

Video As A Resource In Diabetes Education

Recently there have been a number of new initiatives in online video to promote self-management for people with diabetes. How effective are they in achieving their aims and how does a busy healthcare professional go about choosing the right videos for their patient?

Different types of diabetes videos available

There are a wide variety of free online videos available for people with diabetes. They generally fall into three categories;

Information videos

Videos that give detailed information about specific topic. The sole purpose is for them to relay the information by an expert talking directly to camera and/or by information presented in text or graphs on screen. They don't try to move people with diabetes to take any direct action. It is entirely up to the viewer to do what they want with the information being supplied.

Educational videos

These videos may often come in a series. They provide basic information and talk directly to the person with diabetes about particular topics, but crucially they want the person with diabetes to think more about self managing their diabetes around the topic covered in the video. The videos will have some aspects of user experience to inform and inspire the viewer to take action to better self manage their diabetes.

Campaigning videos

These videos are targeted at bringing about change in diabetes policy, service provision and procedures. The intended audience usually consist of politicians and service providers rather than necessarily people with diabetes. However they will seek the support of people with diabetes and healthcare professionals in building up the campaign.

Flexibility of video education

Traditional methods of structured diabetes education such as DESMOND and Dose Adjustment For Normal Eating (DAFNE) are tried and tested methods, but sometimes the take up from newly diagnosed people with diabetes is not very strong. The positive aspects of DESMOND and DAFNE are that as well as the information presented by the course facilitator(s) they offer a good opportunity for the patient to raise any questions they may have, engage in discussion and learn from their peers at the course.

However many people who work or have other commitments may not see it as a priority in their lives to attend the course if it is offered to them. Others may feel resentful in being 'talked to' about their Type 2 diabetes, or feel guilty and that it is their own fault for getting diabetes.

The advantage structured video education can offer is flexibility for people with diabetes in taking the video education course when and where they want to, and how much time they want to spend in any session. Stigma may also play a part in deterring people with diabetes in attending a group course. In a video education session conducted in the privacy of their own homes, not feeling 'judged' by others, may also make it easier for people to engage in learning about self management.

Engaging people with diabetes

The key aspect of any training course is to effectively engage with learners taking part during the course itself, but also to engage them in wanting to learn in the first place.

National Diabetes Audit findings state that 16 per cent of people with diabetes are recorded as being offered structured diabetes education courses and only 3.4 per cent attend.

Appropriate structured courses need to be commissioned and have effective referral systems in place for patients. If current structured group training courses are only having limited success in engaging people with diabetes then other forms of diabetes education may need to be considered more seriously. This is particularly so if supplemental options can be provided that build up patient's knowledge and lead to patients completing structured courses.

There is no proven evidence to indicate whether patients take any diabetes self management actions after they have watched the education videos, or indeed if there are any long terms improvements in their diabetes health. However patients absorbing information in a hurried consultation with their GP or practice nurse may benefit from having additional online resources available that they can refer to at any time.

People are increasingly using online tools in their personal and professional lives and may find engagement online through video education a 'natural' aspect of engaging and learning, particularly if there is an online forum available as well to discuss diabetes issues with healthcare professionals and peers. However, certain audiences may find online platforms inaccessible or difficult to use.

Self management

Most studies and strategies recognise the need for people with diabetes to better self manage to improve health for the person and to reduce costs to the NHS from diabetes complications, which can often be prevented if the patient is better informed and 'activated'.

"People with long term conditions, who tend to be heavy users of the health service, are likely to spend less than 1% of their time in contact with health professionals. The rest of the time they, their carers and their families manage on their own." Source: <http://www.england.nhs.uk/wp-content/uploads/2014/10/5yfv-web.pdf>

If even the heavy users of the health service only spend less than 1 per cent of their time in contact with healthcare professionals, then utilising various techniques and resources to encourage people with diabetes to self manage in their own homes may be appropriate approach to explore.

"Self care works, produces excellent outcomes, improves clinicians' job satisfaction, reduces workload and saves money. Most importantly patients want it."

Source: Tomkins S, Collins A. 2006. Promoting Optimal Self Care. Consultation techniques that improve quality of life for patients and clinicians. Dorset and Somerset Strategic Health Authority. www.ehealthnurses.org.uk/pdf/poselfcare.pdf

Behaviour change

When a patient “reads” information from a pamphlet they read it in their own voice – a voice that might be feeling depressed or disheartened about the possibility of managing their disease. When a patient “hears” the same information delivered by an expert clinician or expert patient they are more likely to overcome their negative perception of their own health situation. Source: Dr Mike Osborn, Consultant Clinical Psychologist, Royal United Hospital NHS Trust Bath.

Behaviour change is the huge challenge facing both people with diabetes, health services, and healthcare professionals. A key question here is – how can healthcare professionals inspire people to make positive changes to their behaviour?

Many research studies have been conducted on behaviour change. There is no magic fix for all, as people have different motivations and different ways of learning. This it seems logical that different methods have to be utilised to initiate behaviour change. Certainly some people respond better to visual learning and diabetes education through video may be a very suitable medium for them. Also listening to peers talking about their experiences may be a positive influence on how the viewer sees their newly diagnosed condition, while hints on behaviour change that can help them to move towards effective self management of diabetes

It is said that visuals are processed 60,000 times faster than text... presenters who use visual aids are 43% more effective in persuading audience members to take a desired course of action than presenters who don't use visuals. Source: 1986 University of Minnesota School of Management.

