

SWAT 163: Using an animated video to optimise participant engagement with a complex intervention within a randomised trial

Objective of this SWAT

The aim of this SWAT is to test the effect on intervention engagement of using a video to introduce the intervention to the participant. The objectives are (1) to evaluate the impact on engagement of using an animated video compared with no video in the initial intervention meeting; and (2) to understand the views of participants and intervention deliverers about the animated video.

Study area: Intervention Engagement

Sample type: Participants

Estimated funding level needed: Unfunded

Background

PROSPER is a randomised trial designed to establish whether personalised care planning (PCP) for older adults (OA) with frailty improves quality of life and reduces health and social care resource use at 12 months. It aims to assess the effectiveness and cost-effectiveness of a personalised care planning intervention in improving quality of life for older people with frailty. The intervention aims to improve self-management skills and enable older people with frailty to access community services more easily and improve their quality of life. It also aims to increase social networks of older people with frailty. It involves shared decision making and goal setting, giving the older person control over decisions that impact their life, health and wellbeing.

From the feasibility process evaluation for PROSPER, it was evident that the Age UK delivery team (DT) were inconsistent and sometimes unclear, when explaining the intervention and their role. Although the DT spent a lot of time on developing a 'sales pitch' in training, this was possibly more focused on introducing the intervention to statutory stakeholders rather than older adults (OAs). In addition, there was a mismatch between this rehearsed speech and the context of the OAs they saw in reality. This meant that the DT did not necessarily introduce the intervention to the OAs or when they did, the explanation of their role and the potential benefits differed between clients. It was hypothesised that this lack of clarity could be one reason why OAs were not taking up the intervention as expected. In order to improve the consistency of the message and potentially increase uptake of the intervention, it was agreed that an introductory video may be useful in providing a standardised case study example of potential benefits and act as a 'springboard' for the 'guided conversation'. This SWAT will evaluate this video.

Interventions and comparators

Intervention 1: Animated Video clip. A video has been produced by professional animators, informed by an intervention development group consisting of public and patient involvement members, professional stakeholders and research staff. This video aims to inform the participant about the intervention and ways in which it may be useful for them, using exemplary fictional characters based on case studies from the process evaluation. The video clip is around 3 minutes long. The video will be an add-on to the existing information sheet and verbal explanation of the intervention provided as standard.

Intervention 2: Verbal explanation and information sheet. This provides a verbal explanation of the intervention to the participant, as well as providing an information sheet for them to read.

Index Type: Participant Information

Method for allocating to intervention or comparator

Randomisation

Outcome measures

Primary: (1) Proportion of participants accepting the intervention following the initial visit and (2) participants' views on the use of a video to aid engagement with the intervention.

Secondary: (1) Development of action plan for achieving goals and (2) proportion of goals achieved.

Analysis plans

Quantitative data will be analysed using descriptive statistics and logistic regression. Descriptive statistics will summarise the characteristics of participants in the SWAT intervention (video) and control (no video) groups. Logistic regression will allow exploration of engagement whilst adjusting for variables.

Qualitative analysis of the interview data will use thematic analysis.[1]

Possible problems in implementing this SWAT

Making the distinction between the SWAT, process evaluation and host trial clear to participants.
Technology problems when playing the video for participants to view.

References

1. Braun V, Clarke V. Using thematic analysis in psychology. *Qualitative Research in Psychology* 2006;3(2):77-101.

Publications or presentations of this SWAT design

Examples of the implementation of this SWAT

People to show as the source of this idea: Sadia Ahmed, Andrew Clegg, Bonnie Cundill, Anne Heaven, Nicola Kime, Catriona Parker, Suzanne Richards, Ellen Thompson, Amanda Farrin
Contact email address: hs18s2a@leeds.ac.uk

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Revisions made by:

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