Integrated care and co-production during a pandemic: responding to the needs of local populations using infographics

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ABSTRACT

Connecting Care for Children, an integrated care collaborative in northwest London, responded to local child health needs during the start of the COVID-19 pandemic through the co-production of infographics. Here we describe the development and evaluation of co-produced infographics using quality improvement methodology, to highlight their effectiveness in swiftly responding to local community health concerns.

AIMS

To use quality improvement (QI) methodology to co-produce infographics that deliver targeted health information, to meet the health needs of children, young people and local families, within the confines of the COVID-19 pandemic.

MAKING A CASE FOR CHANGE

Co-production is a collaborative development process whereby stakeholders work in equal partnership with communities to improve the effectiveness and sustainability of an intervention. Co-producing infographics brought together health professionals (primary and secondary care) and local families to develop mutual understanding and trust. This collaboration empowers professionals to address child health concerns together and support families to make informed health choices. Infographics are an effective medium for communication, allowing for

Figure 1 Stakeholders for the co-production of infographics with CC4C in North West London. CC4C, Connecting Care for Children; CCG, clinical commissioning group; CYP, children and young people; GP, general practitioners; MDT, multidisciplinary team; NHS, National Health Service; NWL, North West London; WSIC, whole systems integrated care.

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Received 16 September 2021
Accepted 22 December 2021
Published Online First 1 February 2022
Quality improvement

accurate, timely and reliable information to be presented in an accessible format and shared across community and professional networks. The development of infographics using co-production lends itself easily to working in a virtual environment within societal lockdowns.

The use of infographics is becoming common practice within public health and academic bodies. The Royal College of Paediatrics and Child Health released guidance for families on the COVID-19 pandemic in the form of infographics.3

YOUR IMPROVEMENTS

Connecting Care for Children (CC4C) asked stakeholders to share their concerns regarding CYP health and well-being. Infographics were then co-produced with stakeholders (see figure 1) to address those concerns.

Plan/do/study/act (PDSA) cycles were used to produce each infographic; see the example of the childhood influenza vaccine infographics (figures 2 and 3) and stages of development (figure 4).

The impact of the infographics to deliver targeted health information was measured using qualitative feedback from families and professionals during each study phase of PDSA cycle. For example, Community Champions (trained community volunteers) were asked for their feedback on the childhood influenza vaccine infographic. They identified areas requiring clarification, such as differences between the spray and injectable vaccinations, and phrases open to potential misinterpretation by local families.

Qualitative feedback on the final co-produced influenza vaccine infographic was highly positive. Evaluation unanimously supported the reutilisation of infographics and the co-production approach for future influenza seasons. One Community Champion commented: ‘thank you so much … This is very useful, especially as there is difficulty giving face to face advice. I have sent it out to all my network contacts.’ A
LEARNING AND NEXT STEPS
The use of QI methodology enables infographics to be rapidly tested and modified to address the specific needs of communities and professionals.

Spending time developing relationships across community and professional networks enables co-production to occur at pace, if required, with established rapid feedback mechanisms. The infographic PDSA cycles happened in a matter of days.

Distribution across social media networks broadens the target audience. To combat digital exclusion, the team looked at where volunteers could hand out hard copies of the infographics, for example, at food banks.

The child health infographics produced by CC4C were initially shared across local professional and community networks. Regional adoption through child health networks has enabled wider sharing of accessible information.

CC4C has demonstrated that co-produced infographics are a useful tool to address local health concerns and can be used by professionals, CYP and families to support individual health choices and practices.

PPI needs to be embedded in all health programmes, to enable care systems to listen and provide timely, meaningful and adaptable responses to local health needs.

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Funding The authors have not declared a specific grant for this research from any funding agency in the public, commercial or not-for-profit sectors.

Competing interests None declared.

Patient consent for publication Not required.

Ethics approval This study does not involve human participants.

Provenance and peer review Not commissioned; externally peer reviewed.

Data availability statement Data are available upon reasonable request.

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