Brief for End of Life Animation
York Teaching Hospital NHS Foundation Trust

Project name: End of Life Care Animation

About our service: Death and dying are inevitable. Palliative and end of life care must be a priority. The quality and accessibility of this care will affect all of us and it must be made consistently better for all of us. The needs of people of all ages who are living with dying, death and bereavement, their families, carers and communities must be addressed, taking into account their priorities, preferences and wishes. The aim will be to share how end of life care at our Trust is delivered and the learning we are striving to achieve.

The difficulties faced around the subject of:

- Recognising when patients are deteriorating
- Communicating effectively
- Involving those people who are important
- Supporting
- Providing a clear plan

End of Life Care sits within York Teaching Hospital (YTH) NHS Foundation Trust, which provides care together in York, Scarborough, Bridlington, Malton, Whitby, Selby and Easingwold communities.

The video needs to encapsulate our end of care vision – using the national framework of local action 2015-2020 linking particularly with ambition six: Each community is prepared to help.


What do we need? We are creating a leading animation for the End of Care website page of YTH as an explainer video for the different services you can access after terminal diagnosis.
Why do we need it? The feedback we have received for informing patients about End of Life care talks about an overload of information and people not knowing where to access care for their individual needs, therefore we hope to break down the barriers with a video to address patient’s needs.

The website will be given as a platform, to find out information when the patient is told the news. The short animation will sit within the Trust’s website to convey the different services they can access. This will be a quick and easy way to explain the different services.

Our vision for the project: The animation should show the journey of possible areas you can go dependant on your need, that would signpost the different services you can access – so this could be shown through a simple ‘signage style’ process e.g. a ‘hand’ writing onto a post-it note. The animation needs to have a one to one feel, as if the video is just speaking to that one viewer.

It could possibly be the ‘viewer’ i.e. the person who is terminally ill, can visualise themselves accessing the services and thinking about what they need to consider.

So it could be a journey through this process/timeline. For example:

**Beginning:** diagnosis. Recognition that it is possibly the last year of life.

**Middle:** where to go, who to turn to; advice for family, care plan. The Services to access: hospice for service management/access to specialist doctors; community matron; respite care; Hospice; Macmillian nurses; hospice at home; GP, practice nurse and district nurse, OT and physio, specialist nurses e.g. MND and social workers. Third sector support – Age UK – local organizations and benefits such as blur badge scheme etc…

To have early conversations about their wishes and hearing this

**Future:** permission to die, peacefully or die in the way they have lived – the right environment, quality of life and what is important towards the end of life: Such as pain relief, symptom control, input from nurses if at home/hospital, patient’s wishes being met, advice on dealing with personal issues such as a will, finances and digital legacy. Place of care/ identifying what is important to the patient

The style should be a 2D animation using bright colours, avoiding dark colours. Hope is colourful. The style we like is a simplistic faux paper cut/collage style,
which would give it a timeless feel and avoids creating it for certain groups – ie. It is to be for everyone

Our logos should be displayed at the end of the video??

Enquire if hospices and social care CCG would like acknowledgement

We are happy to receive suggestions/changes.

**Other needs:** We don’t have a storyboard so we need the creative to devise this. We’ll need to discuss script, voiceover and backing music.

Need to seek out team thought on this

Is there a patient story which can be retold – a positive experience?

**Video length:** 3/4 mins max.

**Examples of styles we like:**

https://www.royaltrinityhospice.london/animatedfilm


https://nortonsafe.search.ask.com/search?q=after+effects+silhouette+animation&chn=prev&do...&p2=%5EET%5Ed00gb%5E&prt=cr&ver=ctype=videos&tp=2&ts=1513937300571


https://www.kingsfund.org.uk/audio-video/an%20alternative%20guide%20to%20the%20nhs

Illustration styles we like

https://www.pinterest.co.uk/susanneheritage/rob-ryan/

https://www.youtube.com/watch?v=Tj5X5njuLdl
The video will primarily be on our website landing page, but also on our social channels (eg Facebook and YouTube) and with other care providers.

**Target audience:** Our primary viewer is patients in the last year of life. Potentially this is anyone.

**Deadline:** Our video will need to be completed between 4 – 6 weeks from handover to keep the costs down. End of Life Care would like to start using the video asap no later than June 2018.

**Budget:** Between £4,000.00 to £9,000.00 to be discussed with animator this needs to include VAT

**Project constraints:** The Arts Team and End of Care will be working collaboratively on this project and will need to review the video before it goes live, so this will need to be factored into the timeframe

**Point of contact:** You should report to: The Arts Team, York Teaching Hospital NHS Foundation Trust.

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