## **Shared Decision-Making Public Awareness Campaign**

**Realistic Medicine Placement** 



**Jack Fletcher** 

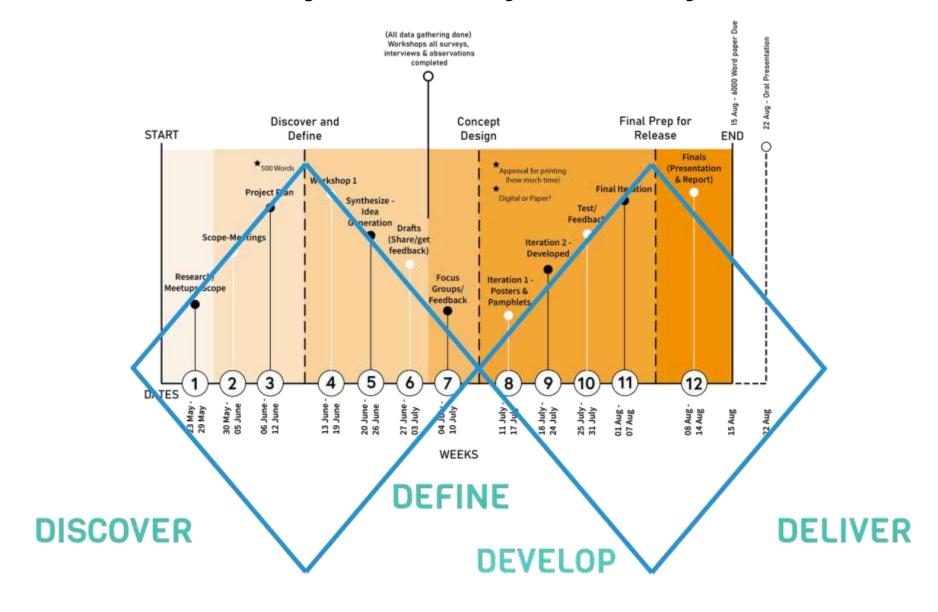


Gloria Coder

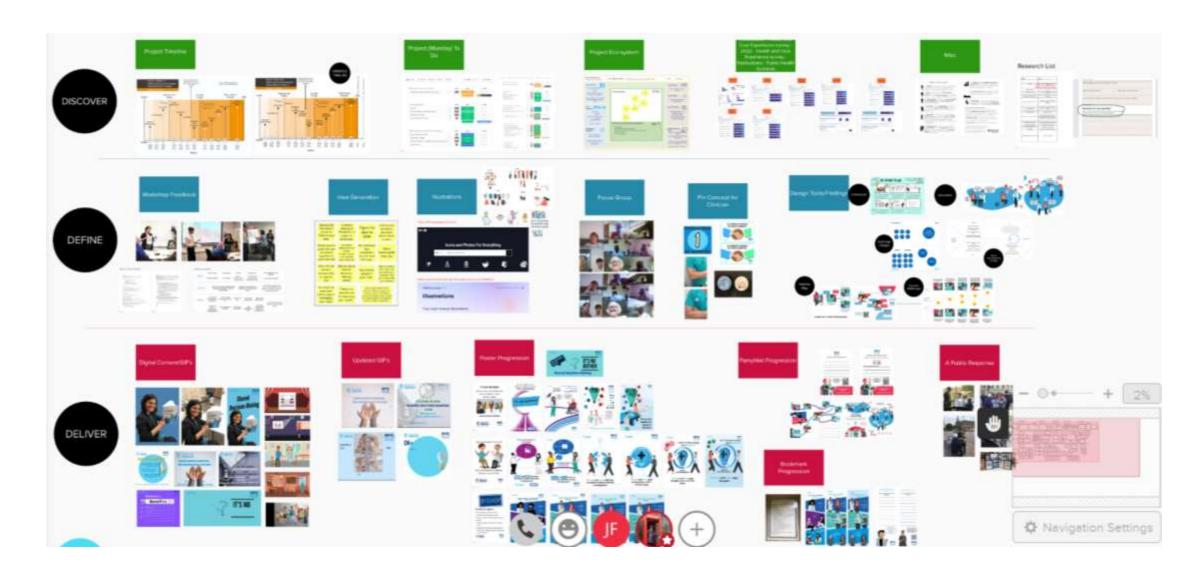
# Healthcare & Design Don't Match Up!

