

Digital videos for kidney transplant candidates with low health literacy educate all

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Background

- Information disseminated in transplant work-up fades with time, with key messages forgotten at the time of transplant
- Consent processes around transplantation have become increasingly complex as our use of high risk donors has risen
- Consent should be a multi-stage process rather than limited to a single interaction in an emotionally charged time
- We endeavoured to assess whether a video-based educational program was an effective means of patient education for such complex issues

- A short digital video featuring a healthcare professional discussing the kidney transplant offer, with specific focus on high risk donors aimed at low health literacy, was created for kidney transplant candidates; a paired video featuring a patient story
- An online questionnaire, with embedded videos was completed by 61 working up or actively listed transplant candidates while on haemodialysis.
- Patients were asked knowledge-based questions before and after watching these videos to assess understanding of the key message from the healthcare professional

Offer video



- 37 patients (61%) were male, with a mean age of 52 years (range 24 – 75 years)
- 25 patients (41%) had had a previous transplant
- 16 patients (26.2%) were Caucasian; 9 patients (14.75%) were Asian/Asian British; 25 (41%) patients were Black/African/Caribbean/Black British; 5 patients (8%) identified as being of mixed or multiple ethnic groups, while 6 patients (9.8%) identified as Other

Results

- Knowledge-based questions on the healthcare video content significantly improved following the video ($p < 0.001$), regardless of level of health literacy with the greatest improvement seen for a question on high risk donors: 'I might be offered a kidney from a donor that had brain cancer'
- 95% patients reported an emotional connection between the healthcare professional and patient videos, while 87% reported that the patient video made the healthcare professional video and scenarios more of a reality for them

Results

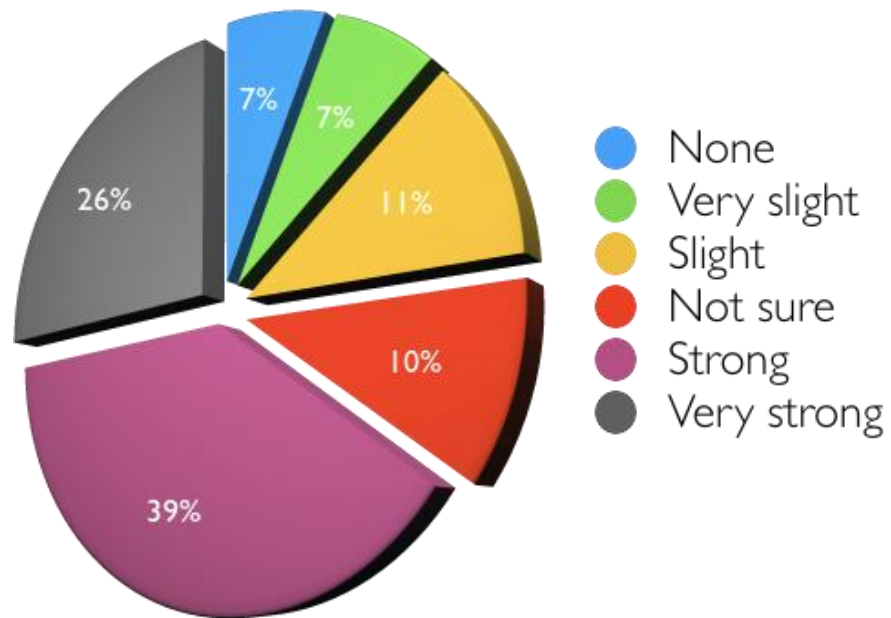


Figure 1. Strength of emotional connection to patient story

Conclusion

- Patient stories resonate with patients and may lead to improved retention of information
- Pairing short digital videos featuring a healthcare professional and an experienced patient enhances delivery of information in an engaging and effective format
- Aim content to a low health literacy level for the greatest impact
- Repeated access to the content, can contribute to longitudinal education and the consent processes surrounding complex issues in transplantation