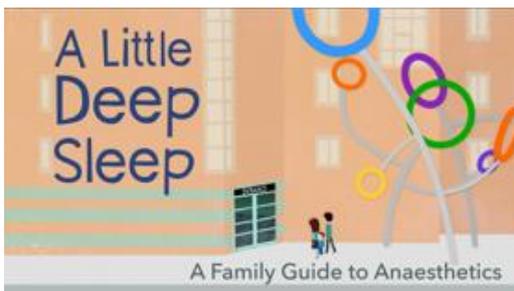
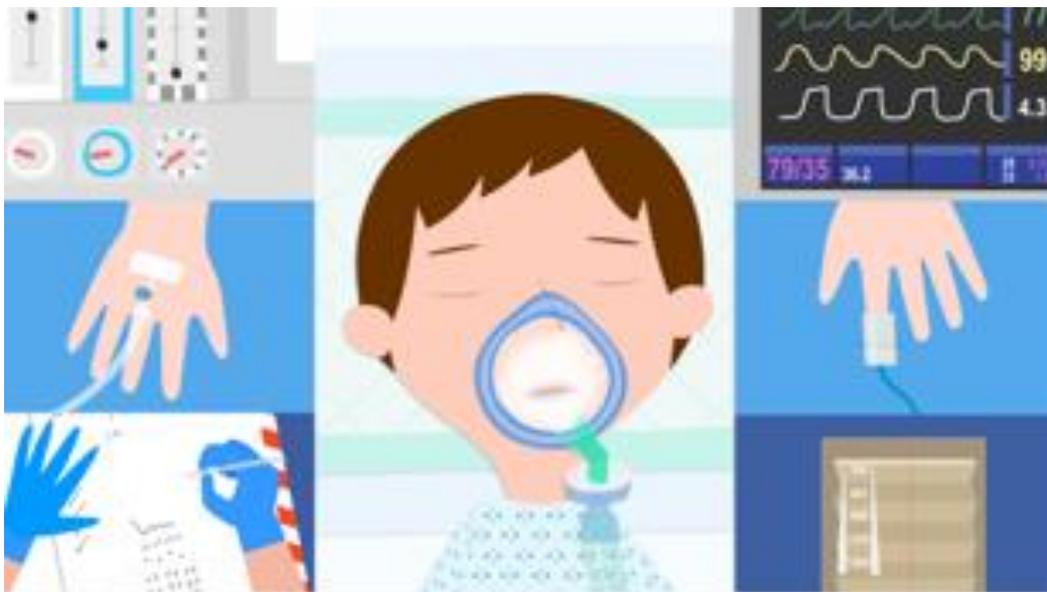




A Little Deep Sleep ForMed Films CIC

**Arts & Health South West Prize 2016
Winner**



Name of organisation: ForMed Films CIC

Title of project/programme: A Little Deep Sleep - A Family Guide to Anaesthetics

Dates of project/programme: April 2015 December 2015

Summary

ForMed Films CIC creates animated films and resources for medical education. It aims to inspire good health choices and encourage health promotion through informed self help and medical guidance.

ForMed Films was commissioned by anaesthetists at BRHC (Bristol Royal Hospital for Children) to make 'A Little Deep Sleep - a Family guide to Anaesthetics'. This animated short film was a collaboration between the hospital and ForMed Films, created to educate children and families coming into hospital to have surgery under general anaesthetic. The film was inspired by the incredible skill of the anaesthetic staff at BRHC.

ForMed's film-maker spent time in the hospital; on the ward, in theatre and the recovery room of ward 36. The director observed, sketched, recorded audio of the atmosphere, machines and staff, and interviewed children visiting the children's hospital for the day to go under general anaesthetic.

The final film integrates the sounds and children's experiences, with an authored narrative, illustrated with beautifully designed animation to make a concise and informative film about the experience of undergoing anaesthesia. The film takes the viewer on an authentic journey from entering the hospital to undergoing surgery under anaesthetic through to going home. It aims to ease anxieties and give clarity about what is to come during a family's hospital visit.

