



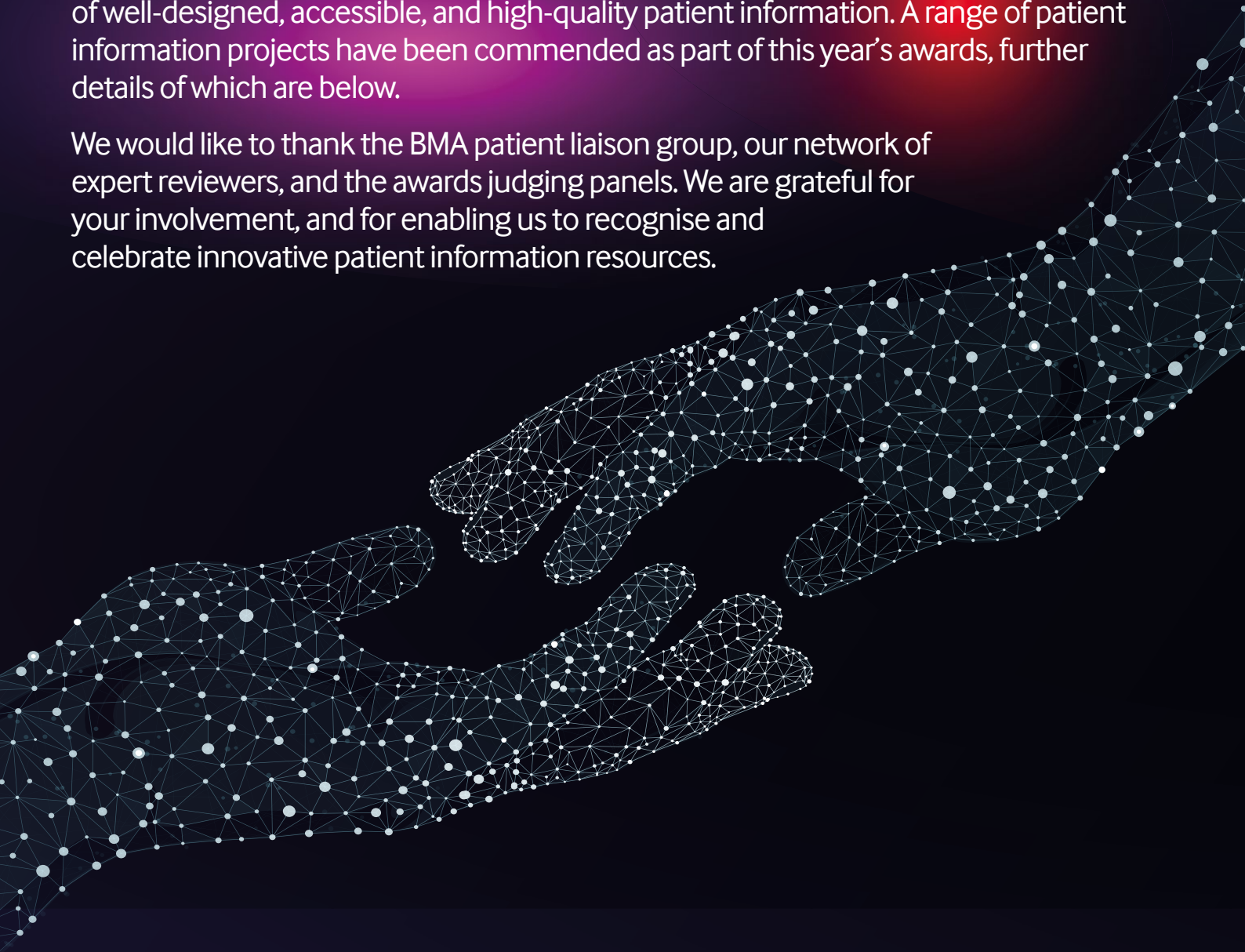
BMA PLG patient information awards 2023

The BMA PLG (patient liaison group) patient information awards recognise exceptional patient information services and promote greater awareness and understanding of health matters, and patient choice.

