



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 2020/2021

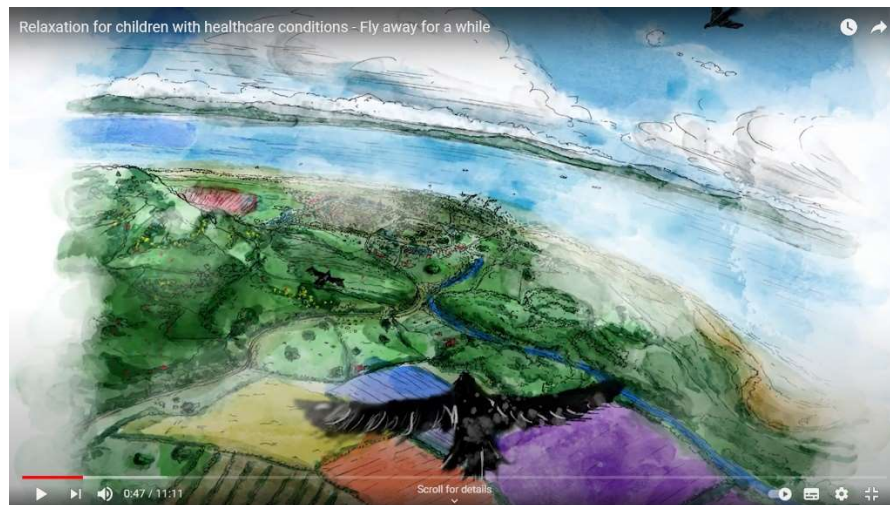
The financial year ending on 28 February 2021 was another successful year for the charity despite a world pandemic. We summarise below some of these great wins and accomplishments from the past 12 months.

Summary and key successes at a glance

Successes this past year include:

- The development of **sixteen videos providing support for children, families, and carers during the COVID-19 Pandemic**, receiving excellent feedback from our audiences.
- We were able to provide **32 therapy and counselling support sessions** to 8 parents.
- **Successfully increased our marketing and communications focus**; contacting new hospital teams as well as new practices in the Port Glasgow area, sending out postcards and hospital appointment letter leaflets.
- Developed an **android app** containing all our 28 hospital videos that will be available on the google play store.
- A **steep increase in engagement**, with 73 hospitals and healthcare centres across the UK now using our resources.
- Provided **28 android tablets** containing our app to 10 hospitals in Scotland and 8 in England and Wales to be used in 5 hospital departments and waiting room areas.

- We have successfully worked with the team developing the website for the new **Royal Hospital for Sick Children and Young People**, Edinburgh to include links on their new website to videos on our website.



(Relaxation for Children with Healthcare Conditions - Fly away for a while)

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 to @WWCIHcharity videos we managed to get my 4-year-old through the exercise/stress test. He was very anxious about it but watching the videos helped him see there was nothing to worry about & it wouldn't hurt him. He also wanted to be a ninja like the girl in the video!"*
- *"We think that this charity is incredibly important for children, young people and their families in Cornwall as well as all the holidaymakers in the County (at times meaning we are double the population!!) and wish to add our support to the What? Why? Children in Hospital Charity going forward."*
- *"This has been the most helpful video for our family! Thank you."*
- *"We work as part of Cwm Taf Morgannwg University Health Board in Wales. We have been using the What? Why? Children in Hospital videos in waiting areas, in ward environments and as suggested viewing in our appointment letters. These have been used for preparation for children visiting for an MRI, CT or ultrasound investigation. We have found enormous patient satisfaction with the video platform in addition to improved success rates and quality outcomes using these videos. It has become apparent that the age of child being able to undergo MRI and CT examinations without sedation or anaesthesia has reduced. It is advantageous tool for play leaders on wards and parents preparing their children for these examinations."*

- *Watched and listened to this with my Ruari last night, he fell asleep straight away. Had a CT scan myself today. I suffer from claustrophobia and started to panic so I tried to visualise myself flying like a bird to take my mind off it. It seemed to work, not easy to do tho'. Thanks to Marit and her Team."*
- *Our Children's A&E team at Ormskirk District General Hospital uses the What? Why? Children in Hospital videos to help children prepare for a variety of procedures including ECGs, blood tests and different scans. The staff are on hand to answer questions and the whole explanation by children really helps to calm them.*
- *"I am a play specialist based on the Children's unit at Stepping Hill Hospital. Stepping Hill Hospital is a district general hospital, situated in Stockport, which cares for families from not only Stockport but many surrounding areas including the High Peak. Our main role is to prepare children for surgery and any invasive tests or procedures they may require during their visit or stay with us. We also take referrals from consultants and see patients prior to their day of procedure. We are always seeking to find ways in which we can improve our service and how we can help children to cope with being in hospital. Having a tablet with all What? Why? Children in Hospital videos will assist in our role of this and help us to provide valuable preparation to not only the patient but also their families. We support this project by the What? Why? Children in Hospital charity. We think this project will make a big difference to families across Stockport and its surrounding areas."*

