

Hospital Broadcasting

An impact study



Research undertaken by:



On behalf of:



The Hospital Broadcasting Association is the national charity which supports and represents a network of over 200 independent hospital broadcasting organisations across the UK.

For more information, see www.hbauk.com

Executive Summary

The Hospital Broadcasting Association (HBA) commissioned an independent piece of research into the impact of hospital broadcasting on health outcomes for patients. A UK wide study was completed involving over 250 individuals including patients, staff and hospital radio volunteers.

The study revealed that there was evidence of hospital radio stations having an impact on psychosocial health outcomes in the following ways:

- Boredom reduced by entertainment
- Loneliness reduced by social interaction
- Anxiousness / frustration reduced by being calming and reassuring
- Disorientation reduced by creating a sense of belonging
- Depersonalisation reduced by making one feel like an individual
- Health and wellbeing awareness increased by providing information

Participants in the research recognised the positive impact of hospital radio on reducing boredom, loneliness and anxiousness. Moreover, insight from the research revealed

that hospital radio was actually positively influencing all of these psychosocial outcome measures.

Entertainment is provided by hospital radio through the playing of music, along with other content, that listeners like and that they feel is relevant to them.

Social interaction via hospital radio comes from providing listeners with a virtual friend, and through face to face interaction with volunteers from the station.

Hospital radio through the approach to broadcasting taken by presenters provides a distraction and is a calming and reassuring form of entertainment.

Hospital radio helps create a positive sense of belonging by familiarising patients with the hospital and allowing them to maintain a connection with their lives and people outside.

Hospital radio helps people to feel like an individual by focusing on their personality and music preferences.

Hospital radio has the potential to increase awareness of health and wellbeing by delivering information and advice in an appropriate and sensitive way.

In addition to benefitting patients, hospital radio has a positive impact upon volunteers through making them feel like they are doing something worthwhile and by creating a sense of community and belonging amongst radio station volunteers.

There is potential social value generated by hospital radio through the impact it has upon the psychosocial outcomes, and the links between them and both physical health outcomes and organisational priorities for the hospital, such as a positive patient experience.

Recommendations are made to increase the impact of hospital radio through raising awareness and promoting partnership working with hospital partners. More detailed recommendations have been made to the member stations and the HBA.

Written by Dr Jenny Thomas and Steve Coles
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””

I have had a really difficult and hard day. Your visit really cheered me up and I am now looking forward to hearing my record. Thank you!

– Hospital Patient

””

””

A big thank you for brightening the night when you played requests for all the patients on our ward. Now that I'm home I'm still smiling about the sing-a-long we had!”

– Hospital Patient

””

Approach

To gain an insight into the impact of hospital broadcasting a multi-method approach was taken including:

- desktop research
- questionnaires
- station and hospital visits
- interviews

Insight was gathered from:

- hospital radio station volunteers
- patients and families
- NHS ward staff
- senior representatives from the NHS in hospitals

All countries within the UK were represented. In addition, a review was undertaken of relevant research and data.

Questionnaire responses were received from over 50% of the 209 HBA member hospital radio stations in the UK and more than 89 individuals were directly engaged by the research team for in-depth exploration of the activity and impact of hospital radio. Feedback from an additional 60 patients and

their families was included within the analysis. The focus of the research was to explore the activities undertaken by the stations and the impact that these activities have upon listeners.

The data, both qualitative and quantitative in nature, was analysed to determine the impact of hospital radio in relation to a theoretical model developed from secondary research. The way in which these impacts were achieved through the activities of hospital broadcasting are presented in the following section, along with evidence of this impact in practice.

Some of the people we spoke to in our research.



Introduction

To determine the impact of hospital broadcasting the Hospital Broadcasting Association commissioned a piece of independent research. The aim was to establish whether the activities of hospital radio stations are having an impact upon health outcomes and, if so, how they are making this difference.

Existing research evidence suggests that the clearest impact of hospital radio can be seen in relation to psychosocial health outcomes (British Medical Association, 2011). These are non-physical outcomes which include feeling lonely, being bored and feeling anxious in hospital. Psychosocial health outcomes are linked to other health measures and government healthcare priorities demonstrating the huge potential of hospital radio to make a difference.

Linked to this model are other factors which should be considered:

- impact on volunteer's wellbeing by being involved in hospital radio
- financial cost and potential benefit of providing hospital radio



Physiological

- Blood pressure
- Respiration rate
- Pain
- Discomfort
- Infection
- Sleep
- Deteriorating health
- Additional symptoms
- Falls
- Death

Organisational

- Number of calls to nurse
- Discharge process
- Length of stay
- Pain medication
- Infection control
- Satisfaction with care
- Patient experience
- Patient centred care
- Re-admission

Psychosocial

- Loneliness
- Boredom
- Anxiousness / stress
- Anger / frustration
- Sense of control
- Disorientation

Literature review

1

The Patient Experience:

Current government policy focuses upon the impact that the patient experience has on the delivery of healthcare (Black & Jenkinson, 2009). Research shows that how a patient feels in hospital can affect aspects of their physical health and have consequences for the NHS, or HSC in Northern Ireland (Sobel, 1994).

Physical health outcomes, measured in relation to hospital stays, are linked to the NHS Outcomes Framework and include; blood pressure, respiration rate, pain, infection, additional symptoms, deteriorating health, falls and death (Department of Health, 2014)

Organisational outcomes include those factors which affect the running costs of the NHS or HSC such as length of stay.

These two groups of health outcomes are affected by psychosocial health measures of the patient experience including; loneliness, boredom, anxiousness, sense of control, sadness, anger and disorientation (British Medical Association, 2011).

2

Importance of Psychosocial Health:

Psychosocial health outcomes have specifically been linked to a patient's experience of hospitalisation.

Brown (1963) suggested that hospitalisation for patients was linked to anxiety, boredom, loneliness, and frustration. In addition patients had to adjust to an unfamiliar environment. A loss of control over their lives and the filling of time were cited as significant issues. Patients reported the slow passage of time which could lead to loneliness, sadness and anxiety (Holloway et al, 1998; Kelly et al, 1999).

"Hospitalisation presents specific stresses over and above those associated with illness... When a patient's needs are not met it may affect their emotional state." (British Medical Association, 2011 p. 4)

Sobel (1994) analysed the evidence and found that a positive outlook had a beneficial impact upon physical health outcomes. As a result those with positive psychosocial health were less likely to make use of health services.