The film can be viewed on the BRHC website making it accessible to families preparing for their visit to the children's hospital. It is also sent to the family pre-appointment by a link to smart phones.

Overview

Bristol Royal Hospital for Children is one of the UK's leading children's hospitals treating patients from across the South West, South Wales and beyond with life-threatening illnesses. It also serves as the paediatric intensive care centre for the whole South West region. The hospital is an international, national and regional specialist centre of excellence for a range of services including neurosurgery, burns, cardiac, leukaemia and bone marrow transplants.

The original idea of a film explaining the process of anaesthetics was developed by Dr Judith Nolan and Dr Anthony Bradley, consultant anaesthetist at Bristol Royal Hospital for Children. The anaesthetists wanted to find the best way to ease existing concerns that children and families have about coming in for an anaesthetic. They started by conducting a patient survey. Patients and families were asked about their experiences, what worried them most about their trip to hospital, what research they performed prior to coming to the hospital and whether this helped to ease their anxieties. The majority of families taking part in the survey (90%) looked for information on the Bristol Royal Hospital for Children

website. This consisted of a number of downloadable age appropriate pdf's from the Royal College of Anaesthetists:

- 'Ree's Bear has an anaesthetic': a 20 page children's book style leaflet about anaesthetics for young children
- 'Davy the Detective: Finding out about anaesthetics': a 20 page comic book style informative leaflet for young people
- 'General Anaesthesia: a brief guide for young people': a two page informative leaflet for teenagers
- 'Your child's general anaesthetic: information for parents and guardians of children': a 12 page pdf of information for adults.

60% of parents also said they had consulted Wikipedia, where the information is text-heavy, lengthy and overwhelming with potentially disturbing images of real life operations. Parents/carers primary concerns were that their child would be in pain or distress or have an adverse reaction to the drugs. They also thought it important to be reminded to bring something to distract their hungry and potentially nervous child during the sometimes long wait before going into surgery. Many were also surprised by the speed of the induction of anaesthesia when it was administered.

The greatest worries for the children were a fear of needles, the possibility that they would wake up during surgery and concerns about how they would feel after the anaesthetic. Paediatric Anaesthetic Consultant Anthony Bradley explained: "Coming to hospital for any reason, especially when it involves an anaesthetic, can be a very stressful experience for parents and children. We wanted to address these real concerns in a way that is relevant and engaging. We felt that a short, factually accurate, animated film made by the children who would benefit most, would best address the anxieties and questions we had identified in an accessible and entertaining way."

In February having accessed funding from Bristol charity The Grand Appeal, the anaesthetists approached ForMed Films CIC. ForMed director, Emma Lazenby, has worked in the animation industry for 18 years, on numerous films, adverts and series ('Charlie and Lola' and a Disney series 'Nina Needs to Go'). She won the BAFTA for short animation in 2010 for 'Mother of Many' a celebration of childbirth and midwifery and an award for Excellence in Oncology for 'One of a Kind - a child's guide to radiotherapy' in 2010. Emma has a talent for tackling difficult subjects with delicacy and humour.

ForMed and BRHC decided to make a 5-6 minute animated film about the experience of having a general anaesthetic. The film was aimed at children aged 3 and above, and produced in a format that they could understand and watch repeatedly. The animated film aimed to openly and honestly educate children and reduce anxiety for children and families coming in to the hospital.

Emma spent three days shadowing Dr Bradley and Dr Nolan, observing the process in the ward and in theatre. Emma watched consultations, patients being anaesthetised, the anaesthetic procedure during operations and sat quietly in

recovery as patients awoke. Impressed by the incredible skill of the anaesthetist and in awe of the process, machines and sounds, Emma spent time immersed in the processes and procedures, asking questions, sketching and taking in the environment.

Emma then spent many mornings in ward 36, interviewing children before and after their anaesthetic (with consent from both the children and their families). She recorded the noises and atmosphere of the ward and hospital, including doctors and nurses in dialogue with children and families during the process. Each afternoon Emma returned to the studio to create a script and designs to discuss with the doctors. She then produced an animatic (a working storyboard with sound) using the gathered information, ideas and audio to build a clear plan. Emma worked with an editor and script editor and collaborated closely with the anaesthetic team to plan out the precise vision and narrative of the final film.

