

SEE BEYOND STROKE

Impact Report: Executive Summary

Full report available online at
www.thecloserweget.com/sbs



'See Beyond Stroke' was a series of impact activities based on 'The Closer We Get', a BBC-broadcast documentary that gained international critical and popular acclaim after winning Best International Feature at its 2015 premiere at top film festival Hot Docs. It went on to screen in 15 countries worldwide and win several more awards, enjoying widespread media coverage ranging from an article in The Guardian to BBC Radio 4's 'Women's Hour'.

'The Closer We Get' follows the final years of Ann, director Karen's late mother. Ann suffered a devastating stroke in 2008 and was cared for in her home by – amongst others – Karen. Filming spanned several years and involved the director's family and their personal archive, as well as Ann's carers. It tells a nuanced story that emotively explores themes of ageing, family resilience, elder care and the impact of stroke on both the survivor and their family.

Changing Minds & Changing Behaviours

'The Closer We Get' is distributed by **Somewhere**, a non-profit company led by director Karen Guthrie and co-producer Nina Pope. Encouraged by the powerful reactions of audiences encountered during 45+ screenings worldwide, **Somewhere** seized the power of this relatable family story to prompt reflection and action around its complex and sensitive core issues. First, we piloted small-scale engagement events with support from **Stroke Association NW**, **Lottery Scotland** and **Chest, Heart & Stroke Scotland**. These targeted local audiences where independent cinema is not typically accessible. Karen devised an accompanying interactive workshop that could take place after film screenings. '**See Beyond Stroke**' raised the ambition of our work and was awarded funding from the **Bertha BRITDOC Connect Fund**, supporting innovative social impact work for documentarians who want to reach new audiences. A part-time team of 3 delivered the activity across **142 days** between July 2016 and August 2017.

We sought to influence attitudes and behaviours towards the survivors of stroke (and of other life-limiting illnesses) and to their caregivers at home, in two key target groups:

1. UK stroke professionals, therapists and researchers
2. Those working as carers in the adult domiciliary care sector - specifically in services provided to stroke survivors by local authorities in the UK

We reached 1300 UK stroke professionals by participating in the **2016 UK Stroke Forum**, the annual conference for the UK's stroke sector. Karen gave a presentation on the film and its impact work and in each delegate bag we gave away a free DVD of Training Film Clips with a discounted online viewing link for the film.

1300 UK stroke professionals received free 'See Beyond Stroke' training materials on DVD

150 Stroke Forum 2016 delegates attended our presentation

Surveyed professions that felt most strongly about the need for further stroke training were **psychologists, physiotherapists and speech & language therapists**

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Generously supported by:



We reached those working as **carers in adult domiciliary care** by delivering a **'See Beyond Stroke' Carer Training Pilot**.

We targeted those at the frontline of care delivery, aware that access to training can be severely limited by factors such as time restraints, finance & access to IT. With this in mind, our free pilot functioned as a stand-alone package, effective without any need to watch **'The Closer We Get'** first.

The training was flexible in format and could be completed in under one hour, including discussion time.

We offered six short Film Clips (duration 22' in total) of exclusive material shot during the making of **'The Closer We Get'**. Materials were downloadable online or available by post when IT access was limited. These Film Clips focused on stroke-related topics such as eating and diet, or physiotherapy at home. With our accessible trainee worksheet, care trainers could lead participants through discussions on what they had watched together. Participants were able to keep their sheets for future reference after sending copies to us for evaluation. These sheets were designed to produce learning outcomes by prompting individual and group reflection. We encouraged trainers to use the pilot resources flexibly according to their capacity and needs, and to tell us what worked and what didn't. Based on this user feedback we made valuable changes to the content.

Examples of completed worksheets can be found in the full report available at www.thecloserweget.com/sbs

What Carers Say About **'See Beyond Stroke'**

'This training was useful to look at things in the bigger picture and allowed me to reflect on my working practices and how I can change the ways in which I support an individual who is a stroke survivor.'

'The clips were personal, so they enhanced the importance of person-centered care as the carers could really relate to them'

'Video clips and questions are a great source for training as it allows us to look at real-life situations and to put ourselves into clients' shoes'

The **'See Beyond Stroke' Carer Training Pilot** was delivered in Scotland, England and Wales in **14 Local Authorities**

Over **700 carers** were successfully trained by the **'See Beyond Stroke' Carer Training Pilot**

'See Beyond Stroke' Carer Training Resources have now been licensed for training NHS professionals by **Greater Manchester Stroke Operational Delivery Network** & by **Stirling University** for its undergraduate Social Work modules