3

Music as Therapy:

Research into the therapeutic impact of music is mixed but generally positive. There is evidence to demonstrate that listening to music has an impact upon physical health including blood pressure, heart rate and increased tolerance of pain (Allen et al, 2001; Khanna & Kotwal, 2010; Mitchell et al, 2005).

In terms of the psychosocial health factors identified, music has been found to have a positive impact upon stress levels, boredom and mood when being admitted to hospital (Evans, 2002).

Furthermore, having a choice in the music played was found to have an impact upon the level of perceived control that patients felt they had in hospital (Mitchell et al, 2005).

4

Beyond the Music:

In addition to music, hospital radio stations also broadcast other content and visit patients on the wards.

There is evidence that engaging hospital patients in activities which distract them from thinking about their time in hospital has a positive impact e.g. playing interactive games like bingo (British Medical Association, 2011). Comedy and humour have also been found to have a positive impact on psychosocial health (Rotton & Shatts, 1996).

There is evidence of the positive impact of visiting patients on wards (Casiday, 2008; Fitzsimons et al, 2014; Galea et al, 2013) and the benefits of increased social interaction, including parasocial interaction which is a virtual connection with someone (Giles, 2009).

5

Impact on Volunteers

There can be impacts of volunteering upon the volunteers themselves. Mundle et al (2012), found that people are motivated to volunteer through self-interest such as developing a new skill, altruism, or a combination of the two.

Research demonstrates that being a volunteer can have a positive impact upon that individual through improved self-esteem, wellbeing and social engagement (Naylor et al, 2013).

6

Value of the Patient Experience:

Social value, via an improved patient experience, can be derived from the activity of hospital volunteers (Hotchkiss et al, 2008). The Kings Fund estimated the social return on investment at around 11 times the financial cost to the NHS of supporting volunteering (Galea et al, 2013).

An NHS Confederation report found an improved patient experience could lead to reduced operating costs, shorter hospital stays and improved health outcomes (2010).

7

Conclusions:

There is limited, if any, research specifically conducted previously into the impact of hospital radio on health outcomes. However, the existing research does suggest that there is potential for hospital radio to influence psychosocial health outcomes in particular.

The research highlights the importance of psychosocial health in relation to physical health. Being hospitalised can have a negative impact upon the physical health of patients if they feel lonely, bored, anxious, and disorientated amongst other things.

Music, and the other activities associated with hospital radio such as request collecting on wards and broadcasting other content, have been found to have a positive impact upon hospital patients. There are also positive impacts identified for the volunteers themselves. For NHS or HSC partners there is evidence that something like hospital radio could generate social value through an improved patient experience.

Impact of Hospital Radio:

Hospital radio stations were asked whether they had evidence of their impact on six key impact measures.

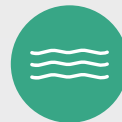
The responses were very positive in relation to social interaction and entertainment however stations were less aware of their impact on the other measures.



21%
of stations have evidence that they make patients feel like an individual



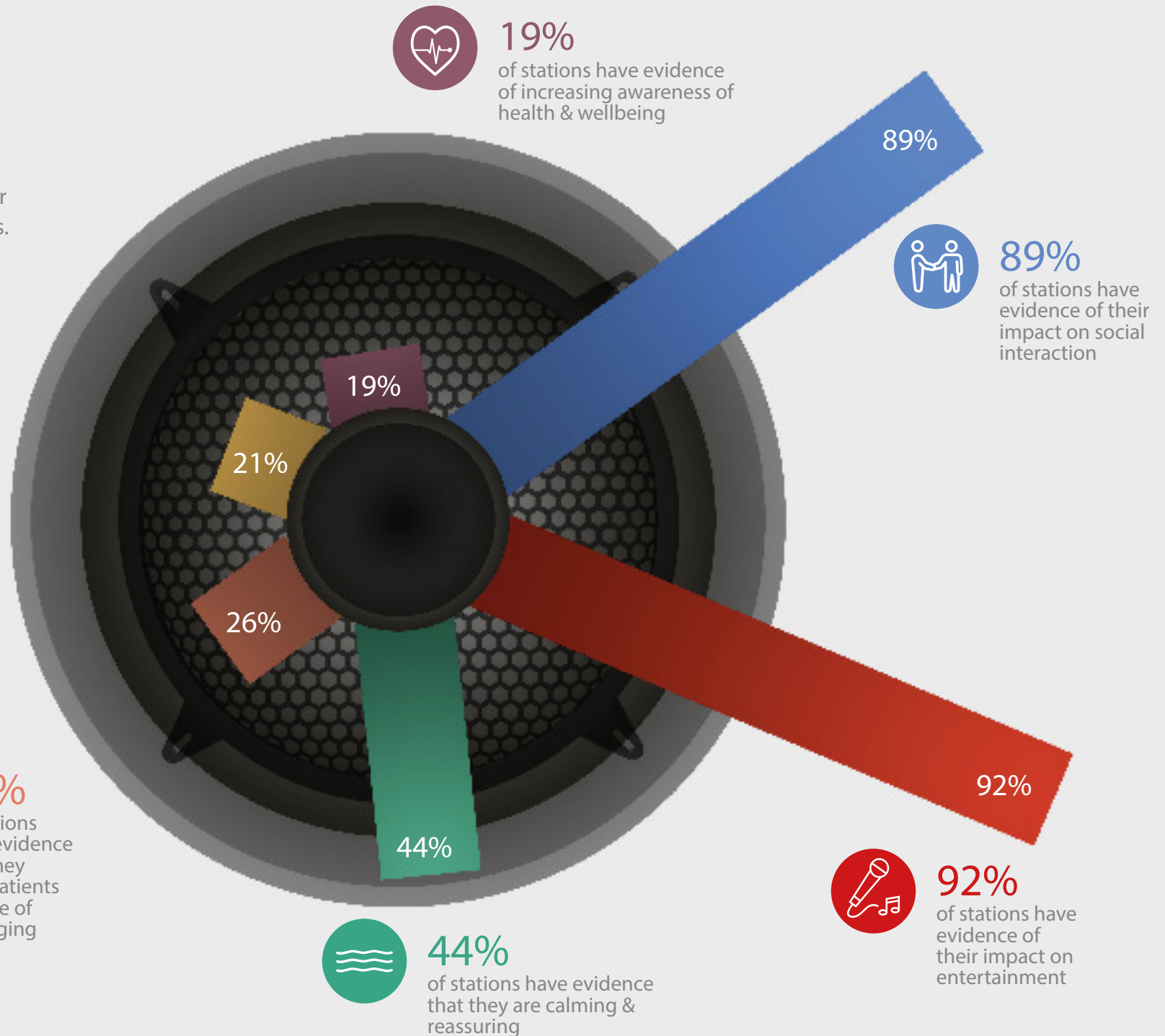
26%
of stations have evidence that they give patients a sense of belonging



44%
of stations have evidence that they are calming & reassuring



92%
of stations have evidence of their impact on entertainment



19%
of stations have evidence of increasing awareness of health & wellbeing

89%



89%
of stations have evidence of their impact on social interaction

92%



Impact Measure Entertainment

Impact and Activities which Make a Difference:

The impact of hospital broadcasting on entertainment comes from providing listeners with something that they feel is relevant and personal, and playing music they enjoy which is chosen by them and fellow patients. Beyond the on air content, hospital broadcasting is able to entertain listeners through engagement in conversations with volunteers who visit wards.