Processes & Challenges in Designing a PH Campaign for NHS Scotland

### **Project Journey Summary**



### 'MURAL' Board



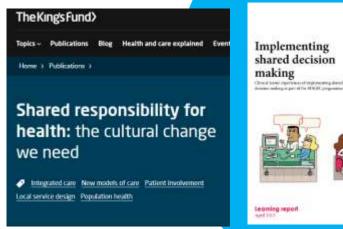
#### Research



### Montgomerv vs Lanarkshire Health

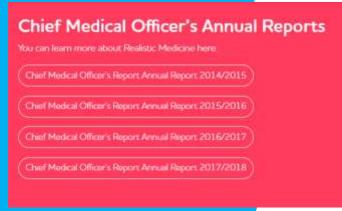


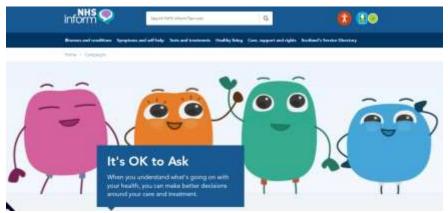














### Following up on recommendations



1. A programme to begin to inform & educate patients
of their right to ask questions of their health
professional & best outcome for them.

- Info leaflets or info monitors (screens) in GP surgeries that include Q's the patients can ask

7. Medical appointment times need to be more flexible as 10-minute appointments can be too short to explain problems and to question the professional about options for treatment

11. Better prepare patients for their appointments so they can be more in control and ask the right questions

#### **Citizens Jury Report - 2019**



# How will this augment what is already there?

Prior campaign education (e.g., BRAN and It's Okay to Ask) has been taken into consideration when designing current media.

Additional components have been added and referenced back to the BRAN program, which some are already familiar with.

Continuity of branding with the Realistic Medicine campaign.

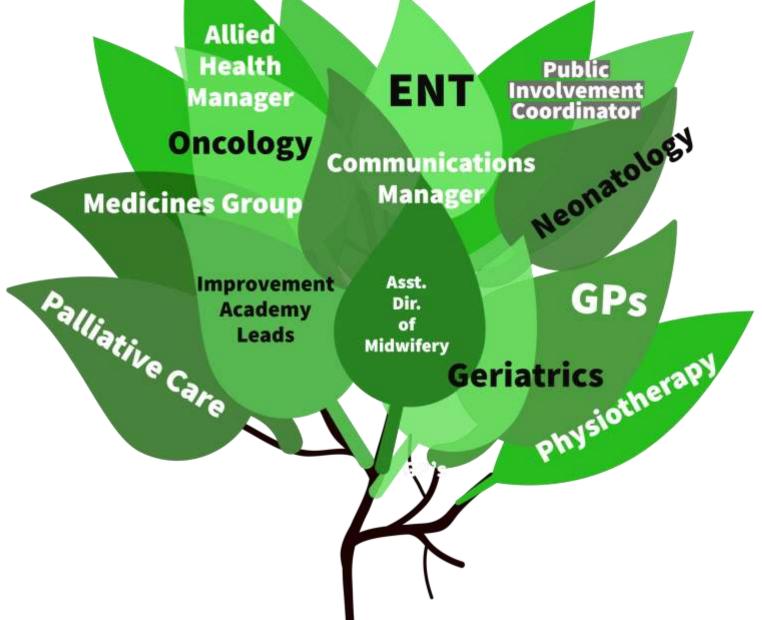
Educating patients about how important it is to be involved in their healthcare.

Providing a variety of media to engage them to learn more about shared decision-making, both physical and digital formats for all populations.

Providing support and encouragement to ask healthcare providers questions.

Encouraging the "attitude shift" that asking questions and being active participants in healthcare is the new norm.

### **Healthcare professional interviews**





'They took time to answer my questions'

'I felt listened to'

Patients left with a better understanding by using illustrations and practical demonstrations.

