



Charity name and number

What? Why? Children in Hospital

Charity number SC045436

www.wwcih.org.uk

Our mission is to develop and share videos with age- and ability-appropriate information to show hospital procedures and reduce anxiety for children and parents.

Achievements and Performance in 2019/2020

The last year for the charity has been one of great achievement and success. We summarise below some of these great wins and accomplishments from the past 12 months.

Summary and key successes at a glance

Successes this past year include:

- The development of **nine new hospital videos**, receiving excellent feedback from our audiences.
- Meeting parents' priorities by covering topics such as **General Anaesthetics, Gastrostomy tube feeding** and **Nasogastric tube feeding**.
- **Successfully increasing the marketing and communications focus**; contacting new hospital teams, sending out postcards and hospital appointment letter leaflets.
- A **steep increase in engagement**, with 55 hospitals and healthcare centres across the UK now using our resources.
- The development of a **vibrant, informative poster** for hospital waiting room areas.
- A redesign of the What? Why? Children in Hospital website (www.wwcih.org.uk), to **maximise usability**.



(Erin, one of our video superstars, with mum, Alexis)

Impact on children, young people, and their families

The positive impact of our videos is well-evidenced by the excellent feedback regularly received from young people, parents and healthcare professionals:

- *Thanks for sending on [the Botulinum toxin injection for children with Cerebral Palsy video], very reassuring. Now happy to go ahead with it. I was quite reluctant about the procedural side of it due to how he was last time however, if anything is of benefit to him then definitely happy to try again.*
 - Mum agreed to change an 11-year-old child from having Botulinum toxin procedure under a General Anaesthetic to having the procedure using Midazolam after seeing the video
- *The general anaesthetic video was really helpful for me to watch before my little girl had one in May. She also watched it in the playroom on the ward on the day so we were both comfortable with what was happening – Mum*
- *I just wanted to say how helpful your videos have been for our family! My 2.5 year old requires regular ECHOs, ECGs and bloods. She is a little too young to watch and understand the videos but as her older brother attends appointments, it allows me to prepare him and keep me relaxed ahead of the procedures. My son has also had a one-off ECHO and ECG and was so reassured having watched the videos. He made comments like “it’s just like the boy had” and “mummy, I remember this from the video”. It helped to normalise it for him, I think. A big thank you from us. Also helpful to help us parents prepare for procedures that our daughter may have in the future. - Parent*



(Mum and dad with baby Francesca, speaking about their experience of neonatal feeding support.)

Videos

WWCIH filmed and edited the following nine high-quality video about hospital procedures; improving access to healthcare for all:

- What happens during a General Anaesthetic?
- My child is getting a gastrostomy feeding tube
- How do I look after my child's gastrostomy feeding tube?
- How do I use healthcare services in Scotland?
- Wsparcie dla polskich rodzin - Jak korzystać ze świadczeń służby zdrowia w Szkocji?
 - Improving healthcare access for Polish families in Scotland
- دعم للعائلات العربية- كيف استخدم الخدمات الصحية في سكوتلندا؟
 - Improving healthcare access for Arabic speaking families in Scotland
- What happens when my child needs a nasogastric tube?
- Central line troubleshooting for parents of a child with a central venous catheter
- Parenteral nutrition and other feeding support in the neonatal unit

All videos have English subtitles, and a number of videos now have subtitles in Spanish, Japanese, French, German, Dutch, Greek, Italian, Portuguese, Russian, Polish, Arabic and Swedish, thanks to kind volunteers.



(Diagnosing symptoms in one of our new videos, designed to improve Health Literacy in Scotland.)

Hospital appointment letter insert leaflets, postcards and posters

In March 2016 we started developing insert leaflets, which fit into hospital appointment letters. These leaflets inform families about specific videos, and this year we developed four new hospital appointment letter leaflets.

These cover the Skin Prick Test, the sweat test (to diagnose or rule out Cystic Fibrosis), General Anaesthetics and Gastrostomy feeding videos, adding to our existing 18 leaflets used already.

A total of **15,535 hospital appointment letter leaflets** were sent out to patients in 2019/2020.

The charity also provided 6000 postcards to hospitals across the UK. This year we achieved a large increase in hospitals using our resources: from 32 (2018/2019) to **55 hospitals and healthcare centres in 2019/2020**.

In addition to the above, an estimated **20,000 families were informed** about our hospital videos through a link in the text of their appointment letter, which is a very cost-effective way of informing families about the videos.

This year we also developed a poster with information about the charity and hospital videos, which are printed as A3 laminated, wipeable posters for waiting areas in hospital.

There was significant interest in the posters and within 4 months we provided **130 posters** for hospital waiting rooms. To support all our marketing activity, we secured enough funding to continue to provide all hospital appointment letter leaflets, postcards and posters free of cost to hospitals.



(Founder, Dr Marit Boot with one of the charity's brand-new posters.)

Better engagement with families and healthcare professionals

Facebook and Twitter

Facebook is an excellent way of reaching families and making them aware of the resources available. In 2019-2020:

- Facebook followers increased from **1300 to 2125, up by 63%**.
- Videos were **viewed 40,000 times** on Facebook.
- 88% of the people engaging with our Facebook page are women aged 25-54.
- Circa 50% of followers are based in Scotland; 40% in England and Wales and 10% in other countries.

On Twitter, the charity engaged with a large number of healthcare professionals, achieving an increase from **350 to 623 followers** – an **increase of 78%**.

YouTube

Many people use YouTube to find information as they prefer or need visual information instead of written information. It is excellent news our videos are reaching people of all ages and help to improve their health literacy and reduce anxiety about their hospital visit.

In 2019/2020:

- **1.7 million people viewed our videos** (compared to 900,000 last year), increasing our cumulative views to **4.2 million views**.
- Our YouTube channel gained nearly 3000 subscribers, reaching a **total of 6370 subscribers** by February 2020.

Website

The website has been a successful method of engaging families and healthcare professionals, this year we updated the website to reflect the increase in our library of hospital videos.

Part of our redesign organised our videos into categories, and we have ensured the search function has been displayed more prominently on all pages, whilst energising our design and layout.



(Engaging with What? Why? Children in Hospital's videos on the go.)

Financial overview

Our total income this financial year was £43,170 and our expenditure was £46,951. 90% of expenditure was related directly to charitable activities.

The remaining expenditure was on fundraising activities (4%), marketing (2%) and governance costs (4%). Cash in hand at the end of the year was £10,943, of which £8,868 was restricted to ongoing projects to inform families and healthcare professionals about the video resources.

Sincere thanks to all those who supported us with our funding this year: specifically all the families who have watched our videos and donated, Claire Edwards for her trek through Lebanon, donations from Xchange handbags shop, Braids Rotary Club and the Cosmic Hillbashers, Aberdeen. We also thank Foundation Scotland, The Scottish Government, SCVO, Glasgow Children's Hospital Charity, The Robertson Trust, Gordon Fraser Charitable Trust, Tesco Bags of Help and the Christina Mary Hendrie Trust for their grants and financial support.

A look ahead to the coming year

This coming year, the charity's focus will be around raising awareness of the video resources and ensuring more healthcare professionals and families know about the videos and can use them to prepare children for hospital tests and treatments, ensuring we continue to work towards achieving our mission.