

## **SUMMARY**

**Kent and Medway Cancer Alliance (KMCA) worked with Social Enterprise Kent (SEK) on a Core20Plus5 project to improve awareness and uptake of bowel screening in deprived coastal communities. They developed accessible animated videos, to explain the benefits of bowel screening and how the test is carried out. The video complemented pop-up events held by SEK in the area. The animations are designed to be easily understandable for people with low literacy levels and for whom English is not a first language.**

### **Health Innovation KSS support**

In early 2023 KMCA asked Health Innovation KSS for introductions to suitable companies to develop and produce animated videos. Health Innovation KSS then approached two companies on behalf of KMCA, outlining the proposed project. Following these conversations both companies were invited to “pitch” to KMCA and SEK. Kartoffel Films were selected as the successful company to begin work with KMCA and SEK.

Kartoffel Films limited is a video marketing company producing engaging and accessible content for marketing and training purposes. They have a specific interest in healthcare and working with NHS Trusts and providers. Health Innovation KSS helped them to gain market access to KMCA and supported the process of procurement of Kartoffel’s services by KMCA.

“As part of the health inequalities work that Kent and Medway Cancer Alliance were doing, a partnership with Social Enterprise Kent (SEK) was formed raising awareness of bowel cancer screening to deprived and coastal communities. As part of the outcomes from this, SEK were keen to develop a video for people with English as a second language, to reduce barriers in bowel cancer screening. It was at this point, that Health Innovation Kent Surrey Sussex got involved, understood the spec and were brilliant in offering introductions to different video companies. Health Innovation KSS offered initial meetings with all the companies allowing them to demonstrate their product to KMCA and SEK. Ultimately it was decided that SEK were keen to procure Kartoffel to do their video. In KMCA, we had some other requirements to create videos: health inequalities and faster diagnosis. We had been so impressed with Kartoffel’s approach that we also procured them to do two further pieces of work.”

*Cathy Finnis, Early Diagnosis Lead and Health Inequalities Lead at KMCA*

During the resultant project, KMCA identified a further two projects (health inequalities and faster diagnosis) for which they wanted to create animated videos and once again have chosen to work with Kartoffel on these. This has helped the company with regional adoption and spread of their services and the total contract value to Kartoffel is c. £30,000.

[Watch the Reducing health inequalities in Kent and Medway animation](#)

## Impact

The main impact of the innovation to date has been economic growth for Kartoffel, as well as exposure for them to the NHS, helping them to understand the system's needs better and position them well for further work.

“Health Innovation [Kent Surrey Sussex] has significantly increased our workload with truly interesting projects. It has provided us with the opportunity to collaborate with wonderful people on heartwarming initiatives that are also helping improve the quality of our work.”

*Claudia Simone, Producer at Kartoffel*

## Looking to the future

Once all the videos are published, KMCA will be measuring the reach of the videos and the impact they have in terms of uptake of bowel screening, understanding of health inequalities, and compliance with the urgent suspected cancer diagnostic pathway.

Health Innovation KSS will continue to support Kartoffel in this ongoing work with KMCA, and introduce them to other parts of the NHS system, as appropriate, where other similar opportunities are identified.