Challenges:

Whilst in hospital patients have long periods of inactivity, and report that time can pass very slowly. There is often little to provide them with enjoyment or pleasure, particularly outside of visiting hours. Patients who have difficulty sleeping often report that this is worse at night when they cannot talk, and the light for reading or watching the television disturbs other patients.

Patients now have access to a range of entertainment media. Most have access to national and local radio stations and television at their bedside, as well as hospital radio. An increasing number of patients are also bringing in their own devices with pre-loaded content including music and television programmes.



67%

of stations surveyed rated entertainment as their number one priority when deciding what to broadcast.

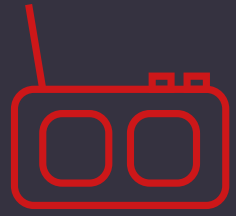
92%

of stations surveyed reported having evidence of a positive impact of their activity on reducing boredom in hospital patients.



of stations surveyed said that they collect song requests.

76% of stations broadcast interactive content such as competitions and on air games



Opportunities:

As a medium, radio is designed to provide entertainment for listeners. However, evidence gathered suggests that hospital radio entertains patients in a way that other forms of radio, etc are not able to through:

- the genre and variety of music played
- nature and relevance of content broadcast
- interactive content e.g. quizzes and games

Unlike other radio stations where the music played is dictated by various requirements such as commercial restrictions, set playlists etc, hospital radio stations have the freedom to play whatever songs they want. This means it is generally tailored to suit the preferences of patients. As requests are gathered, the particular genres or songs that are popular that day are often used to influence the rest of the music played. The variety of music played is wide, and songs that are rarely heard together can frequently be played sequentially. As one interviewee commented “where else would you hear Frank Sinatra followed by AC/DC”?

“ We find that people want to hear about things in the local area that are relevant to them. Each week we put together information on about three or four events happening in the next month that we think our patients would enjoy and which they might be able to manage, such as local history talks. ”

– Kerry, volunteer from Hospital Radio Plymouth

A further differentiator of hospital radio is that requests are gathered directly from listeners and then broadcast on live shows. The majority of hospital radio stations broadcast request shows in the evening and play requests gathered that same day. 44% of the stations play requests on all live shows.

Song requests have an impact on entertainment through allowing people to hear a song or songs that they like. In addition to this is the enjoyment that people get from hearing their name mentioned on air. When a request has been made patients are much more likely to listen out for their song and are pleased when it is played.



Our mother was in hospital last month and had a request played for her with a mention on the Wednesday night show. She was absolutely delighted and could talk about nothing else the next day when we went in to see her. Sadly she passed away 2 days later but we’re so pleased that her last Wednesday night was filled with such joy thanks to hospital radio.

– Family of a hospital patient





“ When we think the patients are up to it we sometimes unplug the headphones from the bedside units and play out radio in the bay. All of them put in requests and we have them all singing along and sometimes dancing. It gets a good atmosphere going which really lifts the patients’ spirits. Its good for the patients and its good for the staff. It makes us feel more human. ”

– Sammy, nurse and volunteer from Radio Addenbrooke’s

The nature of the content broadcast is important. Having met their audience and being very aware of their situation, hospital broadcasters are able to tailor what they broadcast to ensure that it is appropriate and appeals to listeners. Some presenters do small but significant things like not reporting the time as they are aware that it can pass slowly for some people in hospital. Others provide information about interesting local events that are happening in the future that would be appropriate for patients in recovery.

Various levels of interactive content were reported. This ranged from presenters posing questions for listeners to ponder on, through to competitions where people were asked to phone in and interactive games such as battleships and bingo. Where listeners are engaged in these activities there is positive feedback. It provides entertainment both for those playing and the other patients around them who invariably join in. Again, interactive elements, providing they are not too challenging, engage people in a way that other mediums of entertainment are not able to such as passively watching television.



We had an elderly gentleman patient who was really excited to talk to us about George Michael. He and his late wife had been big fans. He was telling us all about the concerts they’d been to and then asked if he could show us something. He got out of bed and started dancing! He just lit up. It was lovely to be able to bring a new, more positive energy to him.

- Nyah, volunteer from Radio Harrow





Impact Measure Social Interaction

Impact of Hospital Radio Activities on Social Interaction:

Hospital radio provides patients with virtual friends who know and understand their needs and the situation they are in. This allows them to communicate effectively with people over the airwaves. The ward visiting and song request collecting are essential activities to give patients someone to talk to face to face. The programmes broadcast and visits from volunteers to the wards facilitate social interaction between patients, with visitors and with ward staff.

Challenge:

With lots of people around, hospital might not seem a lonely place. However, people frequently report feeling socially isolated. They do not know anyone and only see friends and family at visiting times, or not at all if they have no visitors.

The literature review revealed that social isolation in hospital is a concern as it can have a negative impact upon patients' health. With families being more geographically dispersed, and friends and family of patients sometimes struggling to get into hospital to visit, patients can feel more isolated. The increase of single rooms is thought to be further contributing to feelings of social isolation for some patients. In these rooms they do not have other patients to talk to and do not see staff as often as they might in shared wards or bays.



95%

of the stations surveyed reported that presenters go out to meet patients on the wards.



9

visits are made to the wards by volunteers per station per week on average.

4.5
hrs

per day is the average length of time stations surveyed broadcast live on air.



Over **2/3rds** of the stations surveyed had received song requests from NHS staff, often with dedications to patients.

Even when in a ward with other patients it is sometimes difficult for them to find common ground to interact with others. Equally healthcare staff are keen to find ways to promote social interaction with, and between, patients to promote wellbeing.

