

DEVON

DIGITAL CARERS



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Help Guide: Using the library and sharing the videos with local carers

We hope you find this guide useful in getting you up and running using video.
We encourage you to share this guide with your team.

1. Familiarise yourself with the library

There are over 350 videos categorised into over 80 specialisms, covering many of the common conditions carers and their loved ones encounter. We recommend taking some time to familiarise yourself with the content.



The image displays two overlapping screenshots of the 'health & care videos' website. The top screenshot shows the main landing page with a green header, navigation links (Home, Main Site, Make a Suggestion), and a search bar. Below the search bar is a grid of category buttons for various medical conditions, including AMU, Alcohol, Allergies, Asthma, Audiology, Autism, Bladder and Bowel, Blood Pressure, Breast Screening, COPD, Cervical Smear, Chlamydia, and Continence. The bottom screenshot shows a specific category page for 'Diabetes', featuring a grid of video thumbnails with titles such as 'Living with Type 2 Diabetes', 'What are the possible complications when you have Diabetes?', 'What is Diabetes?', 'What is Prediabetes', 'Coping with a hypo', 'Sick day rules for people with Diabetes', 'Giving an insulin injection using an insulin pen', and 'Healthy eating with Diabetes: Carbohydrates'. A 'Share By Email' button is also visible. In the bottom left corner, there is a video thumbnail showing a person's hands using an insulin pen to inject insulin into their arm, with the 'health & care videos' logo overlaid.

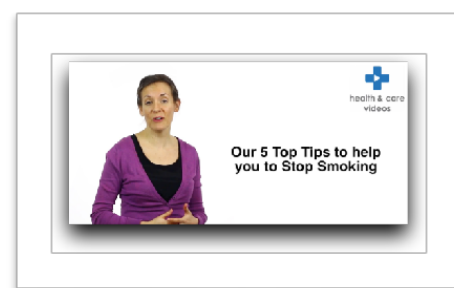
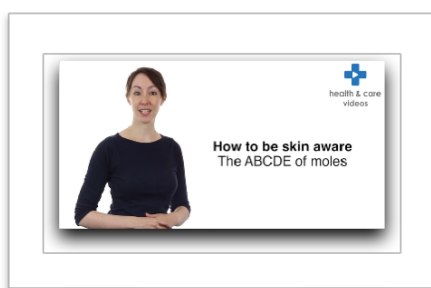
2. Examples of how to use video in your pathways of care

Prevent unnecessary doctor's visits

Over 50% of library users have said that watching a video meant they didn't need to see a GP. Using the library can help carers and their loved ones avoid the stress of these appointments.

It's important they know about the library! Here's how you can tell them:

- Add information about your library to your telephone message
- Share your library on social media
- Add links to your library to any communications to carers and their loved ones



Free up your resources

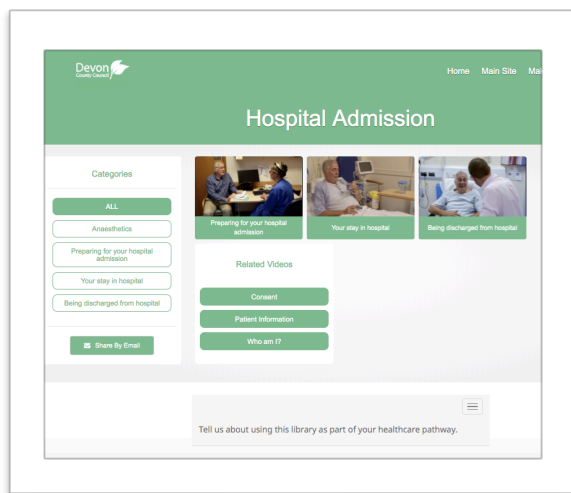
Send carers with specific needs links to relevant videos to help them manage their own health and that of the person they care for. Sending this information out pre-emptively may help them access this new resource, educate them about conditions/treatments and potentially replace the need for you providing information face-to-face and improve your availability.



Reduce anxiety surrounding doctor's visits

Those who watch a video at home before they come in for an appointment saves time explaining it in the consultation and better prepares them so they ask focused questions.