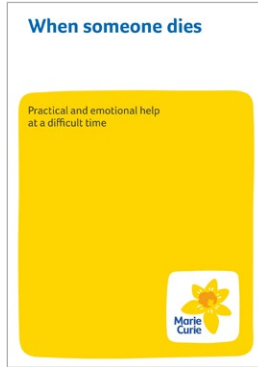
The awards are named in appreciation of the [BMA patient liaison group's](#) mission to represent an informed patient view within the BMA, and the group's participation in the awards.

With a large number of patient information resources submitted across a diverse range of topics, the awards celebrate achievements in the production and dissemination of well-designed, accessible, and high-quality patient information. A range of patient information projects have been commended as part of this year's awards, further details of which are below.

We would like to thank the BMA patient liaison group, our network of expert reviewers, and the awards judging panels. We are grateful for your involvement, and for enabling us to recognise and celebrate innovative patient information resources.



BMA PLG patient information awards 2023


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BMA PLG patient information awards: 2023 WINNER

When someone dies, Marie Curie, December 2022

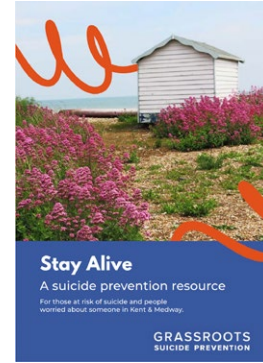
This booklet aims to guide people through bereavement, from what to do the moment someone dies, through to practical arrangements such as funerals or understanding wills, to coping with grief and the emotional and physical symptoms it can cause.

Comments from the longlist panel:

"An excellent, comprehensive resource, incredibly well thought out in terms of need, with brilliant engagement, and evaluation, and disseminated widely. A huge well done to all involved, a great addition of easily accessible and understandable information for patients at their time of need."

Comments from the shortlist panel:

"A comprehensive, responsive resource with exceptional coproduction processes. Highly relevant information and useful for both professional and patient audiences."


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BMA PLG patient information awards: 2023 RUNNER-UP

Suicide Prevention Support, Grassroots Suicide Prevention, February 2023

This booklet is an offline version of the free, NHS-recommended suicide prevention app, Stay Alive. It is designed for people affected by suicide, whether they are struggling with suicidal thoughts themselves, worried about someone else or working with affected clients.

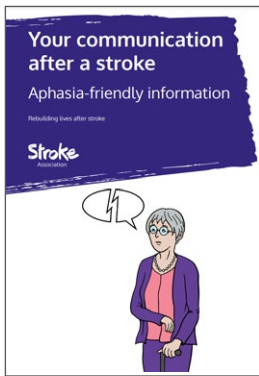
The Stay Alive booklet contains essential resources to keep people safe including phone numbers, advice to help someone you're worried about and local resources. For those struggling with suicidal thoughts, there are diary-style pages to record their reasons for living, opportunities to reflect on positive memories or photographs, and safety plans to de-escalate suicidal thoughts and stop them from turning into suicidal behaviour.

Comments of the longlist panel:

"A truly comprehensive resource with excellent dissemination."

Comments of the shortlist panel:

"A much needed, novel and sensitively produced resource that seeks to address the stigma around suicide, as well as simultaneously tackling digital exclusion. Gathering feedback and having 'support plans' was particularly pleasing to see."


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BMA PLG patient information awards: 2023 SHORTLIST

Your communication after a stroke, Stroke Association, May 2023

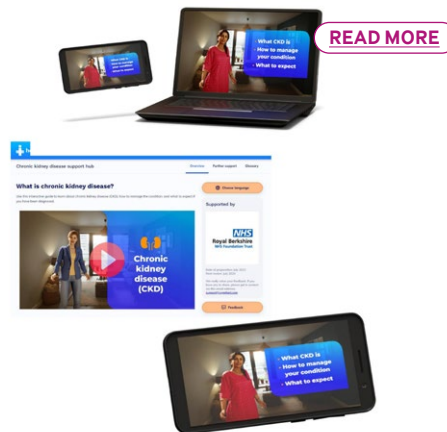
Your communication after a stroke is Stroke Association's first aphasia-friendly guide that has been created together with people with aphasia. The information in the guide can answer essential questions that stroke survivors have about aphasia and other communication problems. This aphasia-friendly guide uses language, images, and icons to make sure information is in a layout accessible to everyone. The use of images and icons makes information easier to read and understand if you have difficulties with communication as a result of a stroke. This free guide is available via post or download in English and Welsh.