During the production stage, Emma led a talented team of animation and audio professionals: a producer, designers, animators, composers, a musician and a sound designer. They worked to the animatic plan with regular approval stages and discussions with the BRHC anaesthetists to ensure the desired outcome. The final film, 'A Little Deep Sleep', was completed in October 2015 and launched in December with a screening for crew, participants, families, hospital staff and press in the Cube Cinema in Bristol.

Innovation

Until recent times much medical information has been given to patient via printed leaflets or found through internet searches. Both leaflets and websites are difficult for people with low literacy levels to understand. Information given to a person with high literacy can also be overwhelming and difficult to take in. The use of animation to educate is a growing medium. Done well it can give short, informative burst of knowledge in a clear and positive way. ForMed Films are unique as a not for profit animation company specialising solely in producing narrative medical information films for charities and services such as the NHS.

The Amsterdam School of Communication Research looked at the effectiveness of health animation and concluded that: '...spoken animation is the best way to communicate complex health information to people with low health literacy. This format can even bridge the information processing gap between audiences with low and high health literacy as the recall differences between the two groups are eliminated... It must be noted that the animations and narrated text [need to be] ...of professional quality'.

'A Little Deep Sleep' was made through extensive research and immersion into the process of anaesthesia. The film-makers listened to the worries of patients to produce a film which answers their concerns. The film is based on experiences of children directly before and after having a general anaesthetic. In six minutes it gives an overview and understanding of a day in the hospital for surgery under anaesthetic to children and families.

Participation

Staff and patients at Bristol Royal Hospital for Children were kindly very co-operative and willing to participate in the film. ForMed's director Emma shadowed a number of families through the anaesthetic process, attending consultations, accompanying nurses, parents and children to the anaesthetic room, entering theatre, and quietly and unobtrusively watching the recovery process. In the ward, the nurses participation and cooperation was invaluable, allowing Emma to observe the ward quietly, to follow them and ask them many questions, to record them in conversation with families whilst weighing, applying cream, monitoring, feeding and discharging.

Dr Bradley and Dr Nolan reviewed the day's case list and suggested suitable patients to interview. With consent, eight children were interviewed, accompanied by parents to a quiet room (sometimes a difficult place to find on a busy ward!) Emma asked open questions before and after surgery, which the children answered frankly and honestly. Often parents were more nervous about the procedure than their children.

Approximate numbers for participation in 'A Little Deep Sleep':

- 2 anaesthetists shadowed
- 4 anaesthetic assistants interviewed
- 8 doctors in surgery
- 10 recovery staff quietly accompanied
- 20 scrubs observed
- 20 nurses shadowed and interviewed
- 8 families interviewed
- 20 families shadowed through the process
- The sounds of hundreds of families captured in the atmosphere of ward 36 and the hospital.

Outcomes

The main positive outcome for Bristol Royal Hospital for Children is that families can now access clear, concise but precise information before they enter BRHC for an anaesthetic. The film helps to answer families' worries freeing up staff to answer more specific questions. The dinosaur toy featured in the film, made lifesize by ForMed for the Launch, has become a mascot for the anaesthetic department.

- The final film, 'A Little Deep Sleep: a family guide to anaesthetic', charts the journey of a family visit to the hospital. It covers:
- Preparation for coming to the hospital: fasting and bringing toys
- What will happen on the ward: there may be a wait, the people you will meet
- In the anaesthetic room: an accurate representation of anaesthesia by needle and by gas
- While asleep: that the anaesthetist will be monitoring and with you all the time

- In recovery: that you may feel a bit funny but your parents will be with you very soon
- Going home: when you have had a bit to eat and been seen by anaesthetist and doctor you will be allowed to go home.

The completed film can be viewed directly from the Bristol Royal Hospital for Children website. Patients can watch it before and during a visit to the hospital for general anaesthetic. A link to the film is texted to parents'/carers' smart phones prior to the hospital visit, to help them talk with their child, to give them the information they need before entering the hospital, to familiarise them with the noises of the hospital, the staff they will meet and the procedure of anaesthesia.

