

Title: Who cares about ambulance performance measures?! The role of PPI in developing an animation for dissemination of the PhOEBE programme.

Aims

1. To describe the role PPI played in developing an animation video to support dissemination of a completed research programme on ambulance service performance and quality indicators (PhOEBE).
2. To showcase the animation video and inspire others to consider animation as a method of communicating research to the general public.

Rationale

Everyone is a potential recipient of ambulance service care and expects a good quality service, but measurement of care and performance are difficult and complex concepts to describe. The PhOEBE programme's patient and public advisors felt important messages from the study could be better presented to the general public using an animation to describe the findings and the changing nature of ambulance services in England.

Impact

Many people still hold a fairly traditional view of the ambulance service simply transporting patients to hospital. Current ambulance performance measures, such as response times, do not reflect the wider scope of care services now provide. Telling the story of the PhOEBE programme through animation could be a powerful way of changing public perceptions of the ambulance service and introducing new performance measures that are more focused on care and patient outcomes.

Learning points

Patients and the public play an important role in identifying and shaping methods that communicate research findings beyond a limited research community.

<https://www.youtube.com/watch?v=g2saLhBv9-U&feature=youtu.be>

Animation can be an effective way of communicating important messages about the changing nature of health services as well as increasing the impact of, and demystifying research for a lay audience.

Words: 245 (250 max)