

Age UK Catheter Care Campaign Pitch

<u>Audio/Voiceover</u>	<u>Visual</u>
<i>Sad, sombre music plays over the top</i>	Betty is in a dingy A+E waiting room looking uncomfortable. Harold is lying in a hospital bed with a doctor and carer by his side. Betty's and the doctor's thoughts/subconscious/inner understanding are questioning why they are there and what went wrong.
Sound of a hospital waiting room. People coughing, the hustle and bustle of people moving round.	Open on Betty. An elderly woman, who is looking uncomfortable, is sitting in a grey hospital waiting room. Slowly the shot tighten in on her.
<i>Betty's voice:</i> "I hope I won't be here much longer... I really don't like it here... Just be patient, the doctor will see you shortly!"	She is patiently waiting. After a few seconds she looks up as if to read her mind. She then has a quick glance around the room.
"I do hope it won't be much longer... I feel very uncomfortable... They told me after my operation the catheter would make things easier for me."	Her expressions are changing as she feels more discomfort. She looks downwards.
"I don't know why the community nurse didn't check it when she came round last week... Maybe I should have said something? It's so embarrassing though." "I don't understand why I am here"	As people walk passed Betty looks a little awkward and even more uncomfortable.
	Cuts to Harold (Scroll through the waiting room). Harold is lying in a hospital bed connected to a drip. A doctor is standing next to him taking notes.

Doctor's voice:

"Catheter-associated urinary tract infection... He shouldn't be here... His catheter should have come out weeks ago... Why hasn't he been receiving the correct care? "

The doctor looks up from his notes at Harold. He then looks toward the carer.

Carer's voice:

"Harold's dementia is so hard to deal with... It was much easier just to leave the catheter in... for both of us."

Cut to Carer. The carer is looking guilty as she turns to look at Harold.

Cut to Harold. Slow fade out

Voiceover:

"Commissioned research amongst NHS trusts proves that unnecessary catheterisation causes undue distress and anxiety to patients... and are an unnecessary cost of NHS trust 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:

"All healthcare professionals need to play a part in reducing the risk of catheter associated infection"

Cut to Carer and Harold. Back in the nursing home Harold is with the carer whom is being very attentive towards him. They both are happy and caring towards each other.

Voiceover:

"Together we can stop CAUTIs. For more information and support visit....."

Cut to Betty and a nurse. Betty and the nurse are sitting on a sofa in Betty home. They are conversing and also appear happy.

Age UK logo and information...

Variations:

- Silhouetted or cloud-like images of what had happened to Betty and Harold could float around in the background.
- Could actually include flashbacks of what happened to them.
- Interchange between Betty and Harold so their story is chopped up.

- **Bland, de-saturated colours illustrate the sombre theme during the hospital parts and bringing up the colours when they are home again.**