Opportunities:

Hospital broadcasting was found to be having a positive impact upon social interaction in a number of ways:

- being a virtual friend on the radio
- semi-passive engagement
- meeting with and talking to patients in person
- encouraging conversations between patients and interaction with hospital staff

Presenters want to reach out to hospital patients and entertain them at, what is for most, a difficult time. With the vast majority of presenters reporting that they visit patients it means they are able to visualise them when they are on air. They can talk to listeners in a way that presenters on other radio stations are not able to. This is appreciated by patients who feel they know the person talking to them and that the radio broadcast is targeted at them.

Semi-passive engagement is important for patients who feel that they want social interaction on some level but who do not want to actively participate. This might be due to them feeling too unwell or wanting something soothing to help them sleep. Hospital broadcasting plays an important role for these people as they perceive that there is someone talking to them on a fairly personal level who understands them, and their situation, but to whom they don't have to respond.

Presenters being perceived as similar to patients, e.g. the same age, gender is sometimes seen as beneficial, particularly if patients feel they can connect through something like shared musical tastes. Equally, some older patients reported that it was nice to hear a young person on the radio and meet them when they were ward visiting.

Evidence from patients, and interviews with both volunteers and hospital representatives, demonstrate that visiting the patients is extremely important to help combat loneliness. Patients who want to talk to someone but have no visitors, or find themselves alone at certain points of the day, enjoy having a person to talk to about the music they like. In children's hospitals there is an even greater emphasis placed on using



As nurses it is sometimes difficult to find time just to sit with a patient, even if we know they would benefit from that support. So we'll put in a song request and ask the patient to call us when it comes on. We then go and sit with them to listen with them at their bedside. To have a reason to spend that time with them is invaluable.

– NHS Ward Sister



play to interact with them around something enjoyable. The radio station can facilitate this. The more effectively patients are engaged by the volunteer the more positive the impact. The music can be of secondary importance but is an influential tool to engage people.

The importance of hospital radio stretches beyond interaction between listeners and radio station volunteers. By visiting wards and asking patients about music, conversations

“ A few patients have said they like meeting me as I seem like a nice young man, I’m 17 years old, and some of the older patients say I remind them of their grandson so will happily chat to me. ”

– Andrew, volunteer from Hospital Broadcasting Service (Glasgow)

are generated in bays, between the beds, as patients talk to one another about the requests they might make. It also prompts enjoyable conversations between patients and their visitors. In addition, interactive elements of the broadcast can involve groups of patients working together in teams.

Social interaction between ward staff and patients can also be positive where healthcare staff are engaged in hospital radio. A considerable proportion of stations surveyed for this research said that hospital staff had made a request and they often dedicated this to patients on their ward. In some hospitals the bedside sets are the only means of listening to hospital radio but there are examples of staff finding ways to broadcast the radio in their wards using speakers, etc, and sitting with patients to listen with them via headphones.



“ Often we go into a bay and it is quiet. By the time we leave you’ve got people chatting from bed to bed about the music they’ve requested. You get a really positive atmosphere. Not a party... but almost! ”

– Peter, volunteer from Hospital Radio Plymouth



Impact Measure Calming and Reassuring

Impact of Hospital Radio Activities on being a Calming and Reassuring Influence

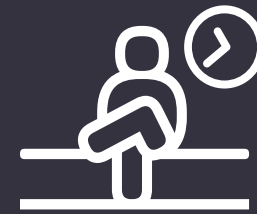
Where other radio stations are providing entertainment, hospital radio has an additional, important role which is to distract people from the negative feelings or thoughts they have about being in hospital or a similar setting. This is achieved through sensitive presenting, content being relevant and engaging for the listeners, interactive elements of the programming and visits by volunteers to talk about music and other things that interest the patient.

Challenges:

People are in hospital because they need to be there to receive treatment or medical care. Therefore, whilst boredom is clearly an issue, this can be coupled with anxiety, frustration and / or sadness for many people. Worrying about what might happen or the treatment to be received is common, especially as patients often have time to dwell on these thoughts when they are not otherwise occupied. Finding something to take their mind off the situation, even just for a short while, is beneficial.

62%

of the stations surveyed said that providing patients with a distraction whilst they were in hospital was a top 3 priority for them.



30%

of the stations surveyed said they broadcast over loudspeakers in waiting rooms, outpatient areas, etc to provide a distraction for people who might be anxious.

71%

of stations surveyed offer content in addition to music such as news, talk, sport, spoken word, weather and comedy.

92%

of stations surveyed reported that they broadcast 24 hours a day.

Opportunities:

As detailed earlier, radio has a beneficial impact upon negative feelings through providing entertainment. Beyond this it is also important to note the additional impact that hospital radio has through being a distraction and having a calming influence. This is due to the particular situation of the listeners. The morale of healthcare staff can also be boosted by listening to the hospital radio station, which in turn creates a positive atmosphere for patients.

Many patients in hospital are very ill, however they might still be able to listen to and enjoy the radio and music played. Having a request played has a particularly positive influence with the majority of patients we interviewed saying that when they made a request they listened out for it that evening, which was a pleasant distraction.

At other times patients need something to take their minds off negative thoughts that they are having or to help them sleep. Being able to tune into hospital radio any time day or night is positive as patients know it will be something they can listen to that is appropriate and sensitive to them and their situation.

“ Recently we were not able to broadcast a live Saturday morning show for a while. Nursing staff from one of the wards asked us to bring it back as the number of call bells they had to respond to dramatically reduced when the show was on air because patients were engaged by the show. ”

– Andrew, volunteer from Hospital Radio Plymouth

The presenting style of people on hospital radio is also a contributor to reducing feelings of anxiousness. Having a calm presenting style or being humorous were both cited as effective at making people feel more at ease. Whatever the style, making listeners feel that they were being connected with on a personal level by someone who understood them was key.

Direct reports from healthcare staff interviewed indicate that hospital radio has helped ease anxiety during treatment. Listening to music can help people relax and also gives them something to focus on rather than the treatment. Healthcare staff reported getting patients to listen to music when receiving some treatments which were not very pleasant to soothe them.



I was in hospital for a long time last year. It was an extremely stressful time for me and I would just lie in bed from 10pm to 7am worrying and not sleeping. I discovered hospital radio and found it really helped at night. To just be able to put on headphones and listen to non-stop music was just what I needed at that time. It did ease my frustration and anxiety during these long nights.

– Hospital Patient



As a rule I don't ask patients what they're in for. Some volunteer the information and want to talk to a person who will listen to their concerns.

– Phil, volunteer from Causeway Hospital Radio



Knowing that hospital radio was available meant that they had a trusted source of distraction that they could put on for patients. They reported that they had seen patients physically relax as a result, which made the treatment more effective and easier to bear.