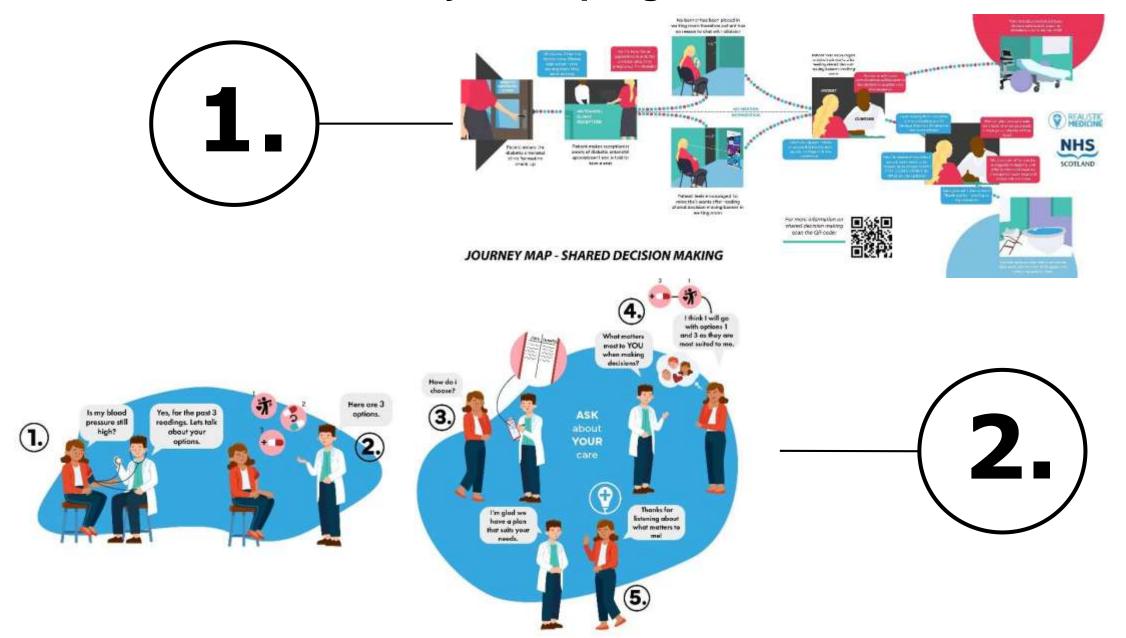
Patients left "with a plan in place"

'Who makes the final decision?" The clinician responded 'you do'.

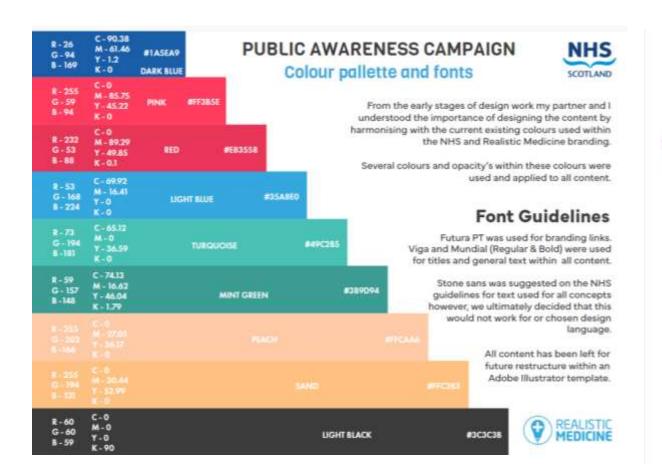
Patients were given the opportunity to take 'some time' to think about the decision and discuss with family members.

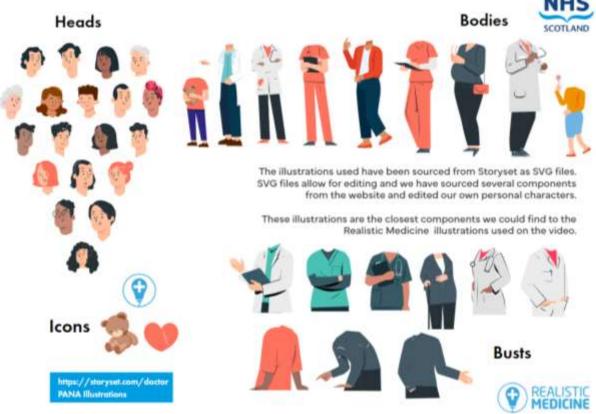


### **Storyboard progression**



### **Project Guidelines**















Workshop/Focus Group

## Prototype Testing with the public

12 Participants provided feedback

"It's hard to think of what to write with just blank lines"

"Tick boxes or icons could help understand with assistance"

"If doctors wore something to remind us to ask, that would help"

"Doctors need to ask what are our questions instead of do you have any questions? That would be less intimidating."







