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**Video Aids for CHCs**  
**Jan 1988**

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## VIDEO AIDS FOR CHCs

The interest shown at this year's AGM in the video workshop and the increasing number of CHCs who seek information from the Association on pre-recorded video material has prompted ACHCEW to begin systematically collecting information on the various video producers and distributors working in the health and related topics fields.

Many CHCs are already using pre-recorded video material to enhance their activities, and some have even produced their own videos. ACHCEW hopes that the following information will be of interest to all CHCs, encouraging those who have perhaps been hesitant in exploring this exciting medium and providing additional information for those who already make use of them.

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## HOW CAN CHCs USE PRE-RECORDED VIDEO MATERIAL?

### WITHIN THE CHC ITSELF & WITH THE PUBLIC

1. INFORMATION - visual presentations are often the most effective means of providing information in easily digestible forms either within the CHC itself or as part of CHC's involvement in promoting health issues in schools, clubs, voluntary organisations etc.

There are an increasing number of videos being produced on relatively "new" topics such as child abuse and AIDS. Many different organisations are producing these videos and so there is a wide range of material available covering

not only the medical and social problems associated with these conditions, but also videos aimed at dispelling myths and prejudices and others aimed at educating particular groups.

For example, the Health Education Authority has gathered together a list of around 40 videos produced by a whole variety of different organisations on the different aspects of the AIDS problem. The list also includes details of the programmes, distributors and hire charges etc.

On issues such as child abuse, distributors such as Albany and Concord which specialise in social issues, have collected a large number of videos dealing with different aspects of child abuse and applicable to a variety of different audiences.

2. STIMULATING DEBATE - as CHCs decide their work programmes and priorities, video material could be used to stimulate debate and promote local issues. As an introduction to an open meeting or public debate a short interesting video may help to encourage discussion.

There are now a wide range of videos produced by the Health Education Authority and others on health promotion topics, such as Look After Your Heart Campaigns, Health for All by the Year 2000, and Healthy Cities projects.

There are other videos available on other major health policy issues.

For example, The Mental Health Film Council catalogue includes a large number of videos on community care, covering not only the general issues relating to care in the community policies but also specific programmes made out of the experiences of local charities and community groups.

There are a number of organisations producing womens health videos, on such issues, as cervical cancer screening. This type of material could provide a new way of opening a public meeting on, for example, the need for a well woman clinic in a particular area.

3. EDUCATION - there are an increasing number of videos available demonstrating counselling and communication techniques, which CHC secretaries and members may find useful in relation to their work with the public.

The British Universities Film and Video Council has now produced a separate guide to film and video resources dealing with interpersonal skills. This gives details of a wide range of videos dealing with racism, sexism, depression, interviewing skills and non verbal communication.

For example, NACABx have produced training videos applicable to all those who give support and advice to the public, on

interviewing skills and social awareness. These also examine the problems facing people looking for help and how counsellors and those dealing with the public can overcome their own fears and prejudices.

## WITH HEALTH AUTHORITIES

As examples of good practices and illustrations of regional differences, CHCs may find videos on different aspects of health care not only educative for themselves but also valuable tools to aid consultations with health authority planners and management.

For example Northampton Health Authority have produced a series of short videos on antenatal and baby care. This is the sort of information that some CHCs feel their own H.A should be providing at antenatal clinics. By showing what one authority has done others may be encouraged to follow suit.

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## WHO DISTRIBUTES VIDEOS?

### 1. SINGLE INTEREST GROUPS

Charities, pressure groups and community groups provide a varying range of video material. Some cover just educational/informative material on the nature of the concern or illness covered by the group. Others have produced much broader material such as evidence of problems experienced by members of the group, self help promotional information or information to be used in lobbying for the groups objectives.

For example the Royal National Institute for the Blind has produced a series of videos on the development of braille, the achievements of blind people, safety hazards and the work of RNIB. These are all available on free loan.

