

Media Release

Thursday, March 12

Hospital and College partnership win business award

A project where Yeovil College students filmed a patient's journey through bowel cancer at Yeovil District Hospital has won a business award.

The project was the overall winner of the 2009 Education Business Awards – organised by the Somerset Education Business Partnership.

The award recognised the work of Michael Smith, Andrew Wheeler and Rob Wheeler, who are media studies students at Yeovil College who worked in partnership with Yeovil District Hospital staff to produce two DVDs to inform patients about forthcoming procedures – one for bowel cancer and one for knee or hip replacements.

Consultant Surgeon, Nader Francis, said: “The aim was to reduce anxiety and increase awareness of modern treatment options. Thanks to the involvement of one courageous patient, Michael Grint, a 54-year-old engineer from Yeovil, we have been able to portray a very realistic journey through treatment and recovery for bowel cancer. This has also illustrated best patient care at Yeovil District Hospital, through a multi-disciplinary team approach, keyhole surgery and an enhanced recovery programme.”

Working in teams of three, students were required to bid to be selected to complete the project. The successful project teams met with hospital staff to respond to a design brief that had to be delivered to an agreed timetable. Students produced storyboards and went about capturing images on camera and during each stage of the process received feedback from consultants and orthopaedic surgeons.

Media lecturer, Steve Braddick said: “The students have benefited enormously from participating in the project. They have a clear idea of the challenges of working to a client brief and meeting the professional standards required to produce a product designed to inform patients preparing for surgery. The whole experience has also provided a real context to complete an important dimension of their National Diploma in Media.”

Course development manager at Yeovil District Hospital, Fiona Carter said: “This DVD, produced with financial support from the Training Hub for Operative Technologies in Healthcare, will certainly have a beneficial effect on the education of patients, relatives, carers and healthcare professionals. I am very grateful to Mr Grint for his involvement and for the hard work of the two project managers, Nicola Webber and Val Eslick, the college students and the Enhanced Recovery Team in Yeovil District Hospital.”

This is the second time the hospital has worked with the College's media students. Last year they produced a DVD entitled 'A day in the life of Yeovil Hospital'.

Chief Executive of Yeovil District Hospital, Gavin Boyle said: “We are delighted to yet again work with the students and to further develop our relationship with our neighbours at Yeovil College. We are very impressed with the work the students have produced.”

Steve Braddick added: "We are always very keen for our students to take on live briefs, working in partnership with local employers. The hospital has given students the perfect opportunity to show off a variety of skills including planning, directing, filming and post production of the finished article. We are really pleased with the work."

The awards were presented on Wednesday night (March 11) at Western Provident Association in Taunton.

Pictured, left to right, ready to film surgery at Yeovil District Hospital are award winning Yeovil College students, Michael Smith, Andrew Wheeler and Rob Wheeler.

For editors

For more information or to discuss using footage from the DVD contact:

- Communications and Marketing Manager at Yeovil District Hospital Debbie Pugh-Jones on 01935 384233.
- Media lecturer at Yeovil College, Steve Braddick on 01935 84531.