

# Age UK Catheter Care Campaign Pitch

<u>Audio/Voiceover</u>	<u>Visual</u>
<i>Sad, sombre music plays over the top</i>	<i>Betty and Harold are both in their respective homes and are both uncomfortable. Combined with a voiceover Betty and Harold describe what is happening and how it could have been averted.</i>
<i>Muffled traffic sound and a kettle boiling.</i>	<b>Open on Betty.</b> An elderly woman, making a cup of tea. She winces, as she has to move around, something is making her feel uncomfortable. She turns towards the screen.
<i>Betty's voice:</i> "I've had this pain now for nearly a week and it's making me feel sick... the doctor told me it would help after my operation... to fit a catheter you see..."	Betty looks down towards her stomach and rubs it. She looks back up.
"The community nurse comes to see me twice a week and didn't check... the doctor told me she would take care of my catheter... it's so embarrassing having to ask..."	Betty leaves the kitchen and enters the sitting room where she sits on the sofa with her cup of tea. As she sits she reflex as she appears in more pain.
<i>Voiceover:</i> "Betty has a <b>Catheter Associated Urinary Tract Infection</b> caused by a blocked catheter. This is causing her a lot of discomfort and pain... it could have easily been prevented with the correct monitoring from her community carer."	She is still sitting on her sofa drinking her tea.
<i>Busy sounds of plate clattering and the gentle hum of people talking.</i>	<b>Cuts to Harold.</b> An elderly man is sitting in an armchair in a care home. He looks agitated, angry and uncomfortable and turns to the camera.

*Harold's voice:*

"I had a catheter fitted weeks ago after going to see the doctor and it's causing me a great deal of pain... I get easily confused and I'm not sure what's going on..."

Looking more confused, Harold shifts himself around in his armchair.

"I know the doctor told me the catheter was only till I felt better... but now I feel so much worse and I don't want to drink any water because it makes me feel sick... why won't the nurses help me!"

Harold looks at a cluster of nurses chatting to each other in the corner of the room.

*Voiceover:*

"Harold too has a **Catheter Associated Urinary Tract Infection**. Because Harold suffers from dementia it can be a struggle caring for him..."

A nurse looks towards Harold, turns and walks towards him.

"A previous Urinary Tract Infection meant Harold was prescribed antibiotics and has a catheter fitted... After Harold gets better the nurses decide to leave the catheter in as it is easier to care for him..."

The nurse approaches Harold and puts her hand on his shoulder and gently comforts him.

*Voiceover:*

"Both Betty and Harold are suffering unnecessarily... **Catheter Associated Urinary Tract Infection** causes a great deal of pain and discomfort along with a raised temperature and even discharge..."

**Cut to a divided screen of Betty and Harold.** Betty and Harold are both on the screen with a line dividing them.

"They will also need to pay a visit to A+E, which can be a distressing experience for them..."

The screen slides up with a red cross symbol/hospital.

*Sounds of Ambulances.*

**Fade out.**

*Voiceover:*

"Unnecessary catheterisation causes undue distress and anxiety to patients... All healthcare professionals need to play a part in reducing the risk of catheter associated infection... A large number of catheterisations are unnecessary and cost NHS trusts money..."

**Fade in: Bullet Points.**

- Unnecessary catheterisation causes undue distress and anxiety to patients.
- All healthcare professionals need to play a part in reducing the risk of catheter associated infection.
- A large number of catheterisations are unnecessary and cost NHS trusts money.

**Fade out.**

*Voiceover:*

"Betty and Harold have been to see the doctor, have had a course of antibiotics and new catheters have been reattached... But most importantly issues have been raised regarding their care and both Betty and Harold are receiving the care they deserve."

**Cut to a horizontal split screen of Betty back at home and Harold in his care home.** Betty is sitting on her sofa next to the community nurse and they are both smiling and chatting away. Harold is sitting in his armchair talking to a nurse who is handing him a glass of water. They both look much happier. **Fade out.**

*Voiceover:*

Together we can stop CAUTIs. For more information and support visit (website).

Age UK logo and information...