The Spastics Society has produced a number of programmes on cerebral palsy, prevention of disability, children, employment and integration. These are all available for hire through the Concorde Film Council.

### 2. HEALTH AUTHORITIES

Many health authorities are now producing their own video material on a whole range of topics. Some of these are very parochial and explain problems within certain areas. Others are much more general and tackle problems that are common throughout the country.

For example Northampton Health Authority has a video communications department covering many aspects of community medicine including care of children in the community, patient care, self-help and drug abuse.

South Western Regional Health Authority has produced programmes for out and in patient information, as well as films for the general public on integrating mentally handicapped people into the community.

### 3. FILM COMPANIES SPECIALISING IN HEALTH & EDUCATION

There are a large number of independent film companies (some of which are charitable trusts) producing and distributing high quality video material on a whole range of different issues and topics and aimed at a variety of different audiences.

For example The Concord Film & Video Council distribute hundreds of documentaries, animated films and feature length productions dealing with contemporary social issues in the U.K.

### 4. PHARMACEUTICAL COMPANIES

Many of the large pharmaceutical companies have invested considerable amounts of money into producing educational videos, which often have little to do with the products marketed by those companies. Commercial companies have the obvious advantage that they suffer less from the financial constraints which often affect pressure groups and charities; thus they often produce highly polished professional work and do not need to charge for hire.

For example ICI have produced a large number of medical programmes arranged on topics such as antiseptics, cardiovascular disease, breast cancer and dermatology.

Most of the producers and distributors of video material supply copies of their catalogues free of charge. ACHCEW is now collecting a wide range of information on video producers, including some of the very specialised interest groups. For a broader perspective CHCs may find the catalogues produced by the following organizations useful:

CONCORD FILM COUNCIL - has a library of over 3000 videos and 16mm films on a whole range of topics dealing with contemporary social issues in the UK. Specific subjects of interest include: Abortion, Child Health and related issues, Mental and Physical Handicap, Family Planning, Health Education, Nutrition, Elderly and Retirement, Social Work. Hire charges range from free to around £30.

Contact: 201 Felixstowe Road, Ipswich, Suffolk IP3 3BJ  
Catalogue price: £2.50

MENTAL HEALTH FILM COUNCIL - produce a catalogue of producers and distributors of around 1000 films covering mental handicap, mental health and mental disorder. Specific subjects covered include Care in the Community, Hospital care, Minority groups, Counselling and Therapies. Unfortunately the catalogue does not contain details of hire charges for individual videos.

Contact: 380-384 Harrow Road, London W9 2HU  
Catalogue price: £5

GRAVES AUDIO VISUAL LIBRARY - is a non profit making educational charity with a collection of over 250 medical/health videos and films which are available for hire or sale. Specific subjects include A&E, Addictions, Cancer, Children, GPs, Medico-legal, Psychiatry and Sexually Transmitted Diseases. All films available for hire are charged at £10 for 28 days.

Contact: Holly House, 220 New London Rd, Chelmsford, Essex  
Catalogue price: free

HEALTH EDUCATION AUTHORITY - has a resource unit which produces lists of videos and their distributors on specific subjects. Subjects already covered include: Alcoholism, AIDS, Ethnic Minorities, Smoking and Heart Disease.

Contact: 78 New Oxford Street, London, WC1A 1AH  
Resource lists are free of charge.

BRITISH UNIVERSITIES FILM & VIDEO COUNCIL - has a catalogue of over 6000 titles and holds over 800 films in its own library. It also produces a comprehensive list of all video distributors and for a small membership fee offers advice on all aspects of using videos. (Membership fee: £20.00 p.a.)

Contact: 55 Greek Street, London, W1V 5LR  
Distributors Index costs: £6.50 (free to members)

BRITISH LIFE ASSURANCE TRUST FILM LIBRARY - The BLAT centre for health and education is sponsored by the Association of British Insurers and the BMA to promote new ideas in health and medical issues. Their library contains around 100 videos on medical issues including: Accident Prevention, Asthma, Cancer, Nutrition, Strokes, Dental Care and Elderly. Hire charge is: £6 plus postage and VAT and videos must be returned the day after showing.