Distraction is also provided by hospital radio through ward visits. Having something to talk about which is not related to their health or the situation they find themselves in provides welcome relief. They can talk instead about music and memories or feelings that those songs might provoke that relate to them as a person and their life outside hospital. Some patients spend time thinking about the requests they want to have played which, again, takes their mind off their situation for a little while. Conversely some patients do want someone to talk to about their health condition as sharing their concerns can help reduce the anxiety they are feeling.

When content from the radio is also available on demand, people have the opportunity to listen to it when they need to be distracted which may not be the time that the show is broadcast live.



“We had a group of ladies on one ward who had been in for a while and were very anxious about going home. We persuaded them to take part in an on air competition together. They got in touch to say they’d not laughed so hard in ages and were excited about going home now as they couldn’t wait to tell their families about being on air and winning a prize.”

– Peggy, volunteer from Hospital Broadcasting Service (Glasgow)



Impact Measure

A Sense of Belonging

Impact of Hospital Radio Activities on a Sense of Belonging:

Information provided via hospital radio linking patients to both the people and activity of the hospital, as well as keeping them connected in a positive way to the outside world, helps reduce feelings of disorientation in hospital.

Challenge:

Being in hospital can be a very disorientating experience. People are in a new and unfamiliar environment and some will have been taken there with little or no notice to allow them to prepare. Once there, people's daily routine is completely different and things are happening around them that they do not understand. There are also unfamiliar people, both patients and staff, and they will not have people there who would normally be with them e.g. partner, children, etc. Changes to the way in which care is delivered also means that patients are not usually in hospital for as long so do not have the time to become accustomed to their surroundings. The outside world can seem a long way away.



48%

of stations have received positive feedback from NHS staff about the impact of hospital radio on patients.

1/2

of stations surveyed meet with an NHS representative more than twice a year to discuss what they are doing in the context of the hospital.

58%

of stations surveyed change their schedule less than once per year and the majority keep a fixed schedule to provide consistency.

71%

of stations surveyed broadcast national news and information about things happening locally is broadcast by 67%.

Opportunities:

Hospital radio helps orientate people within the hospital and makes them feel less disconnected from the rest of their lives in a number of ways:

- providing patients with information about the hospital and what happens there
- connecting patients with people and things happening outside the hospital
- making NHS staff aware of the station and schedule so they can engage patients
- offering a personalised service so patients recognise the radio as being something for them

Hospital radio stations, whilst independent from the NHS (or HSC), are seen as part of the hospital and they provide patients with information about what is happening there. Where there is a positive and pro-active relationship between the radio station and the hospital, the stations engage with events such as carol concerts and broadcast them to listeners.

Hospital radio is also used as an opportunity to introduce some of the staff and services that patients might not be aware of in an engaging

“ We see hospital radio as part of the wider NHS Trust family and work with them to help benefit both the patients and staff in the hospital.”

– Linda, NHS Representative
Addenbrooke’s Hospital

way. Members of staff including directors from the Trusts and Boards are often interviewed by hospital radio stations and usually talk about their favourite music whilst also explaining what their role is in relation to the hospital.

Whilst local radio is able to provide people with information about what is happening outside the hospital, this could lead to patients feeling more isolated. Hospital radio volunteers in the interviews reported that they were careful about the content broadcast and that they ensured that it was presented in a sensitive way. For example hospital radio stations go out to local places and events and report on them for the benefit of hospital patients or broadcast live concerts. Others engage the local football teams, getting managers and players to talk on air at half time. Having a live connection to these local events, and reporters who are conscious of patients listening in hospital, helps people feel connected in a positive way.



We have launched Team of the Week for hospital staff. They get a trophy, chocolates and requests and dedications played on air. It makes staff feel valued and appreciated. The award also engages patients from that ward and it helps increase awareness generally of hospital radio.

– Steve, volunteer from Hospital
Radio Clatterbridge



Another significant thing which makes people feel isolated and cut off is not seeing their families and friends as much as they would outside of the hospital. Hospital radio can help mitigate this by providing a connection on the air. This can come in the form of song requests from family and friends which are significant to their relationship and this connects people to their loved ones who they are missing. Hospital radio stations which broadcast online or via an FM/AM signal further strengthen this connection as friends and family can listen to their requests being played. On stations where this is possible, on air conversations extend contact between people beyond visiting hours.

The greater the awareness ward staff have of hospital radio, the more likely they are to promote it to patients and engage them. Generating enough awareness is a challenge that most hospital radio stations face due to other pressures on healthcare staff time and the potential lack of opportunity to meet with appropriate staff members. Where there is good engagement with ward staff they frequently use hospital radio to create a positive, inclusive atmosphere on the wards to make patients and staff alike feel a sense of belonging to that place at that moment.

“ We want to make the station local and for the people who are there in hospital. We’re introducing a feature called Barry Island Discs which is a local play on Desert Island discs. We’ll say to guests “you’re stranded at the train station in Barry Island, what 6 songs are you going to play on your ipod while you wait for the train? ”

– Dave from Hospital Radio Merthyr Tydfil





Impact Measure Feeling Like an Individual

Impact of Hospital Radio Activities on Feeling Like an Individual:

The literature review revealed that there is a risk of people feeling depersonalised when they are in hospital. Through hospital broadcasting this is reduced by recognising people as an important individual, talking to them about their likes in terms of music and playing requests for them. This sense of identity is further strengthened by creating a personalised service for patients and offering them greater control over what they listen to and when.

Challenge:

On coming into hospital patients give up almost all control of what happens to them and their daily routine. With the focus of their time in hospital being their health and receiving treatment, patients can sometimes feel depersonalised and that their condition is the focus rather than them as a person. Finding ways to give patients a greater sense of control, and ensuring that they still feel like an individual, is really important for their health and wellbeing.

Opportunities:

Hospital radio is regarded as being for the patients. A personalised service that belongs to them. This sense of the radio being for the patients was reported by both them and

Stations surveyed reported receiving an average of:

50 requests per week

Just under half the stations at:

44%

reported accepting requests for all live shows.

1/4

Around 1/4 of stations offer a recording of some of their shows that people can play on demand.



Giving patients a choice in what songs are played on the radio was the 4th highest priority for stations surveyed when deciding what to broadcast.



volunteers. Feeling part of something and perceiving hospital radio to belong to them, the patients, promotes a sense of being important and mattering within the hospital. Having the radio station located in the hospital, and patients having the opportunity to visit the studio, and being invited to request songs all contribute further to patients knowing that the radio is provided for them.