Sharing these videos with carers and the people they care for may help them both prepare for appointments, hospital admission and coming home from the hospital.



- Send the hospital admission and discharge series to carers you know are taking loved ones into hospital.
- Show carers the 'Who am I?' Series to help them understand who they're talking to at each appointment.
- Encourage carers to show their loved ones the videos before appointments so they understand what's going to happen (e.g. x-rays, MRI scans etc)

Encourage self care

Encourage carers and the people they care for to take control of their health to avoid future problems and the need for medical intervention.

- Send known smokers the link to the stop smoking video
- Encourage people with diabetes to look after their feet and get their eyes checked by sending the Important Tests and Checks videos
- If you know someone with asthma, send them the inhaler series as a refresher



Standardise information

Using video means that the health information you provide is standardised, so you can be sure that each carer gets the same information and advice.

All of the videos are written by clinicians and for a reading age of 10, so you can be sure that the information is correct and accessible for all.

3. Get your team on board

It is important your team know the reasons behind using video and the benefits it can bring to them and the carers they support.

- Hold a launch session for all staff
- Hold follow up sessions with individual departments ie volunteers, receptionists
- Encourage staff to generate ideas for new videos or how they can be used within your organisation
- Include regular information in your internal newsletter
- Leave the leaflet below in the staff room

4. Tell your carers why you are using video

1. Add information to any newsletters
2. Put posters/leaflets in communal areas (available as a download)

5. Sharing the video page links with your carers

Add links to emails/texts

From your homepage, simply click on the relevant page eg Inhalers, copy the web address and paste it into a text message or email.

Use a 'no reply' email address and text message using related wording in the body of text so that readers know not to respond to the message and that the mailbox/text account is not monitored.



6. Encourage your community to self-manage their health

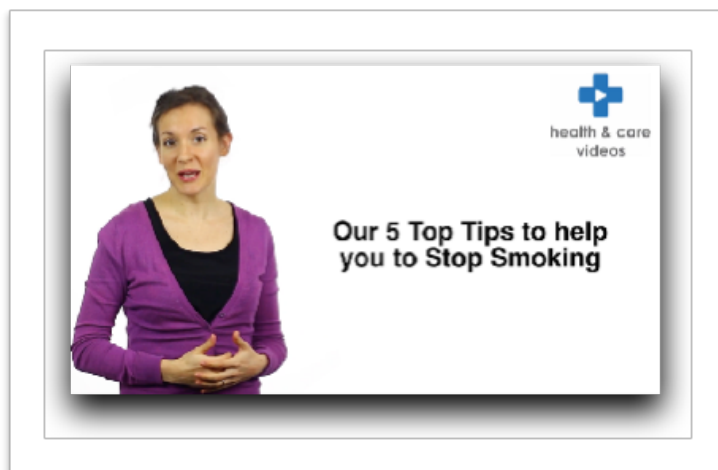
Public Health Campaigns

Use the self-care videos alongside your existing public health campaigns eg. stop smoking, healthy eating

Social Media

Post regularly on social media to share your new resource to a wide audience. Sharing to Facebook and Twitter will direct people to your website and video library. Consequently, making it much more accessible.

Shorten and personalise your links using sites like <https://bitly.com/> or <https://tinyurl.com>. This will give you more room for your text and look neater online.



Schedule posts in advance to ensure you have content going out consistently. Use Facebook or tools like TweetDeck and HootSuite to do this.

Top tip: Add an image to your post to make it more engaging and always link back to your website.

7. Stay up to date with the project

Follow the project's social media pages to stay up to date with the project:



www.twitter.com/DigitalCarers or search @DigitalCarers



www.facebook.com/DevonDigitalCarers or search @DevonDigitalCarers

You can also [sign up to our mailing list](#) to get monthly updates on the new videos we've added to the library and tips on how to use the library effectively.

7. Got suggestions for new video content?

We welcome your suggestions and commit to adding new videos to the library each month. If you have an idea for new video content please complete the form by clicking on the 'Make a Suggestion' button on the top right of the Library.