Comments of the longlist panel

"An excellent example of easy read format, supported by broad user engagement with an excellent dissemination and evaluation plan."

Comments of the shortlist panel:

"A clear, accessible resource supported by broad user engagement and excellent dissemination and evaluation plans."


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BMA PLG patient information awards: 2023 SHORTLIST

My Kidney Essentials, Cognitant Group and the Royal Berkshire NHS Foundation Trust, September 2022

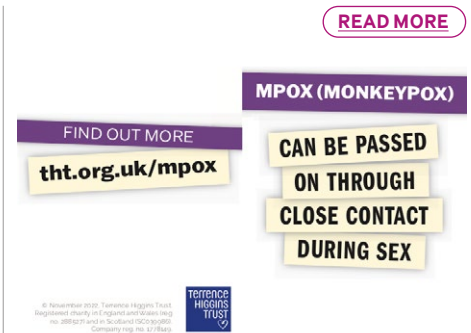
My Kidney Essentials CKD avatar-led, digital counselling tool was co-created in partnership with The Royal Berkshire NHS Foundation Trust to improve patient understanding about Chronic Kidney Disease (CKD), in a visual format that is accessible and impactful to empower patients to better manage their renal health and avoid complications. It is multi-lingual (available in 4 languages) and culturally adapted to meet the population health needs of West Berks ICB, helping to reduce health inequalities, whilst facilitating remote consultations and reducing workforce burden through delivery of digital education.

Comments of the longlist panel:

"A brilliant culturally accessible resource with language inclusivity which responds to the needs of the local community. Excellent co-production and consideration of digital exclusion."

Comments of the shortlist panel:

"An important, culturally sensitive resource with excellent co-production and noteworthy attention to language inclusivity and digital accessibility."


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BMA PLG patient information awards: 2023 SHORTLIST

Mpox (Monkeypox) Campaign, Terrence Higgins Trust, January 2023

This resource was developed as an emergency response to a new health outbreak. Its aim was to increase and improve knowledge and awareness of Mpox, including signs and symptoms, risk-reduction, and vaccine information in the most at-risk communities: gay, bisexual and men who have sex with men (GBMSM), including those born in Europe and Latin America. They have created digital resources and content, including videos in English, Spanish, and Portuguese. The resource consists of 12 website pages (4 in each language) and 15 animations (5 in each language) and was created using UK Health Security Agency (UKHSA) information and guidance.

Comments of the longlist panel:

"A great campaign and a fantastic response to a health emergency with clear vision and focus, responding to a crisis situation. Excellent use of social media for general public use, and within the LGBTQ network. Really well set out frequently asked questions, particularly around the vaccine."

Comments of the shortlist panel:

"Part of an excellent campaign produced in an emergency setting with a clear vision and focus. Showed excellent reflective and reflexive practices in the production process."

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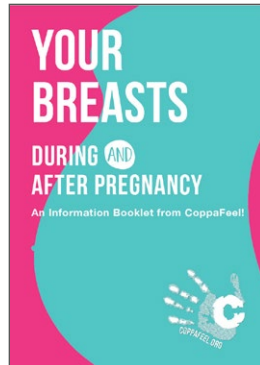
BMA PLG patient information awards: 2023 LONGLIST

Tommy's Miscarriage Support Tool, Tommy's and the University of Warwick, November 2022

The Miscarriage Support Tool (MST) is an online tool that uses an algorithm developed by Warwick University to help users who have experienced miscarriage understand their chance of a successful next pregnancy. It also gives personalised support and information. Certain users, such as those who have a higher risk of a further miscarriage, are from Black and Black-Mixed Heritage backgrounds or are from lower socio-economic areas, are all additionally offered a 1:1 call with a Tommy's Midwife for extra support. By offering this intensive support, the tool aims to reduce inequity in miscarriage care across the UK.

Comments of the longlist panel:

"Excellent resource which has a target to reduce health inequality. Gender inclusive language used and great diversity in lay and patient involvement. The tool seeks to address unmet need and provide feedback to the health and care system. The evaluation methods and the commitment to iterative improvement are exceptional."



