflets, which fit into hospital appointment letters. These leaflets inform families about the videos and are provided free of cost to hospitals across Scotland. They are printed at DL size (1/3 of A4) on thin paper so they can easily fit into the appointment letter and add minimal weight, which does not affect the postage costs.

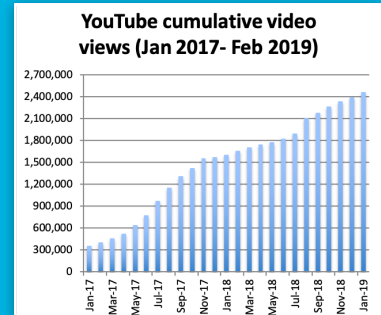
In 2018/2019 a total of 18,700 hospital appointment letter leaflets and postcards were sent out to patients in the UK. This is an excellent number as it represents a three-fold increase compared to the previous year. 32 hospitals and healthcare centres across the UK are now including WWCIH hospital appointment letter leaflets and using postcards to inform families about the videos.

### Sharing video resources

Our charity was approached by pupils from 5 secondary schools across Edinburgh for their YPI (youth philanthropy initiative) project. The pupils gave presentations about our charity in school. This is a great opportunity to work with young people and raise awareness.

The work of the charity was highlighted at a number of events as an example of innovation and an excellent resource for patients and their families. In March 2018 Marit Boot received an

## Increased sharing of WWCIH videos





Institute of Directors award in recognition of her work for the What? Why? Children in Hospital charity: *'Marit's innovative yet simple solution for children anxious about medical procedures was to produce informative videos. Simple, effective and cost effective; such solutions are an inspiration to us all.'*

In November 2018 Marit gave a presentation at the annual British Society of Paediatric Radiology conference and as a result 22 radiologist signed up to start using the videos and appointment letter leaflets in their clinics. In February 2019 Marit was invited as guest speaker at the 'Children coming to hospital' conference at Edge Hill University.

20 healthcare professionals decided to start using the videos and hospital appointment letter leaflets with their patients as a result of this event. Families at the conference

commented that the videos are excellent and that they plan to share the videos with other families on social media.

The WWCIH videos are now embedded in e-learning resources for medical students in Glasgow and in apps for patients in England and Scotland.

## New videos developed by What? Why? Children in Hospital

The output of the film projects completed in 2018/2019 were the following high-quality videos about hospital tests, treatments and conditions:

- Teenagers with a heart condition – how do you feel?
- What happens when you get a cannula in hospital?
- What happens if you need to have a blood test?
- My son is anxious about his blood test – preparing in the play hospital
- What happens during JIA physiotherapy assessment and exercises?
- What happens during an infusion with biologics?
- What happens in a hip check for babies and hip dysplasia treatment?
- What happens during club foot treatment?
- What happens in a videofluoroscopy swallow study?
- How to use an inhaler and spacer for asthma?
- What happens in a Cerebral Palsy physiotherapy assessment?
- What happens during Botulinum toxin injections for children with Cerebral Palsy

We also supported the development of a video about elderly patients needing an inhaler for asthma or COPD for The Scottish Government.

All videos have English subtitles. Subtitles in Spanish, Japanese, French, German, Dutch, Greek, Italian, Portuguese, Russian, Polish, Arabic and Swedish were added to a number of the videos by volunteers.

## Impact on children and young people

The positive impact of our videos is evidenced by the high number of video viewers, subscribers and followers and also by the excellent feedback we received from young people, parents and healthcare professionals. All feedback was very positive and included the following comments:

*Fantastic charity, my 6-year-old has been through a lot and these videos have helped our preparation so much, keep up the good work x – Mum, Inverclyde*



*As a Mum of a significantly disabled toddler, as well as a doctor, I think it is a brilliant concept and will hopefully help a large number of children overcome their fear of hospitals and the various tests they may need to undergo! - Healthcare professional, NHS Lothian*

*Getting a cannula - Another fab video to add to the collection! - Healthcare professional, NHS GGC*

*Your charity does great work, I spend a lot of my time with children who are not as prepared as they could be for procedures and investigations!! – Professor, Edge Hill University*

*My child undergoes different treatments and tests and these make it fun and let us chat about what's going to happen. Well done and I don't think you really realise how many kids you've helped out there. Thank you - Mum, Renfrew*

*I'm really pleased a Facebook friend pointed me towards your site, it's a brilliant resource! Keep up the good work, for families like us it's all about preparing our kids (and ourselves!) for what's coming. - Mum, UK*

*Just want to thank you so much for all the videos you've done. What a wonderful resource at the click of a button. My daughter was an inpatient back in May at GCH and we were told with 5 minutes to spare that she was to have an ultrasound done! As she has autism this meant a huge meltdown and panic, however, I pulled out my phone and told her to come and see what it actually involved and peace was restored. Has it not been for that video I doubt it would have been done and her treatment could not have continued! Thank you so much! – Mum, Glasgow*

*I'm a Play Specialist working at East Surrey Hospital. I use your videos as one of my preparation tools for children going through medical procedures. They are invaluable thank you – Play Specialist*



## Financial review

We raised £662 through fundraising activities, which included a jewellery sale, Amazon smile and YouTube advertising. Donations for a total of £3,216 were given to the charity by the

Waitrose Morningside, Trinity Factors, ASDA, Waitrose Comely Bank and parents using the videos. Thank you to everyone for the donations and fundraising activities.



The grants income total was £46,125. We are very grateful for the grant support we received this year from: Cash for Kids Tay, The Scottish Government, The Hugh Fraser Foundation, Cash for Kids Forth, RS MacDonald Charitable Trust, Souter Charitable Trust, St James's Place, Tesco South Queensferry, Tesco Largs. A big thank you to all the organisations who supported us this year.

Our total income this financial year was £50,441 and our expenditure was £44,386. 94% of expenditure was related directly to charitable activities. The remaining 6% was used for fundraising activities, marketing and governance costs.

Cash in hand at the end of the year was £14,724 of which £12,758 was restricted to ongoing projects.

## Reserves Policy

The charity does not have any paid staff members and therefore only requires a small amount to be kept as reserves. The trustees' policy is to retain £1,000 as reserves to cover any unexpected expenditure. The reserves amount will be reviewed each financial year.

## Donations in kind

The trustees would like to thank all the volunteers for donating their time and expertise:

- The founder, Marit Boot, volunteered her time to lead the further development of the charity, complete grant applications, lead fundraising, plan projects, raise awareness, collect feedback and provide accurate reporting.
- The design and website expertise donated in kind by Global Web Limited supports our website and high quality postcards and appointment letter insert leaflets.
- Shona Moyes for volunteering her time to help with sending out appointment letter leaflets to hospitals across the UK.
- Lissa Blomley, trainee Digital Mums, for her enthusiasm and commitment to raise the number of Facebook followers and start a successful Twitter account.
- Linda Donnelly, retired Play Specialist, NHS Greater Glasgow and Clyde donated her time to provide knowledge around hospital play and support on the filming days.
- Anna Edwardson, Community Pharmacist, NHS Lothian, for her support with the inhalers project and the project to help children with cerebral palsy.
- Nick Bradbury, qualified member of The Chartered Institute of Public Finance and accountancy, for examining the accounts.