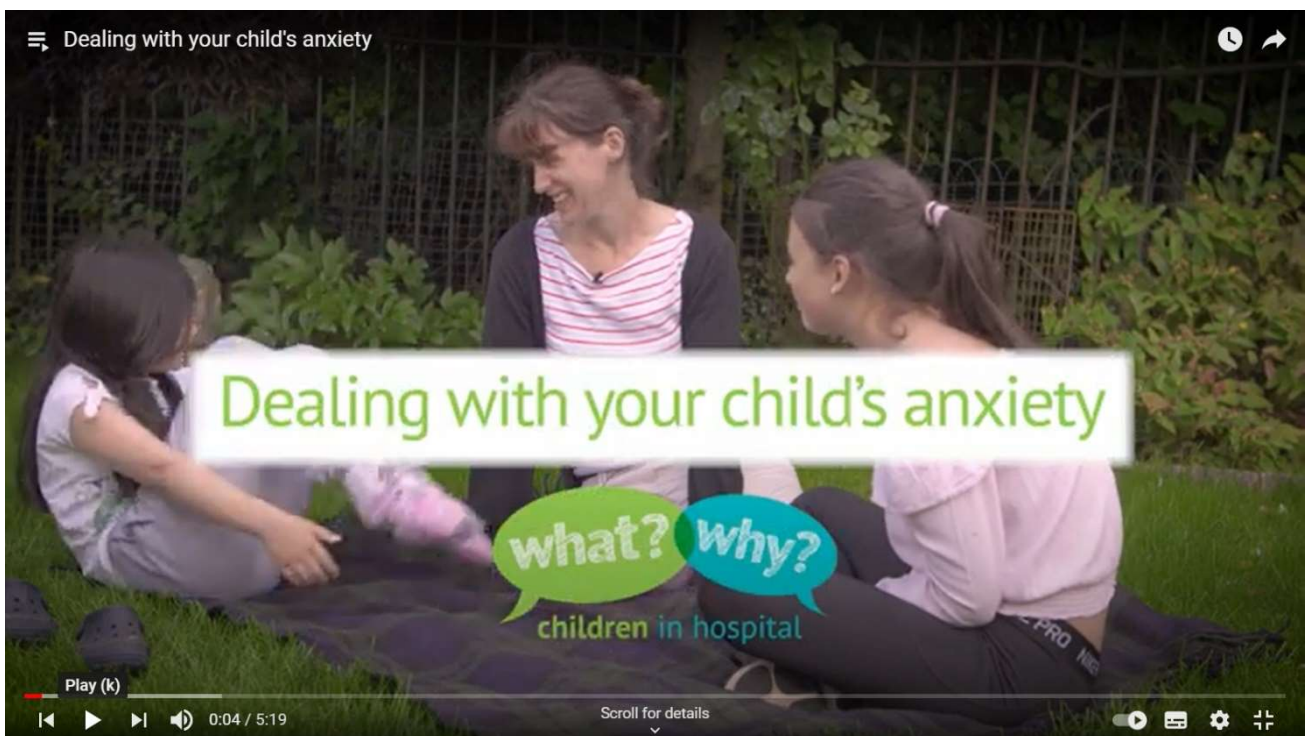


(One of the Tablets and Posters supplied to Hospitals containing the app with hospital videos.)

Videos

The output of the film projects completed in 2020/2021 were the following 16 high-quality videos about anxiety and relaxation as well as ideas and messages of support for parents of children with additional support needs:

- Introduction to What? Why? Covid-19 Project
- Try to Slow it all Down – Supporting Parents During Covid-19
- Daydreaming about Happy Times - Supporting Parents During Covid-19
- Can You Hear the Birds? - Supporting Parents During Covid-19
- Take Time to Look After Yourself - Supporting Parents During Covid-19
- Choosing to Trust - Supporting Parents During Covid-19
- Responding with Love – Supporting Parents During Covid-19
- No Need to DIY – Supporting Parents During Covid-19
- Taking Time to Imagine a Happy and Healthy Future - Supporting Parents During Covid-19
- The Experience of Lockdown is Very Personal - Supporting Parents During Covid-19
- Power of Laughter - Supporting Parents During Covid-19
- Mindfulness to reduce Anxiety in Parents - Supporting Parents During Covid-19
- Guided Relaxation – Supporting Parents Dealing with Anxiety and Uncertainty
- Escape to a Beautiful Meadow – Relaxing Visualisation for Children and Parents
- Relaxation for Children with Healthcare Conditions – Fly Away for a While
- Dealing with Your Childs Anxiety



(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. We previously developed 23

leaflets and this year we developed a new hospital appointment letter leaflet about the Nasogastric Tube video.

A total of **13,300 hospital appointment letter leaflets** were sent out to patients in 2020/2021.

The charity also provided 2800 postcards to hospitals across the UK. This year we achieved a large increase in hospitals using our resources: from 55 (2019/2020) to **73 hospitals and healthcare centres in 2020/2021**.

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.

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.

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 2020-2021:

- Facebook followers increased from **2125 to 2485, up by 17%**.
- Videos were **viewed 43,100 times** on Facebook a 4% increase on last year.
- 41% of the people engaging with our Facebook page are women aged 35-44.
- The top three languages of people engaging with our page are English (US and UK), Arabic, and Polish.

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 2020/2021:

- **8.5 million people viewed our videos** (compared to 1.7 million last year), increasing our cumulative views to **12.7 million views**.
- Our YouTube channel gained nearly 14,000 subscribers, reaching a **total of 20,323 subscribers** by February 2021.

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 support videos.

The new format we adopted last year has proven extremely helpful for users making it easier for them locate the video of choice.



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

Financial overview

Our total income this financial year was £47,961 and our expenditure was £44,497. 98% of expenditure was related directly to charitable activities.

The remaining expenditure was on fundraising activities (0.1%), training (1.8%) and governance costs (0.1%). Cash in hand at the end of the year was £14,407, of which £6,343 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 donation from Gordon and Fiona Ferrier, Blackhall Probus. We also thank The Scottish Government, Felicity Wilde Foundation, Foyle Foundation, Awards for All, CAF Funding and Groundwork UK, 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.