



What? Why? Children in Hospital

Annual Report 2016-2017

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, registration number SC045436
- The management committee consists of 5 trustees
- The mission of the WWCIH charity is to develop videos showing hospital procedures and healthcare information to prepare children for hospital and reduce anxiety in children and parents

Achievements in 2016/2017

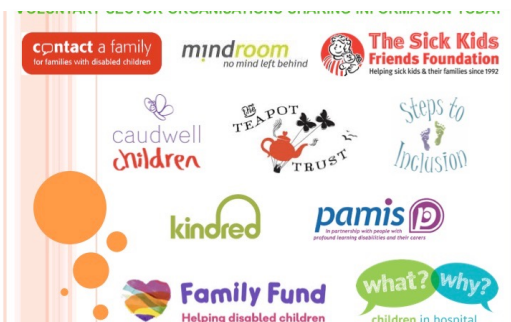
The second year of the What? Why? Children in Hospital (WWCIH) charity was very successful.

The charity income increased from £12,277 (2015/2016) to £44,663 (2016/2017), this made it possible for us to complete 9 new projects, hold a successful conference and inform families and healthcare professionals about our work.

CONFERENCE

We organised our first conference on 9 May 2016 to discuss how best to support children when they need hospital care. 65 people attended the conference. Attendees included professionals from nursing, psychology, health play service, schools, policy and management, as well as third sector staff and parents of children with additional needs. 11 voluntary sector organisations brought information, leaflets and banners to our conference. Most people rated the presentations 'excellent' and the

discussion session about supporting children and young people with learning disabilities as 'very good'. 95% of attendees indicated that they thought the WWCIH videos are achieving all the aims of the charity and help to reduce anxiety in parents and children.



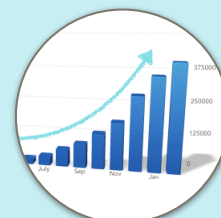
New videos

This year we developed 15 hospital videos, 4 play videos and 1 information video



Feedback

Children, young people, parents and healthcare professionals gave us excellent feedback



400,000 views

Our video views increased rapidly each month to 400,000 in total

VIDEOS

The output of the 9 projects completed in 2016/2017 were 20 high quality videos about hospital tests and support for parents with the following titles:

Hospital videos:

- ▶ What happens in a Pulmonary Function (Breathing) Test?
- ▶ What happens in a Cardio Pulmonary Exercise Test (CPET)?
- ▶ What happens when my child has an ECG?
- ▶ What happens when my child has an Echo?
- ▶ What happens when my child has an EEG?
- ▶ What happens in a Nerve Conduction Study?
- ▶ What happens when my child has an X-ray?
- ▶ What happens when my child has an Ultrasound?
- ▶ My child is going for a Cardio-Respiratory Sleep Study
- ▶ My child is going for a Polysomnography Sleep Study
- ▶ My child is having an Exercise Tolerance Test (Stress Test)
- ▶ My child is getting an Ambulatory ECG (Heart Monitor)
- ▶ My Newborn Baby has a Hearing Screen in hospital
- ▶ My baby has a Hearing Test in hospital
- ▶ My child is going for a Hearing Test (Visual Reinforced Audiometry) in hospital



Play Videos:

- ▶ How do I prepare my child for an EEG?
- ▶ How do I prepare my child for an ECG?
- ▶ How do I prepare my child for an X-ray?
- ▶ How do I prepare my child for an Ultrasound?



Information videos:

- ▶ How do I prepare my child with a learning disability for using healthcare services?



HOSPITAL APPOINTMENT LETTER INSERT LEAFLETS

In March 2016 we started the development of insert leaflets, which fit into appointment letters. These colourful leaflets inform families about the videos and are provided free of cost to hospitals across Scotland. The leaflets 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. Most departments in the children’s hospitals in Glasgow and Edinburgh now include these department specific leaflets into their appointment letters. We are discussing the use of these leaflets with paediatric services in Aberdeen and Dundee. All

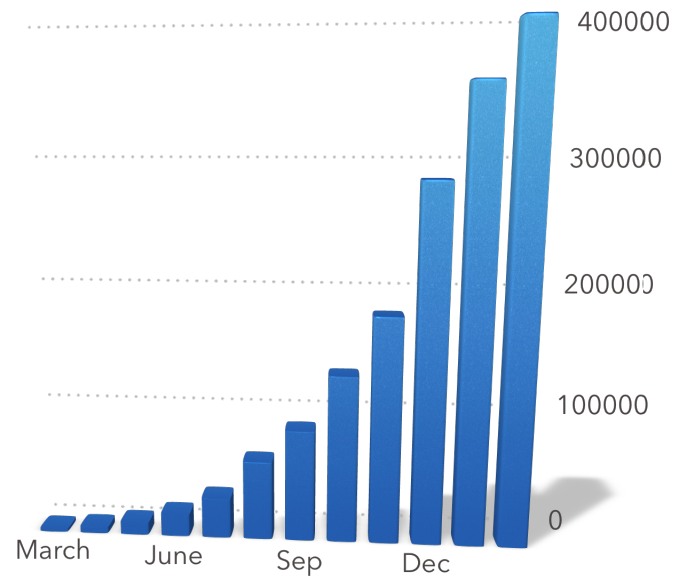
7 paediatric neurophysiology teams across Scotland now include the EEG insert leaflets in their appointment letters. A total of 6000 What? Why? Children in Hospital insert leaflets were sent out with appointment letters in 2016/2017.

OUTCOMES

The outcome of the new video projects and appointment letter insert leaflets was a rapid increase in young people, parents and healthcare professionals viewing the What? Why? Children in Hospital videos on YouTube, Facebook and on our website.