Contact: BMA House, Tavistock Square, London WC1H 9JP  
Film list is free.

ALBANY VIDEO - is a community video workshop producing programmes with and collecting videos of interest to, local community groups. The catalogue includes over 100 titles on subjects such as: Racism, Child Abuse, Family Planning, Disability, Women's Health, Drug Abuse and Deafness. All videos are available for hire at £10 plus VAT and

postage.

Contact: The Albany, Douglas Way, London SE8 4AG

Catalogue price: £1

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## MAKING YOUR OWN VIDEO

Many improvements in video technology have taken place in recent years, quality and versatility have risen and costs have come down. Some cameras and recorders are now simple enough to encourage many amateurs to "have a go" and highly satisfactory results can be achieved as long as people recognise their own creative limitations and that of their equipment and are prepared to invest the necessary time and effort. Indeed, the medical profession has recognised the use doctors might make of short video films and the BMJ has recently produced an article on "How To Do It". (BMJ 28/11/87 pp1396-98).

However, it must be remembered that VHS films produced by amateurs will never look as professional as broadcast TV. Other pitfalls to be wary of include copying although the picture quality of VHS films is now fairly good, second and third generation copying can only be done with quite drastic loss of picture quality. Additionally a great deal of initial thought needs to be given to planning the format of any video, as the editing facilities of amateur cameras are limited.

Some CHCs have also produced their own videos, often using the help of local community groups, and perhaps the best advice for CHCs wishing to make a video is to contact any local community arts groups or college film-making departments where advice and expertise can be gained.

For example Kidderminster CHC produced a 30 minute video of a Health Fair they ran in 1985. The Yorkshire Regional Council of CHCs produced a video on the work of CHCs a number of years ago, using the expertise and facilities of the local university; and the Association of Welsh CHCs using a grant from the Welsh Office are currently working on a similar project.

There is a wide range of literature available giving step-by-step guidance for amateurs on making a video, which might be helpful for interested CHCs.

"The Complete Handbook of Video" by D Owen is published by Penguin. The BBC have produced several guides and booklets on amateur video production, these are available from the BBC's Training Unit, Elstree Centre, Borehamwood, Hertfordshire. NETRHA have also published two guides, "The Basic Video Guide" (cost £1) and "The Code of Practice on Confidentiality of Illustrative Clinical Records" (cost £5).

## HOW CAN ACHCEW HELP CHCs WISHING TO USE VIDEOS?

ACHCEW now has copies of all the catalogues listed above, and many of those produced by smaller organisations, charities and health authorities. This means that ACHCEW is frequently able to provide not only details of the content of videos available but also information on hire charges etc. In addition we have copies of the comprehensive distributors directories which give details of all of all the companies producing material on health related topics. ACHCEW has also made contact with the main libraries serving this area and now receives their updates and briefing papers in addition to having access to some of their viewing and hiring facilities.

For CHCs wishing to hire or buy videos, whether on a specific topic or on a general area, the catalogues listed above will be very helpful. ACHCEW's Information Department may also be able to offer advice and guidance on what is available and from whom particularly if a CHC is looking for material on a less common topic, or videos aimed at a specialist audience.

In addition ACHCEW is to begin reviewing examples of some of the videos that are available on particular subjects each month for inclusion in Community Health News which will give CHCs further information on resources currently available and their relevance for CHCs. We hope that this service will assist CHCs in choosing which videos to use from the growing lists of what is available.

It has also been suggested that at some time in the future, ACHCEW should produce a video outlining the role and responsibilities of CHCs. Such a project would of course require funding which is currently not available, but if the demand for such a video grew, ACHCEW would obviously try to meet it.

The Association hopes that CHCs will find this latest addition to the information service useful. Anyone seeking further information on video services should contact Suzanne Tyler, Development Officer at the Association.

ST/January 1988