"When words and visual elements are closely entwined, we create something new and we augment our communal intelligence ... visual language has the potential for increasing 'human bandwidth'—the capacity to take in, comprehend, and more efficiently synthesize large amounts of new information." Source: Robert E. Horn, Stanford University's Center for the Study of Language and Information.

Recent innovations

Three new video education resources have recently been developed for engaging people with diabetes to better self manage and influence behaviour change.

The Elsie Bertram Diabetes Centre team at Norfolk and Norwich University Hospital has produced a series of short films and podcasts. Programme Manager Sally Watson explains: “Our aim was to produce accessible video education for the 44,000 people of Norfolk with diabetes that is web based, by expanding upon a series of audio podcasts that had previously been commenced. This led to the production of 22 films and 140 audio podcasts online and the production of a DVD for those without internet access to place in libraries and prisons. Working with patient champions and

supporters who have directly discussed patients educational needs following diagnosis, they are well placed to say what is lacking and what is required.”

She feels that Video education can offer diabetes patients:

- the ability to view it at a suitable time, in a relaxed environment – repeatedly.
- opportunity to view with family/friends to increase their understanding and support.
- Benefit more from face to face consultations as they can then address specific concerns raised after watching the videos.
- an alternative to paperwork for those with literacy problems.
- the option to pick out the relevant bits to watch and repeat.”

All 22 films can be accessed for free at: www.nnuh.nhs.uk/videos/adultdiabetes

If you would like to know more about these resources please contact: sally.watson@nnuh.nhs.uk

eHealth Digital Media Ltd has created **PocketMedic** - a digital platform delivering health information films ‘prescribed’ by clinicians to support patients to become ‘expert’ in managing their chronic diseases. See what they are doing here <http://app.iframe.com/links/0a838636694c735e950e6b191fb8bfd1>

They have created a series of 11 films focusing on Type 2 diabetes that can be prescribed by a clinician to help create “activated patients” based on the principles of self-determination theory:

- patients feel a sense of autonomy – they are at the centre of managing their condition
 - competence – becoming ‘expert’ in their condition and
 - relatedness or belonging – by receiving a prescription from their clinician, patients feel connected and part of dynamic and trusted relationship beyond the clinical setting
- Source: http://www.selfdeterminationtheory.org/SDT/documents/2009_WilliamsEtAl_Diabetes.pdf

Creative director Kimberley Littlemore says that, “It is difficult for patients and healthcare professionals to sift through the enormous amount of video material already available online. That is why we think that ‘prescribing’ content is so important.”

PocketMedic was shortlisted for the NHS England Innovations Prize 2015 and is a finalist in the NHS Wales Awards 2015.

If you would like to know more about these resources please contact: kim@ehealthdigital.co.uk

Wandsworth Clinical Commissioning Group (CCG) in conjunction with Healthpad has created and implemented an evidence-based offering, *Managing My Diabetes*. In 2014 it participated in pilot studies to discover the opinions of people living with diabetes about the efficacy of using video clips to increase their knowledge of diabetes, and help them better manage their conditions. See: [How GPs can improve diabetes outcomes and reduce costs.](#)

At the core of *Managing My Diabetes* is a content library of some 250, 60-second videos contributed by **local** health professionals that address peoples’ FAQs about diabetes. These are now available to all Wandsworth health professionals to help them:

- (i) increase their connectivity with people living with diabetes and their carers
- (ii) increase patients' knowledge of the condition
- (iii) propel people living with diabetes towards self management
- (iv) slow the onset of complications
- (v) reduce unnecessary face-time with doctors.

According to Dr Seth Rankin, Co-Chair, Wandsworth CCG Diabetes Group, and Managing Partner, Wandsworth Medical Centre, Providing healthcare information in short video clips featuring local health professionals, which can be easily browsed by patients, creates greater connectivity between health professionals, patients and communities. Unlike clinicians and paper pamphlets, videos clips never wear out, and are available 24-7, 365 days a year. Importantly, any number of patients can access the same video, at the same time, from anywhere, and on any device. Our experience suggests that 60 to 80 second 'talking head' video clips are effective in increasing patients' knowledge of their conditions, and encourages self-management."

Managing my Diabetes videos can be viewed at <http://www.healthpad.net/providers>

More information about Managing My Diabetes is available from: info@healthpad.net

How healthcare professionals can make use of diabetes videos

Diabetes educational videos should be seen as an additional resource to support healthcare professionals in engaging patients in better self management and behaviour change. As there isn't a single nationally recognised NHS approved structured video education programme running alongside DESMOND & DAFNE in place at the moment, healthcare professionals can use their discretion and signpost people with diabetes to some video education and information resources already available.

Diabetes UK have over 250 videos on a variety of diabetes related topics on Youtube for people to access any time. <https://www.youtube.com/user/diabetesukcharity>

Diabetes UK Video Animation about diabetes and the body has been viewed over one million times. <https://www.youtube.com/watch?v=jHRfDTqPzj4>

#type1uncut provides a series of online resources to help young adults aged 16-30 with Type 1 diabetes manage their condition. The videos are made by young adults. <https://www.youtube.com/user/type1uncut/videos>