An important element of hospital radio is the provision of a service which focuses on the patients as individuals and their interests outside of the hospital. By focusing on what music people like, and their personal preferences, hospital radio is able to help people maintain a sense of self whilst in hospital. As noted earlier it also helps spark conversations between them and their visitors, other patients or ward staff about something other than their health and treatment.

The opportunity to request a song to be played on the radio also makes a difference. At face value there is an opportunity to influence the music being played on the radio and ensure it is something the listener likes. Although many people have access to music they like in hospital via mobile phones or tablets, the reason that having a request played on air appears to be different is that it

“ You go out and visit your audience in hospital radio so you meet the people you’re broadcasting to. You know them, and you can play the music they like as you visualise them when you’re doing your show. ”

– Joe, volunteer from Northern Air

makes that person feel important. Firstly that they’re important enough to play a song for, but also that they are mentioned on air and that the presenter refers to them directly for everyone else to hear. If they have met the person actually presenting the request show this is strengthened further. It creates a real connection with the hospital radio station that it is not as easy to form with other mediums of entertainment or other radio stations.

Variety was cited as a reason that hospital radio was liked and had a positive impact upon feeling like an individual. People feel with the mix of music, and other content where broadcast, that there is usually something for them within the schedule. Most stations broadcast additional content like sport, comedy, spoken word, news, etc and specialist music programmes, often throughout the day when the station is



A lady opposite me on the ward requested a song yesterday and also expressed an interest in the tennis. You played her track on air and said you’d probably lost her to the tennis. Well she had her headphones on and was smiling and chuckling so happily to herself when you mentioned her name and that she’d probably be listening to the tennis instead. She was alone for a lot of the day and I think your dedication made that elderly lady happy. That’s priceless.

– Hospital Patient



“ Our patients tell us that most of their conversations, even those with visitors, centre around their health and what treatment they have had. Someone coming in and asking them what music they like reminds them of their lives in a more general sense and who they are as a person. That’s a really important part of the patient experience. ”

– Judy, HSC Trust representative
from Causeway Hospital

not live. If patients are aware of the station schedule they can choose to listen to the shows or programmes they like.

From the research it became apparent that some hospital radio stations are considering ways in which they can offer listeners further control over what they listen to by providing on demand content, or the ability to listen via mediums such as online streaming or AM/FM broadcast. There are challenges to offering these services but the potential benefits to listeners are considerable. On demand content means patients can listen to elements of hospital radio when it suits them, and

particular programmes that appeal to them. For example, they could choose to listen to a programme of relaxing, calming music when they are feeling anxious or could listen to a recording of a Sunday service during the week if their religion was an important part of their identity and they wanted that reinforced.

“ It’s amazing how people can pick a song that means something to them straight away. They give all sorts of different reasons for choosing a song. Maybe it is a happy memory from outside of hospital or sometimes dark humour about their situation. But whatever the reason the song choice reflects them and it gives them pleasure to hear it.”

– Susie, volunteer from Radio
Addenbrooke’s





Impact Measure Health and Wellbeing

Impact of Hospital Radio Activities on Health and Wellbeing:

There is opportunity for hospital radio to have an impact upon the awareness of health and wellbeing for those who have received treatment in hospital if handled sensitively. Hospital radio is an additional and alternative means of communication for health charities, Public Health and the hospital themselves.

“ We need to work more closely with the hospital radio station to include them in our community days. It’s a real bonus having them involved but we are aware that we need to tell them more about what’s happening in the hospital. ”

– Kath, NHS Health Board representative from Prince Charles Hospital

Challenge:

Recently discharged patients are one of the most vulnerable groups that Public Health and equivalent bodies deal with. Patients who have been recently discharged do not always follow, or are not aware of, health advice. Whilst the hospitals promote health and wellbeing advice, and the majority hold awareness days such as stroke awareness day, this is not always accessible to or actively received by patients.

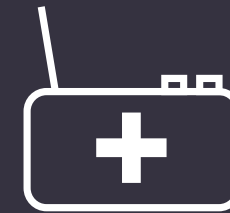


19%

of stations feel that they are having an impact upon listener awareness of health and wellbeing.

51%

of stations report that they have some form of online content including streaming.



50%

of stations report that there is some NHS input into the content of their broadcast.

58%

of stations surveyed reported broadcasting health and wellbeing information.

“ A large number of charities are keen to be involved with our station as we are well known locally. We promote the work of a number of charities on the Wirral whose work is associated with the health park where we broadcast and invite them in to speak on air. ”

– Steve, volunteer from Radio Clatterbridge

Opportunities:

Hospital radio stations are in a positive position whereby they have links to the hospital and other health providers and patients listening. Whilst the main purpose of hospital broadcasting is seen to be the provision of entertainment, there is opportunity to provide positive health messages in a non-intrusive way.

The majority of hospitals hold awareness days, open days and other events associated with health and wellbeing. Where good communication and links exist between the healthcare partner and a hospital radio station they frequently have a presence at these events and, with the right equipment, broadcast live. This provides another medium for the hospital to communicate health messages to patients

and also provides patients access to these events who might not be well enough to attend in person. Whilst this was reported to be happening in some hospitals, many radio stations involved in the research, and their healthcare partners, acknowledged that more could be done to involve hospital radio in these events for the benefit of patients.

There is also an opportunity for hospital radio to engage charities or services which would benefit people in hospital, that they might not otherwise be aware of. Again, if handled in a sensitive way, this is a beneficial service for patients.

Broadcasting outside the confines of the hospital also offers greater opportunity to promote positive messages of health and

“ We record a request show for four local care homes once a month. Requests are collected from residents and a one hour long programme is recorded. The programme is provided both online and on a memory stick so staff from the care home can play it out to groups of residents in a day room or for residents individually in their rooms.”

– Tony, volunteer from New Forest Radio

wellbeing to listeners. With a move towards providing more care within the community, self-care and the use of technology to facilitate virtual wards, those who would traditionally have been thought of as hospital patients may no longer physically be in hospital. Public Health representatives in the research highlighted the vulnerability of recently discharged hospital patients and felt that something which enabled them to still feel a sense of connection to the hospital, such as hospital radio, is beneficial.

Some hospital radio stations, with the ability to broadcast outside the hospital, engage people within the community and share health messages with them as part of their remit as a hospital service. Some stations have used other methods to enable broadcasting to be taken to a wider audience requiring health and wellbeing support, such as people within residential homes.

Whilst not currently a priority for most hospital radio stations, there is potential for them to have a greater impact upon the health and wellbeing awareness of listeners. This is something that the healthcare partners, and other health organisations, are keen to explore further.

