



CAN A CHILDREN'S GAME RAISE AWARENESS OF DELIRIUM?

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North Staffordshire Combined Healthcare NHS Trust



**I SEE THIS
EVERYDAY AND
THINK WE CAN
DO BETTER**



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**I WANT PEOPLE TO
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THEY CAN MAKE A
DIFFERENCE**

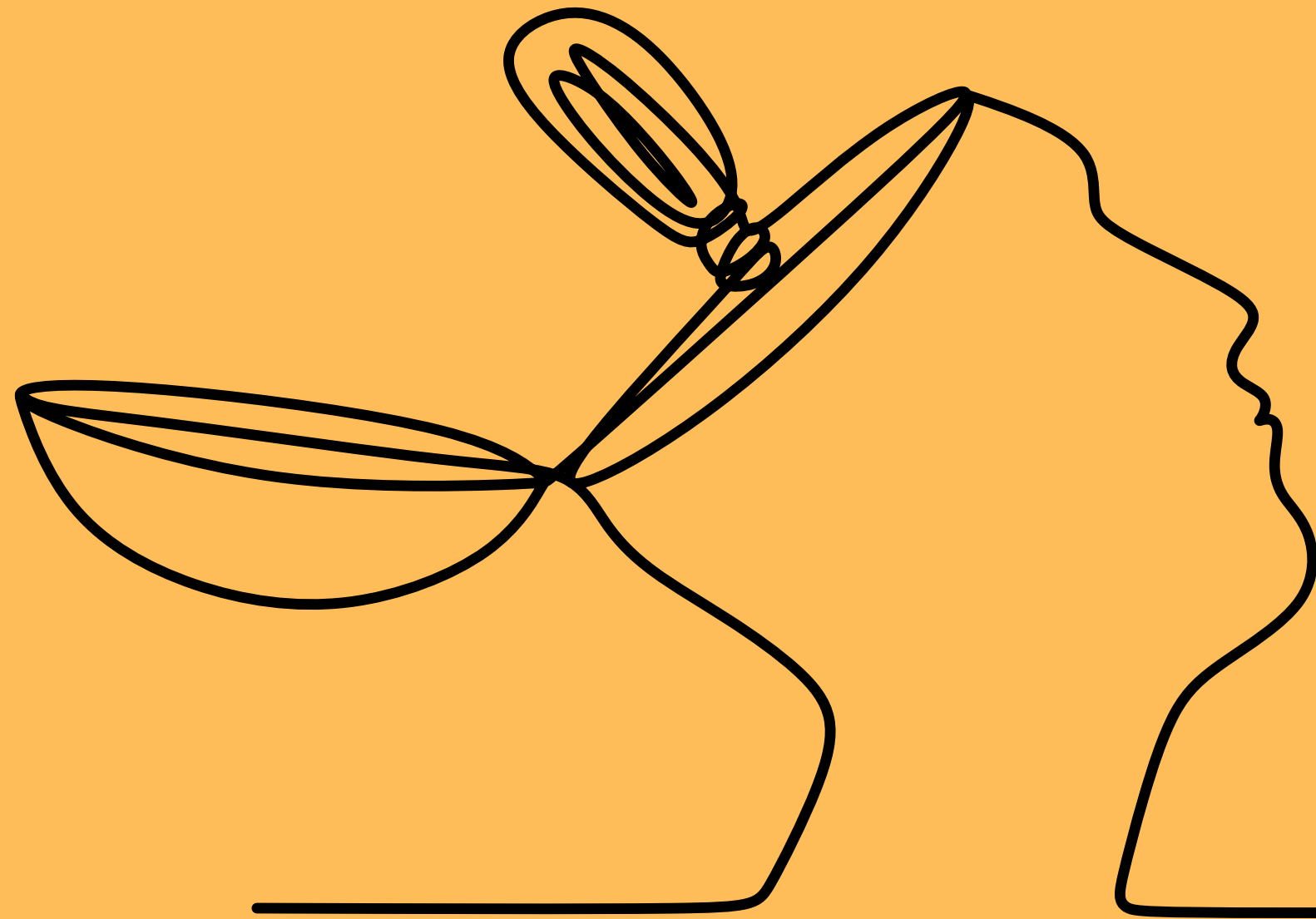


**I SEE THIS
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**I WANT PEOPLE TO
UNDERSTAND THAT
THEY CAN MAKE A
DIFFERENCE**