### Badge Progression The healthcare providers role























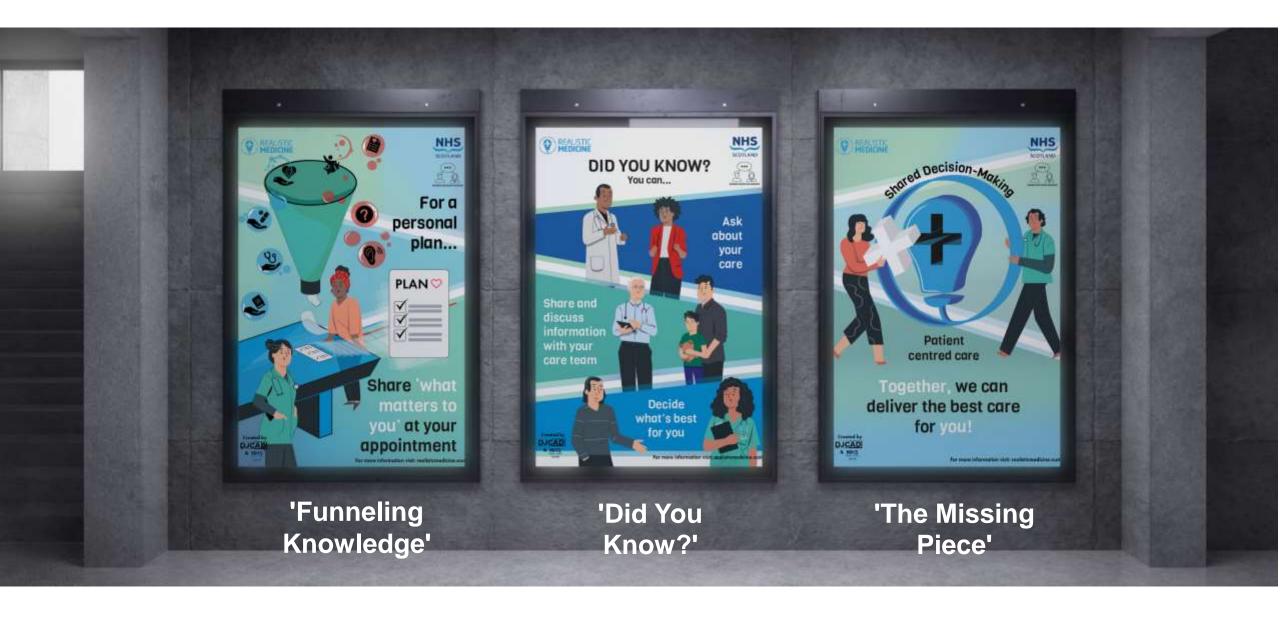
### **Poster Progression**





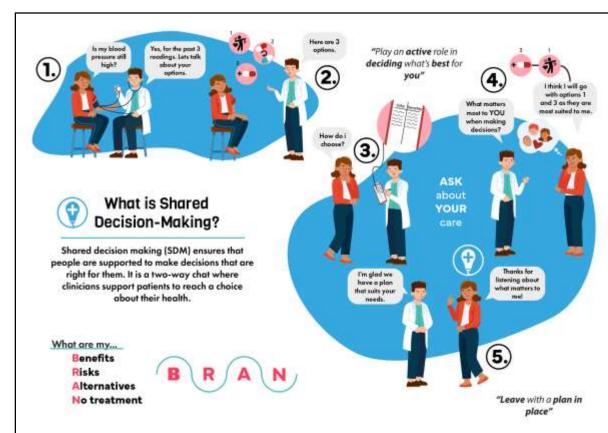


### **Final Poster Iterations**



### **Final Pamphlet Iteration**





Front and Back Side

Inside

### **Alternate Pamphlet fronts**



**Paediatric** 



**Antenatal** 



**Gender Neutral** 



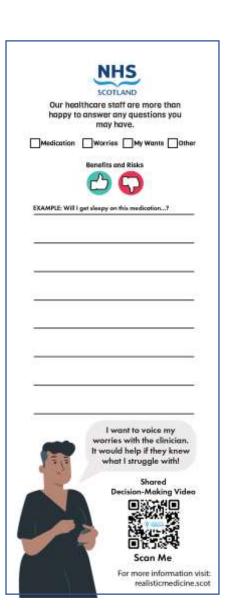
**Black & White** 

#### **Current Bookmark Iteration**

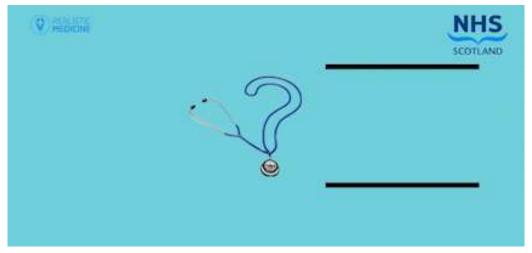


**Front Side** 

**Back Side** 



### **Social Media**





### SOME CHALLENGES DISCOVERED

Our brief was a very focused on the final outcome (digital and print media), but still very vague.

Designers and healthcare professionals have mostly come from polar opposite learning techniques and approaches to communication. This is both a positive and negative

