


Taking a different approach to our annual report #charitywritecomms


“I would like you to produce an annual report.”

- Who do we want to read it?
- What is its purpose?
- How will we distribute it?
- How do we get maximum value from our efforts?



Get in early so
you can shape it

Help people who know a little, get to know a lot more



Having access to
senior staff

Our animation



We wanted people to be intrigued
enough to pick up

a story
like
No
other

And bits about
money too
Thanks!



Be brave and
clear about
what you want
to achieve

The annual report



Me and my sister Zoe

My sister Zoe comes to Keech to make her feel better. I love going, everyone is really nice and it's always lots of fun. My sister loves it too. My mum says we wouldn't be able to cope without the support of the hospice. I bet there are lots of other families who think the same. It's not just for children either. Lots of grown ups come to Keech to help them feel better too.

Grown ups and children need to help Keech because it needs money to survive. This report is sort of like a school report - it tells you all the things that our hospice has been doing in the past year, with numbers and stories and everything.

Keech help Zoe at our home as well as in the hospice. That helps mum a lot. Keech helps lots of mums and dads, brothers, sisters, grandparents. They are there when you need them to be 24 hours a day.

Millie, 10



Dr. Wink White



Dennis Keech

Language

We think it is wrong that there are people dying alone. We think it is wrong that there are children and adults left to cope with devastating life-limiting conditions without support. We think it is wrong that people have to spend time away from their families, in hospital when they could be at home – making the most of the time they have left.

Language

What are we doing about it?

We believe no one should have to face a life-limiting and terminal illness alone. We're here for our patients, families, carers and health professionals.

We are here to help improve the care people receive by working with other professionals and organisations – so our support goes far beyond those who walk through our doors.

Our **vision** is that everyone has choice and excellence on their journey towards end of life.

Our **mission** is to seek out all the people who need palliative care; ensure someone has assessed their needs; and that something is being done to address those needs in a way the person chooses. If not, we will do something about it.

What this means – everyone – your family, your neighbours, your friends and your colleagues all have access to the very best palliative and end of life care at the time they need it most.

We need to make sure we are here for people who need us now and in the future.

We aim to provide an excellent standard of care to every person who needs us and ensure they can access care where they want it – whether that be in the home, hospital, school, care home or day clinics. In our annual report you can read about what we did this year to achieve those aims.

Our work is focused on the people we are here to serve – our patients. Therefore, we wanted our annual report to be focused on patients and their families and what we are doing to ensure they get the very best palliative care, delivered in the place they want it the most. Rather than detailing all our strategic objectives, we have focused on what we have done to achieve our two main care priorities of providing excellent palliative care and ensuring patients can get care in their own homes during 2013-14.

Of course, none of this would be possible without the vital support of local communities. To read about the income we have raised and how that money has been spent just skip to the numbers bit towards the back of the report.

Our care priorities

To ensure that patients, children and families receive outstanding care from everyone they come into contact with.

To ensure that care is delivered fairly and equitably to our local population and to lead the provision of community services to ensure that excellent care is delivered to patients in their own homes (or care home).



Areas we cover
Keech Hospice Care supports adults living in Luton and South Bedfordshire and children and their families from across Hertfordshire, Bedfordshire and Milton Keynes.



Language

PAIN IS
WHAT
SCARES
ME THE
MOST

Our patients often tell us that pain is what they are most afraid of. One essential component of our palliative care is managing symptoms and pain relief. We know that freedom from pain allows the highest quality of life possible for as long as possible. We have a great deal of experience in pain relief and always manage the total pain – emotional, psychological, physical and spiritual.



Heidi's story

Heidi, 40 was diagnosed with breast cancer in 2009 exactly two months before her wedding. Four years later further investigations showed that she had secondary cancer that had spread to the base of her spine.

Heidi was transferred to the In-patient Unit at Keech where at first - under her own admission - she was resistant to being taken.

"I knew what a hospice meant and didn't understand the purpose of being there when I was fighting it and going to get better. During the time I spent at Keech I received pain management that helped enormously, particularly at night when I used to wake up in agonising pain. My medication enabled me to finally sleep through the night for the first time in months.

The staff went above and beyond the call of duty not just with me but with my family too. I'd come to terms with my situation and was ready to fight while everyone else was falling apart around me, but the nurses were brilliant and really supportive. The nurses knew how much I was missing my husband so they'd make up a bed for him when he came and they even put cooked breakfast out on the patio and wheeled me out there so we could eat it together! They were so thoughtful."



Mark's story

Mark Hearn was diagnosed with cancer at the age of 14. Mark received support from Keech community nurses who helped manage his pain. Mark's mum Karen talks about the vital support they received and how Mark was able to remain pain free.

"The doctor said there was nothing more they could do. Mark, my 15 year old son would not get better. The treatment had worked - it had been a success - for just two weeks. Then the cancer returned.

Thankfully, Mark was never in pain. The Keech community nurses made sure of that. Whether it was chasing doctors, getting prescriptions or just giving us advice, they were always there.

They taught me how to administer the correct pain relief and medicine to enable Mark to enjoy the things he liked to do when he was sick. Towards the end they were with us every day. This provided us with a great deal of reassurance. I didn't have to worry about Mark being in pain, or the medical side of things. I could just concentrate on being with him and holding his hand until the very end."