**HOW TO MAKE
THAT
DIFFERENCE?**

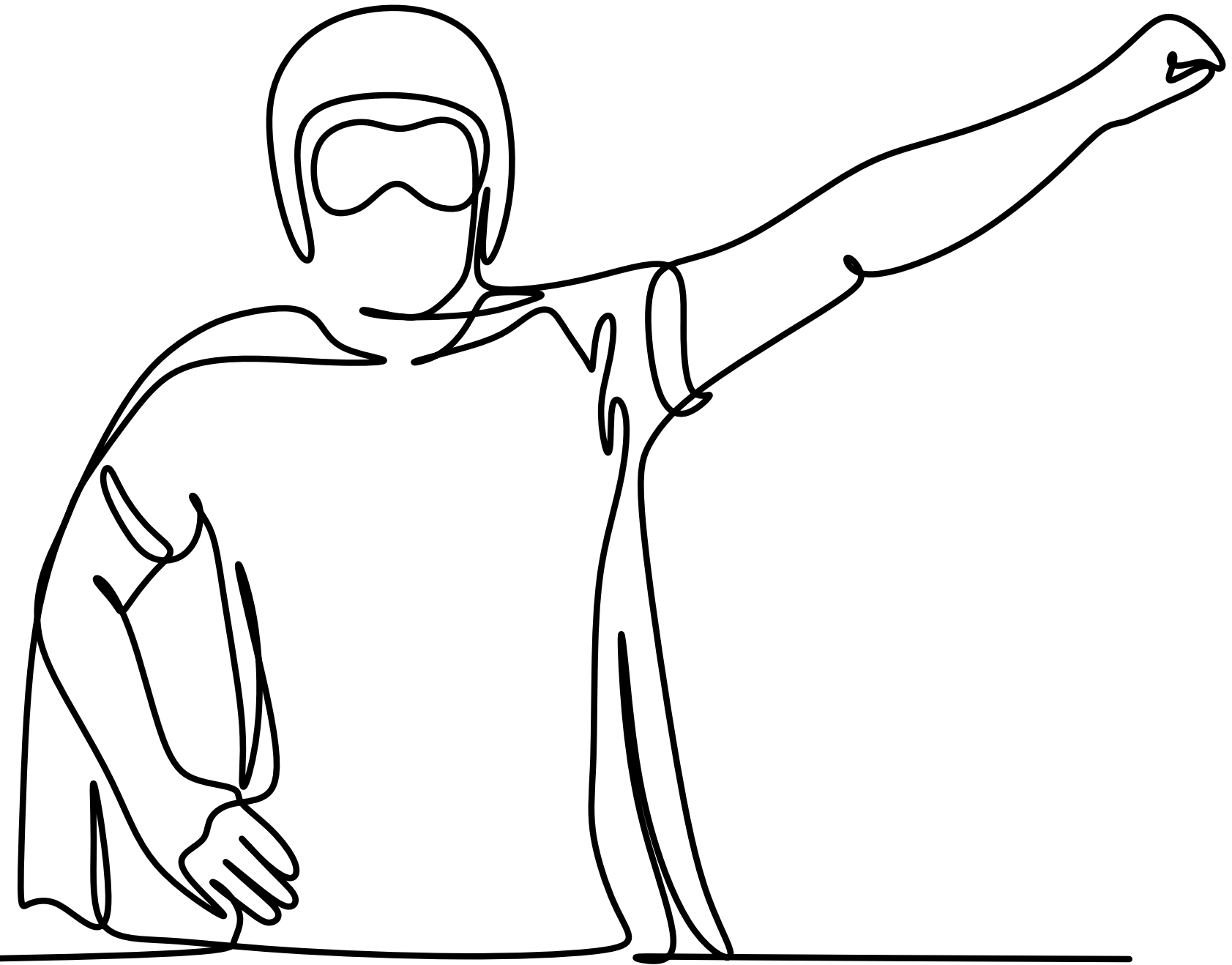
**A SPOT THE
DIFFERENCE!**