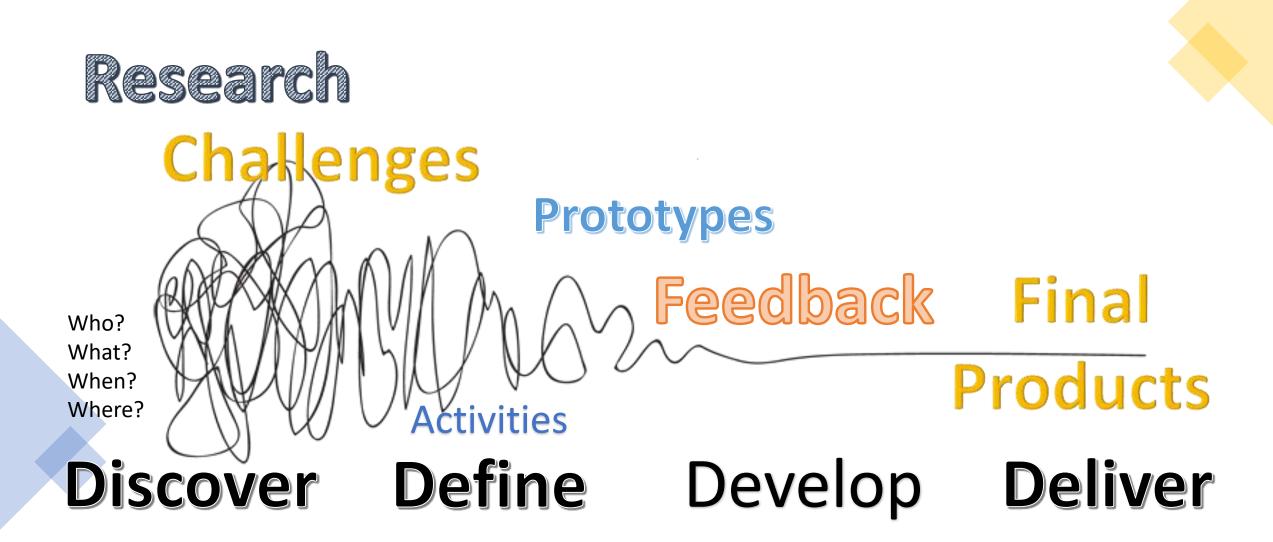
Healthcare facilities show rather poor examples of awareness approaches. Nothing has been properly tested or designed within the spaces and they are not necessarily set up effectively.

There is a lack of awareness from the patients. A big surprise wasn't that the clinicians weren't practicing SDM but rather the patient didn't understand their role in their own healthcare (they are used to being told what is best for them)

All healthcare departments are set up differently and trying to create an awareness that will reach all parties is a challenge.

We had limited guidance from people/departments to help along our journey in order to follow NHS guidelines with our outcomes.

### Fuzzy front end...





**Questions or** 

**Comments**