121 patients were admitted to our In-patient Unit. 86 adults were admitted for pain/symptom management

Language

Every child
should be
able to play

Some of our children need to use different toys to the ones they had played with previously. Some parents may need help in learning how to play with their child and come up with sensory activities that the child can enjoy. Following a review of our services we further developed our role of play specialist to visit more children in their own homes. As part of the play sessions our play specialist identifies aims and objectives designed specifically for the child. These include a range of activities from encouraging eating through to memory work.



Evie's story

"Evie loves her regular visits from Jennie, the Keech play specialist. It gives her a chance to play and learn and experience new sensations. Evie needs to play with special toys as her old toys would make her dystonic. Through her visits Jennie taught me how to play with Evie and what she would respond to.

Living in St Albans, Hertfordshire it is not always easy to come into the hospice, so it is wonderful that I also get so much support in my own living room. Whether that is Mary, Keech's palliative care support worker helping to sort out our care package or talk about housing or benefits or Jennie coming for some specialised play with Evie.

Keech is now a huge part of our life. Do I wish it wasn't - of course. But Evie and I need Keech and we are so glad it is there. Keech is helping us pick up the pieces and build a new family life - my beautiful girl deserves nothing less."

Kim Baron

52 families supported by our
play specialist
522 visits to families' homes
and the hospice



Finding visual ways to show our worth

Supportive therapies We recruited two new art therapists and a music therapist for our adult and children's services

Music and art therapy

At times it can be difficult to put feelings and experiences into words. Both music and art are very powerful mediums that can affect us all in very different ways. It can resonate with our feelings, enabling us to express ourselves and to communicate with others. Both music and art therapy aim to use these qualities to help support our patients in expressing thoughts, feelings and experiences with a qualified music or art therapist.

In May 2013 we recruited two new art therapists to work across adult and children's services.

In September we extended the team to include a music therapist.

Rather than describing music therapy we thought we would let you see a session for yourself. Charlie Hall, 13 has generously decided to share her music therapy session with you. To see a recording go to www.keech.org.uk/music

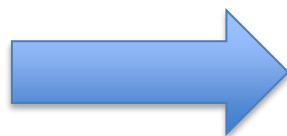
Tracey Moffatt's daughter Maddie, received art therapy after the death of her Nan. Tracey said: "Art therapy has helped Maddie get back to her old self; she is doing well at school and generally has a smile back on her face, which is lovely to see."

"Keech's support has been wonderful and I can't thank everyone enough. It has made a very difficult time more manageable and knowing Maddie was receiving the help she needed made it easier for me to cope with my own grieving."

Tracey Moffatt

22 adults and five relatives had art therapy sessions. 14 children and one relative had art therapy sessions

In six months 14 children and one relative had music therapy. 20 adults and three relatives had music therapy sessions



Before:



Maddie Moffatt

Now:



Getting across the message that we do a lot



Finances

Keech needs millions so will my £10 really make that much of a difference?

A resounding yes! £77,520 was raised through donations of £10 or less – so every single penny you give makes a huge difference to the care we can provide.



Book launch

Make sure
people are
celebrated and
involved



Effectiveness

Media coverage of the animation and annual report had a reach of
150,855
across Bedfordshire & Hertfordshire.
The advertising value is:
£30,000



1,000

people viewed our annual report on our website

2,809

people viewed our animation on You Tube

6,000

people viewed our animation on Facebook



And for this year?

Celebrate
success

**Most people
think hospices
are where you
go to die.**

This year we are sending a message



Because it worked so well for us last time

**Most people
think hospices
are where you
go to die.**

Once again thinking about the audience



As a retired GP, I am well aware of the Hospice movement (and indeed referred many of my patients to them) but I have never had to use their services for my family.

Then two years ago, my grandson was diagnosed with a form of cancer called Neuroblastoma. He has been successfully treated, and hopefully cured, but an extremely important aspect of his care was being referred to Keech Hospice Care.

They specialise in looking after seriously ill children and adults – and just as importantly, their families. Speaking from personal experience their help and support during such a distressing time is invaluable. Keech provides an oasis of calm and the staff cope wonderfully with the physical, psychological, and emotional needs of both the patients and their families. We are all immensely grateful for their professionalism, support, and individual attention throughout this very difficult period in our lives.

I understand that there are seriously ill children and adults who are not getting the support that Keech could offer them. I know Keech are trying to find them, but as a GP I strongly urge my colleagues and other health professionals to refer patients to this wonderful charity. Please take a few moments to read this report and see how much can be done for palliative and end of life patients.

Dr Alan Stranders
Retired Harpenden GP

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It has become more than a report

Always look for
ways to
maximise



My tips

- Theming an annual report can send a message and tie it all together
- Doing a launch can give it attention and encourage staff to use it
- Be strong with your use of language
- Don't always follow the expected format
- Before starting know how it will be used and distributed

My tips

- Get in early so you can shape it
- Get access to senior staff and build a relationship with them
- Be brave and be clear about what you want to achieve
- Make sure people are celebrated and involved
- Celebrate success
- Always look to maximise your activities
- Find allies and align your objectives

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