**BUT I CAN'T
DRAW...**

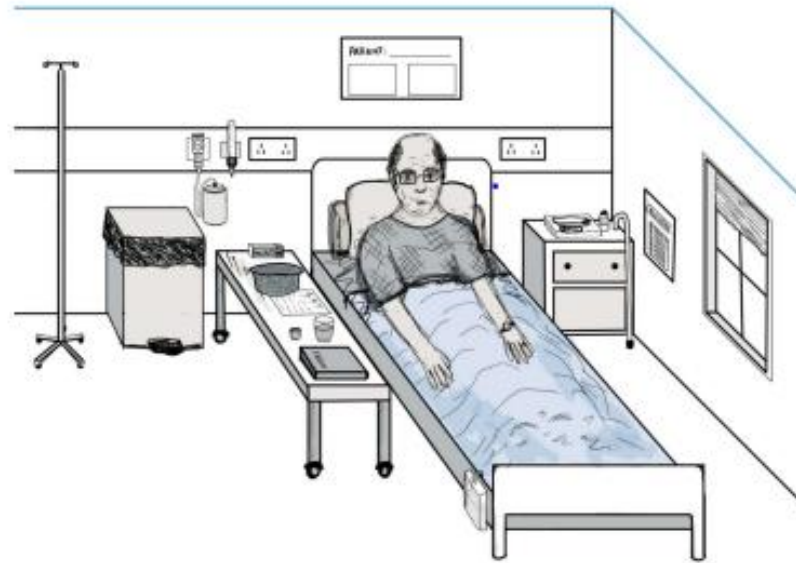
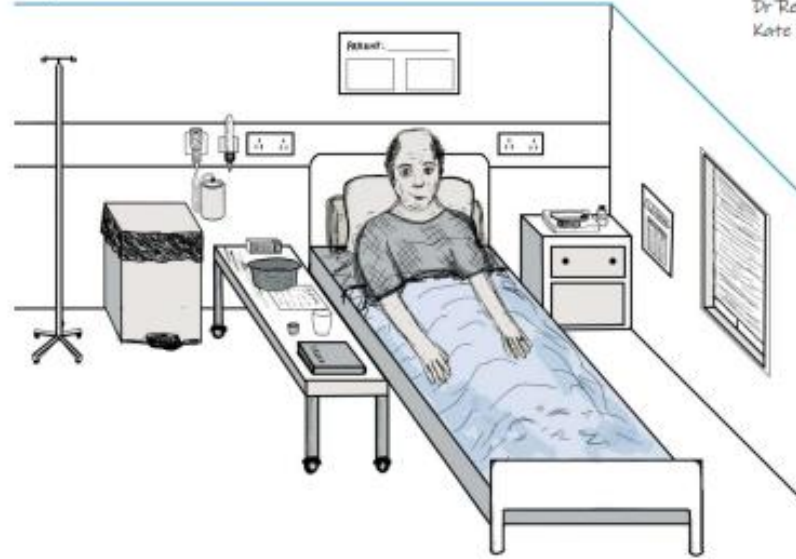