The number of YouTube views increased from just over 1,000 in February 2016 to a total of 405,000 views by February 2017! This massive increase is showing the large interest in our work and the effectiveness of our video projects. Most viewers are based in the UK or USA.

Interestingly, viewers were also recorded in 211 other countries. Analysis of the demographics of the viewers showed that 25% were young people aged 13-24, 66% were aged 25-54 and 9% were aged 55 and older. The percentage of male viewers was higher than the percentage female viewers for all age groups. However



Cumulative video views (2016/2017)

when reviewing the watch time it showed that the audience retention was higher for females. Our Facebook followers increased from 104 to 274 and our website views increased from 300 unique visitors to around 1000 unique visitors per month.

IMPACT

The positive impact of our videos is evidenced by the excellent feedback we received from young people, parents and healthcare professionals. We completed three video review sessions and also asked people for feedback on Facebook and YouTube. 80% of the attendees of our conference rated our videos as excellent or very good, others suggested the videos could be improved by increasing the role of parents in the videos. This feedback was very helpful and from June 2016 all our videos show parents. We received the following comments at events, on YouTube and Facebook:



‘I will be having an EEG test in a few hours to find out if I have epilepsy. I was worried but now (after seeing the video) I am looking forward to finding out my results!’ - Teenager

‘I feel it is brilliant that parents can see the procedure beforehand. Also as personally, I like to know what is going to happen to my child’ - Parent

'This is a lovely video, it is such a good idea to prepare children through play. It really made me think about how I could help my child understand what is going to happen in hospital.' - Parent



'This video would certainly put me at ease if my baby needed a hearing test, knowing what the process involves. Moreover, it answers key questions in a thoughtful manner.' - Parent

'Would just like to say how much I value the videos you have on youtube – my son has autistic tendencies and required to have an exercise tolerance test in October – he had not had this done before so we didn't know what to expect and couldn't prepare him – he became more and more anxious with every bit of equipment that was placed on him and totally freaked when they tried to put the blood pressure cuff on him, refusing to do the test. I saw your videos advertised on facebook and showed them to my son. With the help of the ETT video and the play specialist (in the Royal Hospital for Children in Glasgow) we were finally able to get the test done this Friday. Thanks again from a grateful mummy'



'A very helpful and valuable piece of work.' - Respiratory Consultant

'These videos are great to reduce the anxiety of both children and parents.' - Healthcare professional

'I think these videos are an excellent training tool for health students of all professions as a gentle insight into medical procedures & the importance of good communication between professional & child/carer' – Healthcare professional

FINANCIAL REVIEW

We raised £940 through fundraising activities, which included a jewellery sale, a sponsored 1000 miles walk, a sponsored 5k run and a sponsored half marathon. Donations of a total of £3,146 were given to the charity by individuals, Waitrose, ResMed, Dean Dance, Teapot Trust and S-Med.

£40,577 in grants funding was received from Glasgow Children's Hospital Charity, Trinity Park Foundation, Spifox, NHS Education for Scotland, the Scottish Association for Children with Heart Disorders, MSN Children & Young People Cancer, Souter Charitable Trust, Benenden and NHS National Services Scotland.

Our total income this financial year increased to £44,663 and our expenditure was £40,468.

WWCIH	2015/2016	2016/2017
Income	12,277	44,663
Expenditure	9,350	40,468

The surplus at the end of the year was £7,122 of which £4,972 was restricted to ongoing projects. 99% of expenditure was related directly to charitable activities. The remaining 1% was used for fundraising activities and governance. Details can be found in Appendix 1.

A big thank you to everyone who supported us this 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 on finances.
- ▶ The design and website expertise donated in kind by Global Web Limited have resulted in an excellent website and high quality postcards and appointment letter insert leaflets.
- ▶ The Bonnyblink Productions filmmakers donated their time, expertise and enthusiasm for the development of the play videos about X-ray and Ultrasound.
- ▶ Linda Donnelly, retired Play Specialist, NHS Greater Glasgow and Clyde donated her time to provide knowledge around hospital play and provided support on the filming days.



CHILDREN, PARENTS AND STAFF

We would like to thank all the hospital staff, (grand)parents and children who filmed with us. All the children were amazing film stars: thanks Ruby, Ruaridh, Susan, Robert, Lizzie, Sam, Oscar, Mena, Aidan, Jack, Joe, Tommy, Jake, Caoimhe, Adriana, Callum and Hannah!

More information about the What? Why? Children in Hospital charity can be found on our website: www.wwcih.org.uk

APPENDIX 1

Statement of Receipts and Payments for period 1/03/16 - 28/02/17

	Unrestricted funds (year ended 28/02/2017)	Restricted funds (year ended 28/02/2017)	Total funds current period (year ended 28/02/2017)	Total funds last period (year ended 28/02/2016)
Receipts				
Donations	1,146	2,000	3,146	2,985
Grants		40,577	40,577	8,340
Fundraising	940		940	952
Total receipts	2,086	42,577	44,663	12,277
Payments				
Fundraising costs	90		90	58
Cost of charitable activities	1,807	38,475	40,282	8,928
Governance costs	96		96	364
Total Payments	1,993	38,475	40,468	9,350
Surplus/(Deficit) for the year	93	4,102	4,195	2,927

Statement of balances - as at 28/02/2017

	Unrestricted funds (year ended 28/02/2017)	Restricted funds (year ended 28/02/2017)	Total funds current period (year ended 28/02/17)	Total funds last period (year ended 28/02/16)
Opening cash at bank and in hand	2,057	870	2,927	0
Surplus/(Deficit) for the year	93	4,102	4,195	2,927
Closing cash at bank and in hand	2,150	4,972	7,122	2,927
Liabilities (Film production costs to be paid)		3,840	3,840	0
No assets				