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BMA PLG patient information awards: 2023 LONGLIST

CoppaFeel! Pregnancy Resource: Your Breasts During and After Pregnancy, Coppafeel!, November 2022

CoppaFeel!'s pregnancy resource is a unique patient information booklet designed to inform those who are pregnant or breastfeeding of the guidance on how to check their breasts, and any changes to be aware of during this time. The nine-page booklet covers key health information including information about your breasts, natural changes, breast problems, checking guidance, FAQs and signposting. The aim is to raise awareness of the importance of being breast-aware during this time and to seek medical advice if there is a change.

Comments of the longlist panel:

"Brilliant piece of work for an important target audience with weak public knowledge in this area. Excellent use of inclusive language and graphics."



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BMA PLG patient information awards: 2023 LONGLIST

Dennis has an anaesthetic – a Beano mini adventure, Royal College of Anaesthetists, November 2022

Dennis has an anaesthetic helps children understand what it's like to have a general anaesthetic, using popular Beano characters.

Through Dennis' experience of having his tonsils removed children and their parents/carers can understand what happens in the run-up to an operation, the care needed afterwards and how they can best prepare. As Dennis finds out, there are lots of practical things he can do ahead of his operation, such as eating a balanced diet and getting plenty of sleep and exercise. Children are empowered to improve their lifestyle before surgery by completing the challenge.

Comments of the longlist panel:

"Highly rated by all the longlist panel as an excellent idea for reaching out to children. Brilliant piece of work."

Comments of the shortlist panel:

"A highly innovative, entertaining presentation of important information for children that will have wider appeal, engagement and impact beyond the intended audience."

SPECIAL COMMENDATION



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BMA PLG patient information awards: 2023 LONGLIST

Sickle cell disease and stem cell transplant, Anthony Nolan, August 2022

A set of resources to help empower and inform anyone with sickle cell disease (SCD) who may have been told that a stem cell transplant is now an available treatment option. The resource addresses common questions, in particular the risks and benefits of having a stem cell transplant for SCD, and how they can access further support.

Comments of the longlist panel:

“An excellent accessible resource, showcasing a lived experience video. The brief format has covered all the issues succinctly and sensitively. This really well matched combination of lived experience and factual information will support people to make decisions about a new form of treatment.”



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BMA PLG patient information awards: 2023 LONGLIST

Guides to help manage your asthma, Mid Yorkshire NHS Trust, March 2023

Self-management is the cornerstone of asthma management, yet access to the tools to self-manage is not equitable. This affects those who have poor health literacy, and those who do not speak or read in English, contributing to the increased use of acute health resources in minority groups. These resources were collaboratively co-produced with local communities and the health care professionals that serve them. The videos aim to provide the information patients want in a culturally competent, relevant, accessible and authentic way.

Comments of the longlist panel:

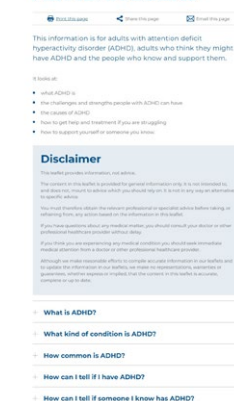
“A fantastic campaign bridging inequalities due to language barriers – co-produced with local communities in a culturally competent way. Up to date technology used with QR codes and the QR access sheet for different languages adds to the neatness.”

Comments of the shortlist panel:

“An excellent resource that is commended for its focus on tackling inequities in accessing health information.”

ADHD in adults

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In addition to the longlisted resources, the longlist panel wish to highly commend:

ADHD in adults, Royal College of Psychiatrists, May 2023

This information resource is written for adults with attention deficit hyperactivity disorder (ADHD), or adults who think they might have ADHD. It also includes helpful information for people who know and support someone who has ADHD.

It looks at what ADHD is, the challenges and strengths people with ADHD can have, the causes of ADHD, how to find appropriate information and support, and ways to support yourself or someone you know.

Comments of the longlist panel:

“A fantastic resource using appropriate language and with a genuine acknowledgment of the difficulties people living with ADHD currently face. The social model of disability shines through in the work. A really well thought out piece of work which will be a great asset to those in this community.”



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