ENTER... KATE

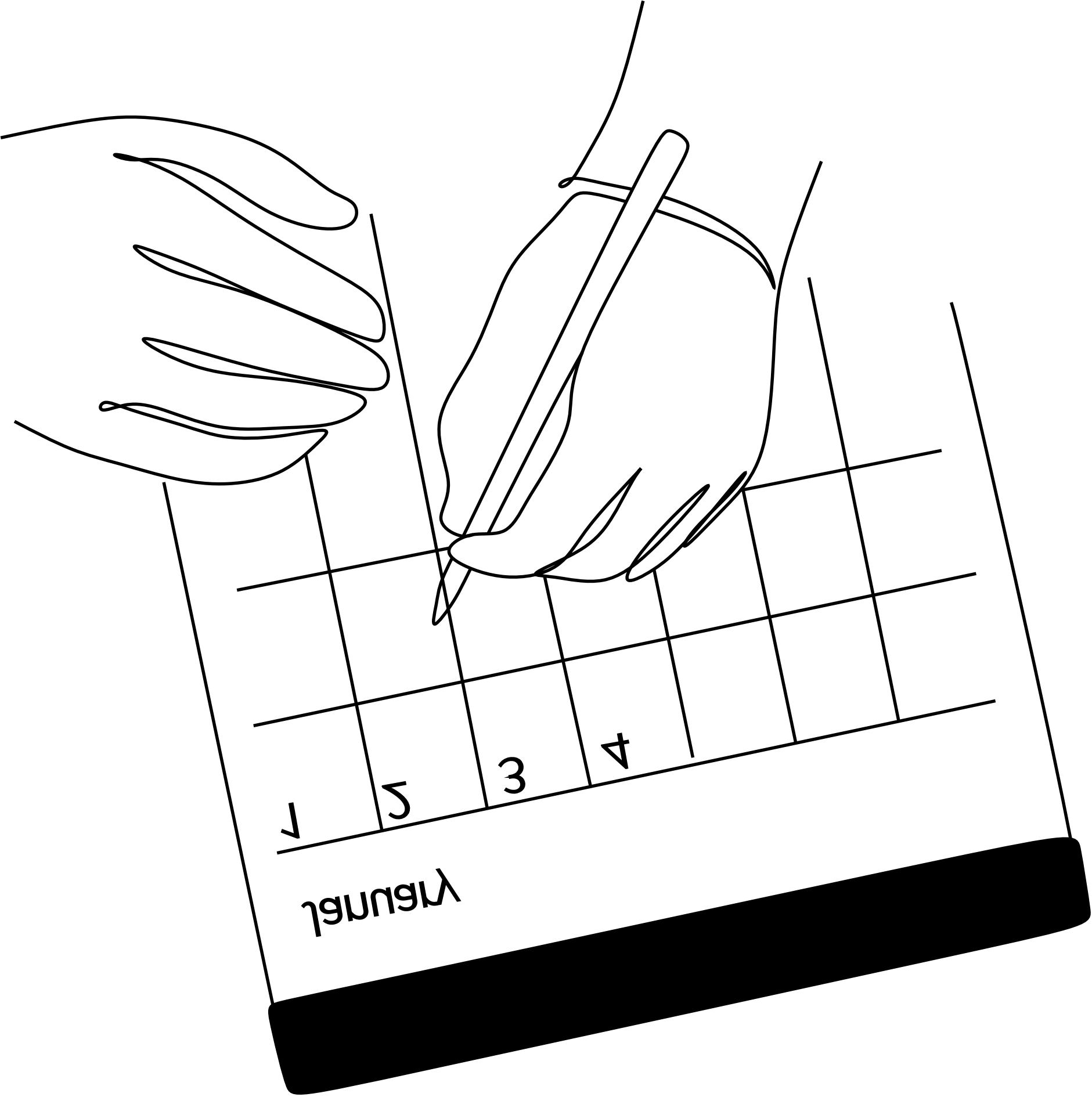


Spot the Delirium Difference

 **NHS**
North Staffordshire
Combined Healthcare
NHS Trust
Dr Rebecca Christie
Kate Dobbs



There are 10 differences to find and each one could prevent an episode of delirium.



