

# Accurate, Accessible, Tailored Information

## What is it?

Patients and carers consistently report they want:

- › more and better information - about their condition(s), services, options – in a variety of formats (print , electronic, visual)
- › different information at different points of their illness/condition
- › signposting to/guidance through internet information (often their first/only option)

## Why?

- › Empowers, reassures and minimises anxiety
- › Helps to prevent a condition deteriorating or reaching ‘crisis’ point.
- › Patients can take a more proactive role in decisions/choices about their care leading to
- › better health outcomes; greater patient satisfaction; reduced cost of clinical interventions



*‘Information should be given to the carer to enable ongoing support to be appropriate.’*

*Being signposted to sources of reliable information about my condition... Having clear information about when blood tests are due and being in control of both getting them done and receiving factual results back so I can see changes.*

(PIC Survey: Midlands and East, 2014)



## CASE STUDIES

### Tower Hamlets CCG

#### Cancer Awareness

**Key aim:** increase awareness of cancer, preventive lifestyle choices and use of screening services in community groups. Cancer is the largest cause of premature death in Tower Hamlets with the worst survival and mortality rate in the country.

**Delivery model:** women’s community group commissioned to recruit 31 community leaders then trained to run educational workshops in mosques, children’s centres and markets – barriers to accessing cancer screening, potential solutions and motivators discussed.

**Key outcomes:** Target groups better informed of cancer services, prevention and management.

### NHS Nottingham North and East CCG

#### Dementia.net

**Key aim:** To enable and empower carers of people with dementia and their families to promote greater self-care, maintain independence and provide support care for the cared for to remain within their residence of choice.

**Delivery model:** Website with supportive resources and videos co-produced with carers and voluntary groups. On-going collaboration with Skills for Care, Skills for Health and NHS Choices to develop website and disseminate resources to carers.