Impact on: Hospital Radio Volunteers

Introduction

Volunteers at hospital radio stations had different motivations for getting involved. Some were initially interested in radio as a medium whilst others joined due to an appreciation of music. For a smaller, but still significant, group of volunteers the motivation to join was to work directly with patients in the hospital. The majority of volunteers we spoke to said that whilst it might have been the love of radio or music that first attracted them, it was actually the positive impact they felt they were having on people's time in hospital that really motivated them to stay involved.

Challenges

The main challenge facing stations in relation to volunteering was recruiting volunteers. Most stations want to recruit more volunteers. In particular they want to encourage people to join who will enable them to produce high quality and relevant content, be that through presenting ability, technical skill or an affinity for engaging patients. The content produced, and the ability of the station to have a positive impact upon listeners, is heavily reliant upon the quantity and quality of volunteers.



3hrs

Stations surveyed reported that the average number of hours each volunteer gives per week is 3 hours.

The number of volunteers at hospital radio stations ranges from:



6 to over 100

“ If I can make a patient feel a little happier and a little less sad during their time in hospital then it makes what we’re doing worthwhile and has kept me here for 40 years! ”

– Steve, volunteer from Hospital Radio Plymouth



For the Listeners

Volunteers almost universally reported that they believe hospital radio is all about the listeners, and in particular patients. They play music that is not necessarily to their taste because they know it is what their listeners want to hear. They are also sensitive to their listeners’ situation when presenting between songs. Volunteers reported that if they could just take people away from the negative feelings that they might have whilst in hospital by providing entertainment and a distraction, then the time they are giving to the station is worthwhile and rewarding.

Family of Volunteers

A further benefit to volunteers observed in the research is the feeling of being accepted and belonging to a group of likeminded and generally supportive people. When volunteers are working alone in the studio is when they are most likely to report being concerned that no-one is listening to and benefitting from the broadcast. When volunteers get together they are able to share stories of the positive impact they are having as well as discuss their mutual shared interest of radio and music.



Being able to make a patient chuckle and brighten their night is extremely rewarding.

– Eric, volunteer from Hospital Radio Chelmsford



You can see the happy faces of patients and the difference you have made. They might be quiet and reluctant to interact when you first meet them but when you leave they are smiling. You really feel you’ve made things a bit better at a really difficult time for them.

– Polly, volunteer from Radio Lollipop



Value of Hospital Radio

Introduction

Hospital radio, in its steady state, is low cost as all the human resource required to run it comes from volunteers who give their own time to operate the stations. Premises, including utilities, are generally paid for by the hospital. All other running costs are covered by stations themselves through fundraising, grants, etc.

Financial benefits come from the contribution of hospital radio through impacts on psychosocial health outcomes. London-based think tank Demos defines social value as the “wider non-financial impacts of programmes, organisations and interventions, including the wellbeing of individuals and communities, social capital and the environment.” (Wood & Leighton, 2010).

To the extent that hospital broadcasting positively affects the wellbeing of individuals and families, it is creating social value.

Whilst further research is required to definitively determine the social return on investment (SROI) of hospital radio, due to the complexity of the relationship, secondary research and proxies can be used to establish where hospital radio might contribute social value.

Overall the impact study reveals that hospital radio can contribute positively to the patient experience through the impact on psychosocial health outcomes. There is clear evidence of a link between a positive patient experience and clinical effectiveness (Doyle et al, 2013). This means that the patient experience has a financial impact.

If hospital radio contributes to an improved patient experience, which reduces the length of stay by one day, the activity of the station is contributing to a £400 per patient saving which is the average cost of an NHS hospital bed per night (Georghiou et al, 2014).

£400 per day, per patient

Cost of Providing Hospital Radio

There are over 5,300 volunteers at HBA member stations who, according to the survey results, are contributing on average 3 hours per week. This equates to over 16,000 hours per year. Even if they were paid the minimum wage in 2016 (£6.70) for the hours they work it would equate to more than £107,000 per year.

From data gathered from the Charity Commission and Scottish Charity Regulator (sample of 101 stations) the average annual expenditure in 2014 was £4544. However, expenditure is very much dependent upon the size and activity of a station that year, as well as the money available from fundraising. Some stations were reporting annual expenditure of less than £250.

Premises costs are generally limited to the cost of running a space within the hospital e.g electricity and heating costs. However there can be higher costs incurred for NHS (or HSC in Northern Ireland) partners when new space has to be provided or there are significant modifications that need to be made to a space. Where space within a hospital is at a premium it can be valued highly as it is seen as space that could be used for another, clinical purpose.

Social Interaction

Social valuation techniques estimate the value of 'friendships from community learning' (a group activity, which may be loosely comparable to group dynamics stimulated by hospital radio) at \$10 per hour (Global Value Exchange), which equates to roughly £7 per hour.

£7 per hour, per patient

Calming and Reassuring

An SROI report by the social value lab used £35 (the cost of a 'De-stress and Sleep Well' course) as a proxy value for change in mental state, including reduced anxiety and distress for individuals (Global Value Exchange). A cautious calculation, to minimise the risk of over-claiming, might suggest that if a conservative estimate of one person in half of the 350 hospitals that members broadcast to had a better night's sleep as a direct result of listening, and this happened every night, then it would contribute to a social value of £2.2m a year nationally.

£2.2m a year nationally

Entertainment

Using wellbeing valuation techniques Fujiwara et al (2014), on behalf of the government's Department for Culture, Media & Sport, put a value of £742 per year on being an engaged audience member at a music event. While listening to hospital radio is not the same as going to a music event, we might use the value as a rough approximation of the wellbeing value of music. £742 per person equates to £2.03 per day of value realised through improved wellbeing.

£2.03 per day, per patient

A Sense of Belonging

Hospital broadcasting, its family of volunteers and their activities can encourage a sense of belonging and feelings of community which are vital to wellbeing. According to Barry Schwartz, Professor of Social Theory and Social Action "what seems to be the most important factor in providing happiness is close social relations. People who are married, who have good friends, and who are close to their families are happier than those who are not ... Being connected to others seems to be much more important to subjective wellbeing than being rich." (Schwartz, 2005 p. 107)

Feeling Like an Individual

There is a financial proxy for the value of 'feeling in control of life' which suggests that the average amount of social value is £12,470.00 per person per year (Value Calculator, 2014). To translate that to the social value created by engagement with hospital broadcasting we might suggest that the value per day per person is £34.16 and that hospital broadcasting may have contributed to 10% of that (allowing 90% to be attributable to hospital staff, chaplains, family members, personal circumstances etc), which is a social value per person per day of £3.42. If hospital broadcasting contributes to, say, 1 person in half of the 350 hospitals where members broadcast across the UK per day to 'feel in control of life' to that extent, then the social value would be £218,453 per year.

