Title of Project: Communicating with Deaf and Partially Hearing People: Video and e-learning package

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Lead Department: Division of Medical Education

PROJECT DETAILED

Outputs: What has been produced thus far?

The following elements have been completed:

- 2 Steering Group meetings have taken place
- 3 Research Group meetings have taken place
- The ethics application for the research element was submitted to the NHS ethics committee and approved in October 2013 (including focus group questions, information sheets, consent forms methodology, etc)
- Ethics information and recruitment documents were translated into BSL via Remark! company (a Deaf lead interpreting organisation)
- Focus group questions were piloted
- Recruitment of 10 students (all attended focus group), 10 healthcare professionals (7 attended), and 10 people with varying forms of deafness (9 attended) from KCL University, NHS Trusts and Hearing Loss/Deaf Charities
- 3 focus groups were run in November 2013
- Transcripts of the focus groups were created
- The research group analysed the transcribed data (2-3 researchers analysed each transcript) and presented these to the Steering group about research experience
- An E-learning/ film company was sought through the KCL e-tendering process with the assistance of the Assistant Director of Procurement. All bids were of high quality however one company came in at budget. The bid won was therefore based on this
- Scripts for the scenarios were written based on the focus group data (and experiences of health professionals & patients)
- Actors have been cast (both D/deaf and hearing) for the scenarios
- People with hearing loss and deafness were recruited for the narrative element of the package
- Rehearsals for the filming have now taken place (1 April, 7 April). Filming will take place 23-25 April.
**Outcomes/Impact:** To what extent are you achieving the original aims of the project? Please include examples where possible.

The original aims of the project were to develop the following:

1) Focus groups will be run with: D/deaf and HoH patients, health professionals and healthcare students. Information gathered from the focus groups will inform the development of the e-learning package (Sep-Dec 2013) and the specific healthcare scenarios utilised. – Completed in November

2) Development of the e-resource (Dec-June 2014) to include:
   - A) 4 D/deaf and HoH patient narratives (10 minutes) to provide a patient perspective of healthcare services experienced by this population (Filming end of April)
   - B) 6 video-casts involving hearing, Deaf and HoH actors (approximately 10 minutes). They will demonstrate, through interactive scenarios, key components of common communication breakdowns that can occur involving a range of consultation, prescribing, dispensing, social and care issues that impact the patient experience (Filming end of April)
   - C) ‘How to use a BSL interpreter’ e-videocast guide (Filming end of April)
   - D) Best practice communication techniques related to various types of hearing loss (May)
   - E) Medical information on hearing loss (May)
   - F) A BSL finger-spelling guide (Filming in April)
   - G) Pre and post e-learning formative tests will evaluate student learning (TBA)

All of the aims listed are currently being worked towards. Rather than 6 video casts we have decided to produce 4 due to focus group data suggesting that the package should be completed in an hour or less. The video clips and narratives will also be broken down into smaller sections to maintain user engagement.

**Supportive factors:** What are the main factors that are contributing to the successful progress of the project?

The ability for the lead (Tiffany Wade) to have been seconded to work on the project full time is the most important element to the success of the project. Additionally, the support of the Steering Group (in particular, the research arm of this group) and the good will from academics, Trust staff (GSTT in particular), and charities such as Action on Hearing Loss.

**Challenges:** Have you experienced any barriers or challenges in developing your project? What could be done to support innovation in the curriculum?

Challenges exist between balancing the educational needs of current students, qualified professionals and the research needs of the University. For example, pre and post e-learning formative quizzes appeared desirable at the start of the project. However focus group data suggests that this may be a hindrance to the package being utilised, particularly for health care professionals; many of whom are not given allocated training time and may be put off by these aspects. Whist students often desired to be ‘taught’ best practice, qualified professionals desired to ‘reflect’ on their practice, understanding that many times no one size fits all solution exists.
**Recommendations:** Based on your projects, what recommendations would you make for improving the curriculum and student experience generally? Are there any wider implications of your project for the College/University undergraduate and/or postgraduate curriculum? In particular what would be the implications of introducing your innovation on a large scale across a range of disciplines?

The project has highlighted the following key points so far:

1) The lack of training time offered to healthcare professionals post qualification.

2) How e-learning is often viewed as un-engaging and text heavy. This often has the unintended result of students not taking these resources seriously. Focus group data suggested that students and health professionals both wanted short clips (less than 5 minutes) rather than reading long text based material.

3) Focus groups where e-learning examples are provided and students are asked to comment on these appears to be a good way to engage students in their learning choices. Empowering students by including them in the decision making process of learning materials appears to be a positive experience.

**Dissemination:** Has the project been shared with colleagues within and beyond the institution yet? What are your plans to do so?

The project leads have met with Action on Hearing Loss (the largest hearing loss charity in the UK) to discuss the project and how we resources for the package can be pooled. Additionally, TW has attended the ‘Sick of It’ Deaf Health conference, has liaised with the Director of Sign Health about the project and has collaborated with GSTT’s Language Support Services, Speech and Language Therapy Services, and Hearing Implant Centre. Once the package design has been completed the leads will present it to national and international audiences.