

WHAT? WHY? CHILDREN IN HOSPITAL ANNUAL REPORT 2017-2018



Highlights

New videos

This year we developed 12 new hospital videos.

Engagement

The number of subscribers to the WWCIH Charity YouTube channel increased to 2010 people and the number of Facebook followers doubled to 502. Posts and videos are shared widely and feedback from families and healthcare professionals was excellent.

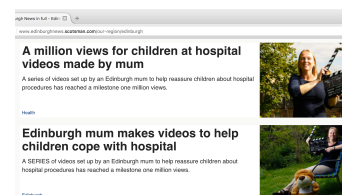
Video views

This year our videos were viewed 60,000 times on Facebook and 1.2 million times on YouTube. Taking the total video views to 1.7 million!



Achievements in 2017/2018

This year was a great success for the WWCIH charity. Income increased by 10% to £49,465 (£44,663 in 2016/2017). 12 new hospital and information videos were developed, which all received excellent feedback. A large increase in engagement of young people, parents and healthcare professionals on YouTube and Facebook was recorded. The charity had a stand at the Royal College of Paediatrics Conference in Birmingham where we informed around 400 people about the charity. The work of the charity was covered in positive articles by newspapers and online news channels.



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

Videos

The output of the film projects completed in 2017/2018 were 12 high quality videos about hospital tests, treatments and support for families with the following titles:

- My child is going for a MAG3 Renal Scan (Nuclear Medicine)
- My child is going for a DMSA Renal Scan (Nuclear Medicine)
- My child has a sweat test to diagnose or rule out Cystic Fibrosis
- My child has a Skin Prick Test to check for allergies
- What happens when my child needs a breathing mask (NIV, CPAP) at night?
- What happens when my child needs a joint injection?
- What happens during a health assessment of a child who has gone into care?
- What happens when my child needs an injection?
- How do my eyes get checked for Uveitis?
- Preparing for my child's admission to the Cancer Centre at the Royal Hospital for Children Glasgow
- My child has prominent ears, what can they do in hospital?
- Teenagers in care - how do you feel?



Subtitles in English, Spanish, Japanese, French, German, Dutch, Greek, Italian, Portuguese, Russian, Polish, Arabic and Swedish were added to the videos by volunteers. By February 2018 the subtitles were viewed 100,000 times. 88% of the viewers used English, Japanese, Spanish or German subtitles.

Engagement with families and healthcare professionals

YouTube - In 2017/2018 1.2 million people viewed our videos on YouTube, taking the total cumulative views to 1.6 million views! This number of viewers is much higher than anticipated and shows the large interest in our videos.

Many people increasingly use YouTube to find information and prefer or need visual information instead of written information. Demographics analysis and feedback shows our videos are viewed by young people aged 13-24 and parents/carers aged 25-45. 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. The number of subscribers to the WWCIH Charity YouTube channel increased to 2010 subscribers by February 2018. Subscribers are based in 25 countries across the world with most subscribers from the United Kingdom, United States and India.

Facebook- In 2017/2018 the number of Facebook followers nearly doubled from 274 to 502. Last year our videos were viewed around 30 times each on Facebook. This year new videos have been uploaded to Facebook with subtitles and have actively been shared with Facebook groups resulting in up to 6500 views per video. Analysis of the demographics show that the main group engaging with our Facebook page is women aged 30-45 in Scotland. Facebook is an excellent way of reaching families in Scotland and making them aware of the resources available.

Media - In August 2017 our videos reached 1 million views. This milestone was covered by STV, the Edinburgh Evening News, the Scottish Sun and the Scotsman.

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 2017/2018 a total of 6200 hospital appointment letter leaflets and postcards were sent out to patients in Scotland.



Impact on children and young people

The positive impact of our videos is evidenced by the 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:

'Showed my adult LD [learning disability] daughter this - she was able to play pretend hospitals - fingers crossed for EEG - Thank you for great videos. - 3 days later: WWCIH Charity she did fantastic. Hospital said she was well prepared. We had watched both films. Thank you again. Parent

'August 9th i have to have an eeg test :(because i had a seizure and now i have to have one and seeing this video made me feel a lot more calmer.' Teenager

'Thank you for this. A fantastic resource for JIA families. What brave girls!' Parent



'This is awesome. We opted out of joint injections and went straight to methotrexate because I didn't feel good about my daughter being under anesthesia. This might be the option we need.' Parent

'Excellent explanation and demonstrations! Hope this really helps young patients to stay calm and relaxed while getting intra articular shots! Keep making such videos! Your efforts are truly appreciated!' Healthcare professional

'One of my students told me she had to do an allergy test and she was a bit worried because she didn't know what they were going to do to her, so I had a look at your videos and found it! I sent it to the mom and she was very grateful. She said it was very helpful!' Teaching assistant for children with additional needs

'I think the videos by What? Why? Children in Hospital are excellent. I show the videos to children coming to our Cardiac clinic at the Royal Brompton Hospital. I watch the ECG and Echo videos together with the patient and their parents/ carers and answer any questions they have. As a result, when they go for their procedure they understand what is going to happen and feel less anxious. The videos have made a huge positive impact for my patients, making the procedures easier to complete and improving the experience of families in hospital. I am awaiting the next set of videos which I am sure will be equally superb.' N. Naqvi, Paediatric Cardiology Consultant, Royal Brompton Hospital, London

'Incredibly powerful hearing from these brave ladies, thank you for sharing.'
Barnardo's Scotland

'Video is brilliant! Explanations are clear of what will happen during screening & why. The thought of someone having to look inside your eye when you don't know what that involves must be quite scary so this should help a lot.' Scottish Network for Children with Arthritis



Financial review

We raised £1,828 through fundraising activities, which included two Zumbathons, a sponsored 1000 miles walk, a sponsored 15 miles walk and YouTube advertising.



Donations for a total of £3,617 were given to the charity by the Royal High School, Trinity Factors, Waitrose Comely Bank Edinburgh, Rotary Club of Braids, Braemore, Zumba Girls, Ratho Golf Club Ladies and James Anderson & Co.

The grants income total was £44,020. We are very grateful for the grant support we received this year from: Edinburgh Children's Hospital Charity (previously Sick Kids Friends Foundation), Edinburgh & Lothians Health Foundation, the Scottish Association

for Children with Heart Disorders, NHS Highland, Sportsman's Charity, Scottish Network for Arthritis in Children, Clara E Burgess Charity, Edinburgh Airport Community Fund and The Mickel Fund. A big thank you to everyone who supported us this year!

Our total income this financial year was £49,465 and our expenditure was £47,918. The surplus at the end of the year was £1,547.

94% of expenditure was related directly to charitable activities. The remaining 6% was used for fundraising activities and governance costs.

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 have resulted in an excellent website and high quality postcards and appointment letter insert leaflets.
- 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.
- Anna Edwardson, Community Pharmacist, NHS Lothian, for her support with the inhalers project.
- Volunteer Edinburgh and all the 18 volunteer translators who helped to add subtitles in 13 different languages to the videos.
- Nick Bradbury, qualified member of The Chartered Institute of Public Finance and accountancy, for examining the accounts.