£218,453 a year nationally

Health and Wellbeing

According to Daniel Fujiwara and the Social Value Bank, the average value derived by someone ceasing smoking is equivalent to £4,010.00 (Value Calculator, 2014) which shows potential scale of the value of public health information, advice and guidance. Hospital broadcasting may well contribute to the provision and dissemination of that advice and therefore contribute to the value created.

Conclusions

The most direct impact of hospital radio is through psychosocial health outcomes including; boredom, loneliness, anxiousness, disorientation and depersonalisation.

- 1 Boredom can be alleviated through entertainment provided by hospital radio, the playing of music with other content that listeners like and that is relevant to them.
- 2 Loneliness and feeling socially isolated can be reduced by hospital radio providing listeners with a virtual friend and through face to face interaction with volunteers from the station.
- 3 Anxiousness and frustration can be reduced with hospital radio being a calming influence, providing a distraction and offering reassurance.
- 4 Patients in hospital can feel disorientated. Hospital radio can help familiarise them with the hospital and help them maintain a connection with their lives and people outside.

- 5 The focus on people's condition in hospital can be depersonalising. Hospital radio can help people to feel like an individual by focusing on their personality and the music they like.
- 6 Hospital radio has the potential to increase awareness of health and wellbeing by delivering information and advice in an appropriate and sensitive way.

Volunteers' wellbeing is improved by their involvement in hospital radio through making a positive difference to patients' stay in hospital and through feeling part of the station family.

There are some costs associated with providing hospital radio but much resource is provided by volunteers who give their time to run the stations. There is potential social value offered in return by hospital radio through its contribution to positive psychosocial health outcomes.

From the research there are four main conclusions:

1. hospital radio has a positive impact upon health outcomes
2. there is a clear difference between hospital radio and other forms of entertainment
3. the impact of hospital radio is greater than providing entertainment or distraction
4. the success of hospital radio is dependent on patients and staff engaging with station activity

Evidence from the questionnaire data, interviews and patient feedback demonstrates how hospital radio has an impact upon psychosocial health outcomes including boredom, loneliness, anxiousness, disorientation, depersonalisation and health and wellbeing awareness. Therefore, hospital radio could be expected to contribute a return on investment from social value generated through an improved patient experience.

From deep dive interviews, and other evidence collected, it is apparent that hospital radio offers its listeners something that other forms of media generally do not. The overriding reason is that hospital radio is a personalised service for patients associated with that particular hospital or facility. This is manifested through patient song requests, broadcasting in a way that is sensitive to their situation, and hospital radio volunteers meeting patients face to face so they know who they are broadcasting to and are known to their listeners.

Hospital radio stations recognise that they provide patients with entertainment and

are also aware that they promote important social interaction, both face to face and as a virtual friend via the airwaves. To some extent they are aware that they can help people who feel anxious by being a calming influence and distraction. Beyond this, hospital radio can help people settle more easily within the hospital environment and, at the same time, celebrate their personal identity as they are asked about their preference in music and the associated memories. These positive impacts should be understood and embodied further by radio stations in order to proactively increase benefits to patients. The positive impacts of hospital broadcasting are only realised if people are engaging with hospital radio. One of the key challenges identified by most stations involved in the research was raising and maintaining awareness of their station and activity.

From the research good practice was identified where hospital ward staff were proactive in encouraging patients to listen. In other instances hospital partners involved the stations in their activities and actively promoted them. To achieve the

maximum impact of hospital broadcasting, and assist the healthcare partners in their work, partnership working is important. The impact could be extended with the additional involvement of other partners such as Public Health and third sector organisations, and by considering ways of extending broadcasting beyond bedside sets.

Where implemented these alternative approaches to extend the reach of hospital radio were generally contributing to an increase in awareness.

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Questionnaire Respondents

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- Bedrock
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- Hospital Radio Bedside
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- Durham Hospitals Radio
- Edinburgh Hospital Broadcasting Service
- Hospital Radio Exeter
- Hospital Radio Medway
- The Hospital Broadcasting Service
- Grimsby Hospital Radio
- Jubilee Hospital Radio
- Conquest Hospital Radio
- Hereford Hospital Radio
- Inverness Hospital Radio
- Hospital Radio Ipswich
- Radio Lollipop (Bristol)
- Bay Trust Radio
- Hospital Radio Norwich
- Hospital Radio Plymouth
- Radio Glan Clwyd
- Hospital Radio Stafford
- Hospital Radio Tunbridge Wells
- Radio Wey
- Radio Law
- Huddersfield Hospital Radio
- Radio Horton
- Southern Sound
- Northumberland Hospital Radio - NHR
- Radio Lonsdale
- ArroweSound
- Radio St. Helier
- Valley Park Radio
- Radio Frimley Park
- Radio North Kent
- Radio Harrow
- Jumbo Sound
- Radio West Middlesex
- Radio Warneford
- Radio Gwendolen
- Evesham Hospital Radio
- Radio Tyneside Network
- Radio Nene Valley
- Anker Radio
- Radio Cherwell
- Radio Addenbrooke's
- MY Radio
- Milton Keynes Hospital Radio
- Radio Redhill
- Scunthorpe Hospital Radio
- Seaside Hospital Radio
- Radio Haslar
- Radio Wexham
- Southend Hospital Radio
- Radio Brockley
- Radio Starlion
- Stoke Mandeville Hospital Radio
- Radio Sunderland For Hospitals
- Radio Marsden
- CHBN
- Radio Hillingdon
- Radio General (Warrington Hospital Radio)
- Watford Hospital Radio
- Sunshine Radio
- Choice Radio
- Radio Camelot
- Southside Broadcasting
- York Hospital Radio
- Barts & London Chest Hospital Radio
- Radio Chelsea and Westminster
- Radio Mount Vernon
- Hospital Radio Wroughtington
- Radio Nightingale
- Hospital Radio Reading
- Radio Glamorgan
- Radio Enfield
- Merthyr Hospital Radio
- Barnsley Hospital Broadcasting
- Radio Craigavon
- Whipps Cross Hospital Radio
- Sheffield Hospital Radio
- Radio Odstock
- New Forest Hospital Radio
- Coventry Hospital Radio
- Radio Wulfrun
- Hospital Radio Leighton
- Chippenham Hospital Radio
- Radio South Tyneside
- Winchester Hospital Radio
- Radio Halton
- Phoenix Hospital Radio
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