THE PLAN

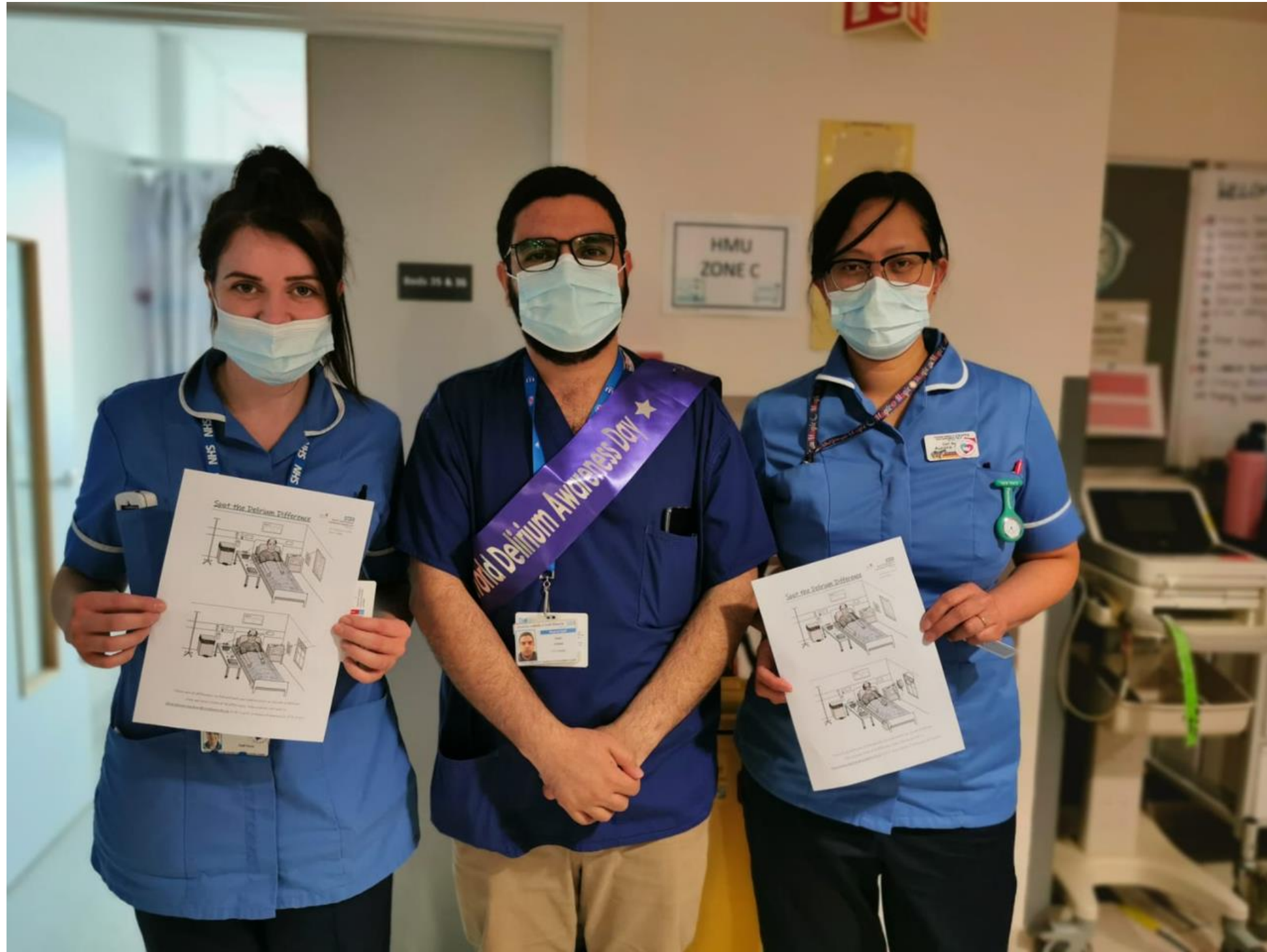
- **Distribute it**

Use WDAD

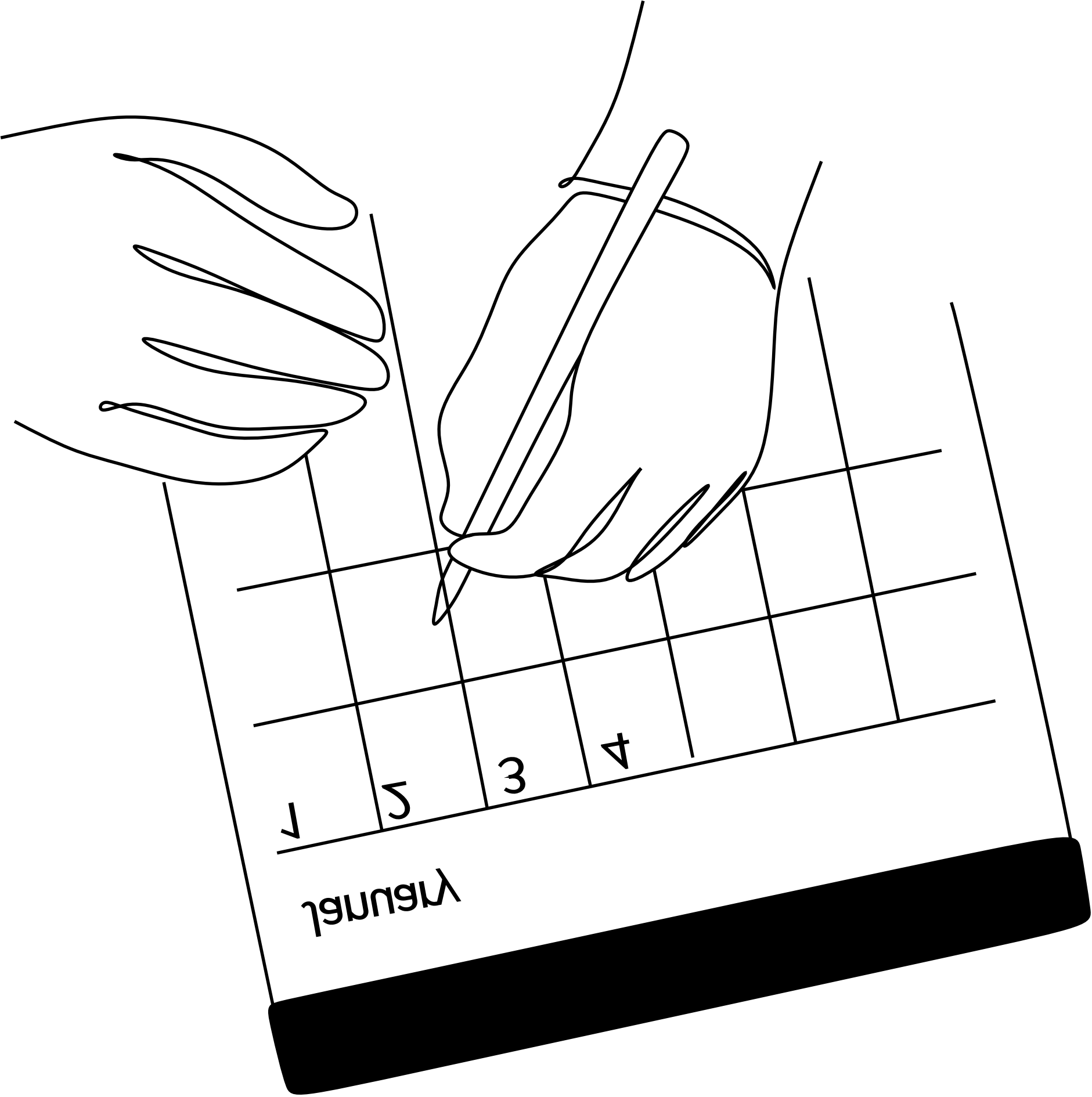
Volunteers take it around as many
wards as possible

Take a photo and send it to me

Prizes to be won



Local wards



THE PLAN

- **Distribute it**

Use WDAD

Volunteers take it around as many wards as possible

Take a photo and send it to me

Prizes to be won

2.

Share on Twitter

**"MY DAD'S SITUATION 1 YEAR
AGO,
TRAUMATIC LOOKING AT THIS..."**

**"HE HAS ONE THUMB LONGER THAN THE
OTHER"**

"MAGNIFICO"!

