British Medical Association (BMA) Patient Information Awards

The BMA Patient Information Awards aim to recognise and encourage patient-centred care through the production and dissemination of accessible, well-designed and clinically balanced information. All highly commended entries were put forward into special awards categories that identified the resources that best promoted awareness and understanding to allow informed patient choices.

Caring and MND: support for you

Motor Neurone Disease Association

The MND Association redeveloped their guide for carers, Caring and MND: support for you, in anticipation of the new Care Act, and changes around carers’ rights and assessments. They also wanted to make it more accessible, in line with their newer provision. The content is a direct conversation with family or unpaid carers who support a person with motor neurone disease (MND) and focuses on carer wellbeing, rather than carer tasks. It explores adjustment to the role of carer, what to expect with MND, how to look after yourself as a carer and get support, and how to manage if the caring role changes or stops.

The guide also contains various forms for carers to record important information. These write-on pages may help them achieve improved outcomes at their carer’s assessment or during appointments with health and social care professionals.

Produced according to the criteria of The Information Standard, the guide is evidence based and expertly reviewed. Equally important is the level of user engagement. Eight focus groups around the UK helped to feed into the original version, but a further survey in 2015 enabled consultation with over 400 carers about their needs. This feedback helped to refresh the new guide, but the content was then user tested by current and former carers, to ensure existing and post-bereavement views were taken into consideration. One of the carers testing the guide said: ‘This information is so useful. I think that sometimes people take on a caring role, but don’t realise they are carers and don’t get the help that is available to them’.

The MND Association were delighted that Caring and MND: support for you won Patient Information Resource of the Year 2016 from the British Medical Association, and another award in the Self Care category. They feel these awards hold great importance in raising awareness for MND, credibility for their provision and extending the reach of their support.

Ms Catherine Macadam, immediate past BMA PLG Chair, reviewed the guide for the awards and said: ‘…this resource is brilliant. I think it would be very empowering for carers … It speaks directly to carers’ experiences. I think it could be used by anyone who is caring for someone with a life-limiting illness’.

Even more, this was the second year running for the MND Association at the BMA Awards, with their End of life guide winning top honours in 2015. They also scooped a further runner up prize this year, with their Easy read guide to motor neurone disease, in the Easy Read category.

This is a remarkable achievement, which the MND Association believe stems from user engagement.

Kaye Stevens, Care Information Manager at the Association said: ‘Input from people with or affected by MND continues to make a difference. Our provision would be far less effective without their courageous support, encouragement and insight’.
Caring and MND: support for you

Motor Neurone Disease Association – February 2016

Designer:
Tom Shriane at Clash Design

MND resources at:
www.mndassociation.org/publications

1: New to caring?

This section looks at what it means to take on a caring role and some of the things you may need to think about.

“Is there a visit from a health care team that I need to arrange?”

Firstly, talk to your GP. They can direct you to the appropriate local services. It can be helpful to talk to other people who are caring for someone with MND and to find out what it is really like to be a carer. It can also be helpful to talk about your feelings. You may find it comforting to talk to someone who has experienced the same situation. It can be helpful to talk to someone who is a professional in the field, such as a social worker, occupational therapist or counsellor. It can also be helpful to talk to a local support group.
Delirium information for relatives and carers

Bradford Teaching Hospitals NHS Foundation Trust (BTHFT)

Designer: Stephen Cunningham – Medical Illustration (BTHFT)

The Delirium leaflet was designed for patients and carers as a supplement to Bradford Teaching Hospitals NHS Foundation Trust’s delirium guideline and won the Special award for trust. The involvement of clinicians and feedback from service users was evident in the production of the resource. The intended audience includes any patient diagnosed with delirium, as it can affect adults of all ages although the condition is more common in people over the age of 65 years. The judging panel found this ‘a very simple information leaflet which provides much-needed information very clearly’ and also commented ‘Well done for taking care over producing this fantastic resource which explains very clearly what can happen to people in hospital when they experience delirium … it is easy to read. Everything is crystal clear and very helpful and empowering’. 
Little George and the Dragon

Alder Hey Children’s NHS Foundation Trust

Sickle Cell Team, Arts for Health Team and illustrator Kate Pankhurst

Given to patients and their families at dedicated clinic sessions, this booklet aims to inform young people and children who have sickle cell disease about some of the effects of the disease in an age-appropriate and fun way. The judges thought that the George and his Dragon illustrations supported the story very well with the bold colours drawing the reader in. It is evident that patients and their families were actively involved in this booklet which can also be downloaded from the trust website.

As Little George and the dragon started playing, the man living at number 7 watched. “That dragon is still very scary,” he said, ducking to dodge its tail.

“And he’s still very annoying,” said the woman at number 11, “but I think we can learn to live with him.”

“Just like I have learnt to live with my Sickle Cell,” said Little George, patting the dragon.

The man at number 7 nodded. The woman at number 11 decided it was safe at last to buy a new handbag.
Research tells us that children who have a parent or carer diagnosed with cancer are at high risk of developing negative psychosocial problems, such as anxiety, sadness, anger or feelings of irrational guilt. Parents report the difficulty of explaining cancer to their children in an age-appropriate way, and find it problematic to use words and terms that their children will understand. This poor communication is known to deepen the negative psychosocial feelings a child experiences.

It was evident that there was a clear lack of provision for children who were affected by their parent’s cancer diagnosis, so Fruit Fly Collective’s team designed and developed The Tiger Cloud Kits, a toolkit that families could explore together. Inside each toolkit there are over twenty tools that are engaging to the user, age-appropriate, and non-clinical. Artists and clinicians worked together to produce educational tools that would help to increase the understanding of cancer and its treatments, practical tools that would support changes in home life and help manage children’s expectations, and tools to encourage communication about the emotional changes the family may face.

The Tiger Cloud Kit has been used at various sites, including NHS Trust cancer clinics, psychological support units, schools, cancer charities, and family homes, and by a variety of professionals, such as clinical psychologists, teachers, nurses, therapists, cancer support groups, school counsellors, and social workers, as well as, of course, families.

The Tiger Cloud Kit was recognised for 2 special awards categories and was noted by the judges to be an exceptional resource pack with interactive elements that engage the target audience. ‘The booklets alone would stand as exceptional for the quality of production and clarity’.