Through making the film ForMed Films has built a strong partnership with BRHC and The Grand Appeal. The film is a great example of the good animation can do in health education. Only the second film made by ForMed Films, founded in January 2015, it has helped to build their network of audio and visual professionals and further hone their skills in medical education film-making. The Grand Appeal, through the licensing of 'A Little Deep Sleep' for use in other hospitals, both nationally and internationally, has the potential to bring considerable funds back into the charity. This is currently under discussion with further plans to market a soft toy for children visiting ward 36.

Learning

ForMed Films and BRHC teams learnt a great deal about how to effectively collaborate to produce a film that would be useful to patients in the long-term. A full evaluation of the film and its impact on patients at BRHC is planned for 2016. During research and recording, hospital staff had to consider how film-makers could have access to Ward 36 staff and patients and their families in a way that didn't disrupt procedures and allowed people to make a positive choice to be part of the film.

Staff at ForMed Films needed to be sensitive to hospital staff priorities and be aware of patient anxieties. Director Emma researched interview techniques for working with children and took advice from health professionals about working in the hospital environment. Given budget constraints, the film progressed quickly within a 14 week schedule. Hospital visits often took longer than planned, the children taking varying amounts of time to fully come around and finding a quiet room in ward 36 could be difficult. Although a full interview wasn't always possible, useful ideas and audio were always gathered. Ideally there would have been an extra two weeks as hospital visits took longer than scheduled for.

The anaesthetists were able to understand the importance of clearly structuring and planning a film so that patients receive enough specific information without being overloaded. Entering the hospital to wear scrubs and attend theatre was a fascinating and educational experience for director Emma Lazenby. During each hospital visit staff at ForMed films build on their knowledge of medical matters and healthcare in the UK to help inform future films.

Critical success factors

'A Little Deep sleep' helped forge a strong partnership between Bristol Royal Hospital for Children and ForMed Films. Its success was due largely to both parties having a passion for the subject as well as mutual respect and a fascination for each others' professions. Anaesthetic and film teams collaborated closely to create a powerful and informative film.

Participation by hospital staff and patients was invaluable. The research and time spent in the hospital by the film's director helped produce a clear narrative. Audio recordings of doctors, patients, machines and locations kept the film authentic and helped viewers become familiar with the hospital environment. The addition of an informative narrative kept the film short and concise for a young audience some of whom may have a short attention span. Interviews with children added reality and meant that the films' contributors could give peer support. Music brightened the film and the breaths of the sleeping child and beeps of machines acted as a metronome. Sound design wove recorded audio artfully together, bringing audible believability to the film. The accurate representation of the hospital, children's book style and humorous animation meant that the target audience were engaged enough to want to watch the film more than once. The film talks directly to children and families. Following the December launch and publicity from 'A Little Deep Sleep', ForMed Films are in discussion for films about Cancer, Pain and Death.

Funding and Resources

The Grand Appeal funded 'A Little Deep Sleep'. The £25000 budget is small for a commercially produced animated film. Animation is an expensive medium as it is time consuming and involves a team of highly skilled professionals. As a not for profit CIC (Community interest company), however, ForMed aim to work ethically keeping prices competitive and realistic so that important films, with patients at their heart, can be made. The Grand Appeal has raised over £31 million to support sick babies and children at Bristol Royal Hospital for Children and the Special Care Baby Unit at St Michael's Hospital. It helps provide life-saving equipment, patient activities, new services and family accommodation. The Appeal runs Cots for Tots House, a 12 bedded family accommodation unit for the parents of critically ill babies treated in the Special Care Baby Unit.

Anna Shepherd, Deputy Director of The Grand Appeal said: "As the charity for Bristol Royal Hospital for Children, The Grand Appeal is committed to supporting a wide range of projects that help sick children and their families during their stay. We are very proud to have been able to fund this invaluable resource, which we are sure will have a real benefit to future patients' experience during treatment." Perhaps the most important resource were the staff and patients at Bristol Royal Hospital for Children, who offered their time, help and expertise for free.

Image Credits

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Title: Gas induction
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Title: Under anaesthetic
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