**AND...THE CATHETER
DEBATE**

**"WOULD LOVE TO
USE THIS IN
TEACHING"**

**"I LOVE THIS BUT
IT'S
DRIVING ME MAD"**

**"HELP...I'M STUCK ON
9"**

**"I LOVE THIS IDEA , GREAT FOR
GETTING
A CONVERSATION GOING"**

"VERY POWERFUL"



IMPACT

525,000 impressions

43,000 engagements

956 Retweets

2021 likes

115 comments



Qatar's first national delirium campaign

CONCLUSIONS

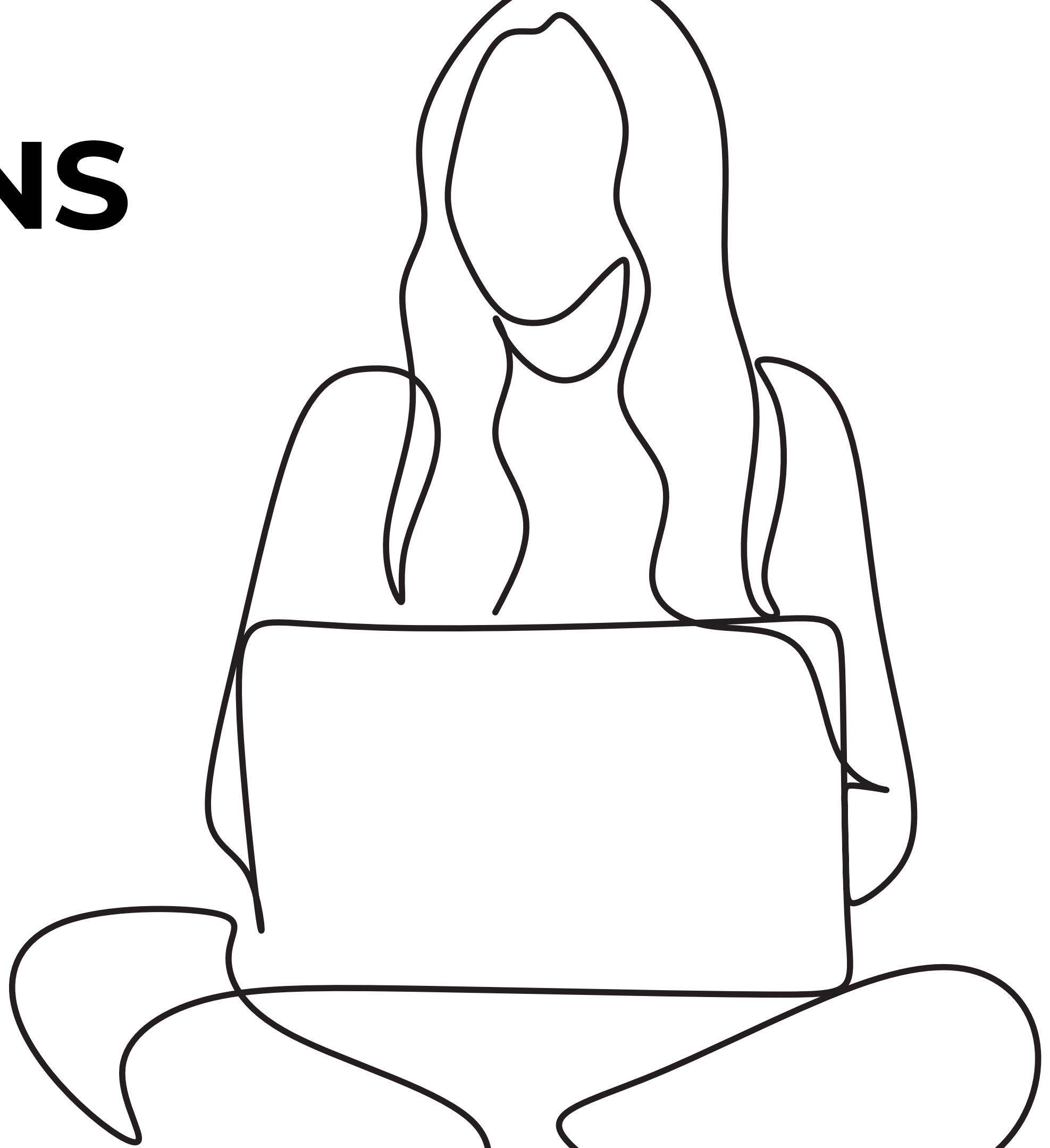
Sometimes low tech is the best option

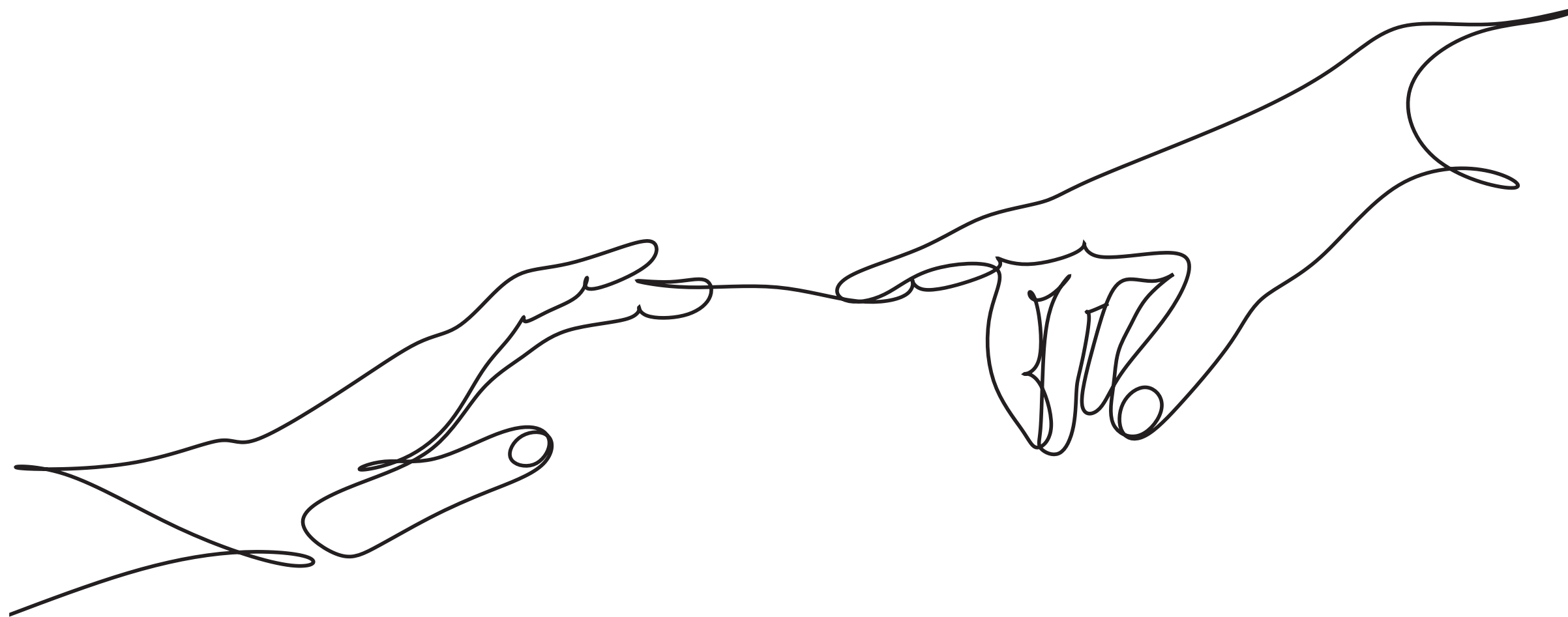
Accessibility important

We like games

Learning can come in all forms

Social Media can be a powerful tool for good



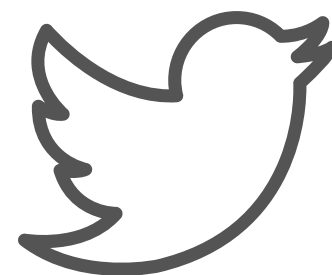


QUESTIONS



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